



**Galveston's Own  
FARMERS MARKET**

# 2022 ANNUAL REPORT





## A WORD FROM GOFM'S EXECUTIVE DIRECTOR

2022 was a sensational year for Galveston's Own Farmers Market. We sampled from a smorgasbord overflowing with diverse and rich experiences. We had the days of sour, we had the days of bitter. Surprise often found us, and we savored joy over and over again. GOFM's table has been full from January to December, and since we keep building it bigger, it seems we must like it that way. ;)

The flavors of 2022 included the toasting of several 'firsts' and relishing some hard-won milestones: in February we purchased our very first company vehicle with the help of Classic Galveston Auto Group & several very good friends, in April we held our first-ever Market Mile fun run/walk with resounding success, in June we found ourselves at the center of public debate around drag queen storytimes (and found that not only is our commitment to inclusivity an easy promise to keep but that our local supporters really are among the best people around), this October, GOFM celebrated 10 years in operation, and in November I had the humble pleasure of representing GOFM in the Philanthropitch + Vision Galveston non-profit pitch contest and brought home over \$70,000 to support our YGP-in-a-box idea (keep your eyes peeled for this one)!

It continues to be a gift to serve as this organization's steward; I've seen the growth from nearly Day One, and I'm lucky to work with such a dynamic team to bring active joy—and yes, flavor!—to so many people every day and every week. Not only is being a part of GOFM a delicious enterprise, but this decade has shown me that giving to GOFM (with hours, talents, and dollars) is a sound investment—if you're someone who likes to see the fruit of your labor.

Here's to the flavor wrought from 2022, and all who gave their time to make it happen. Cheers to another 10 years, friends.



**CASEY MCAULIFFE**

**EXECUTIVE DIRECTOR**





# OUR MISSION

To build and sustain a local food community through a vibrant, producers-only marketplace, improved food access, and educational programming







## **BOARD OF DIRECTORS**

**Steven J. Baines**  
President

**David Walker**

**Dustin Henry**  
Vice President

**Hank Thierry**

**Priscilla Files**  
Treasurer

**Jessica Karigan**

**Shanice Blaire**

**Siok Hong Chen-Sabot**  
Secretary

**Alicia Cahill**

# STAFF

**Casey McAuliffe**

Executive Director

**Mercedes Pang**

Director of Operations

**Cody Wright**

Director of Finance

**Honi Alexander**

Young Gardeners Program Director

**Keaton Argubright**

Gardens Manager

**Caitlin Townsend**

Community Engagement Coordinator

**Candy Hattingh**

Field Market Manager

**Cassidy McDonald**

Gardens & Community Assistant

**Denise Walker**

Real Food Project Coordinator







# Integrity, Inclusivity, Diversity & Equity for All (IIDEA)

Our IIDEA committee was formed in 2020; we're dedicated to building checks & balances for how community voices & needs are solicited, heard & incorporated into GOFM's operations.

## MISSION

The IIDEA Committee exists to ensure a sense of belonging within the GOFM community.

## GOALS

IIDEA holds GOFM accountable to all people in the Galveston community by consistently reflecting upon who does or does not feel a sense of belonging in our programs, strategizing how we can do better, and recommending specific action plans to the GOFM Board and staff.

## OBJECTIVES

- Make consistent recommendations to the GOFM Board of Directors.
- Evaluate & define new objectives every year
- Examine established internal policies in GOFM's bylaws
- Plan and execute outreach and education events/strategies

## Active Members

Jessica Karigan, Chair  
Honi Alexander  
Steven J. Baines  
Amy Bly

Priscilla Files  
Austin Lujan  
Casey McAuliffe  
Cassidy McDonald





"Galveston's Own Farmers Market became more to me than I ever thought and I am so grateful.

Going to the market every Sunday with my partner was our thing and when we had to live apart, I felt sad going alone at first but quickly realized I was never alone when I went because of the community there.

...Watering Burnet's garden was unexpectedly therapeutic for me and there too I had community through conversations with those that would bike, walk, or dance by and the different groups that practiced in the field. GOFM taught me how easily groups of people [can] come together for each other through food and programming in and outside of the market.

GOFM showed me and provided me with a community (personally and professionally) that I will cherish forever. "

**SHANICE BLAIR,**  
GOFM BOARD OF DIRECTORS MEMBER SINCE APRIL 2022



# OPEN-AIR MARKET

In October 2022, the market moved location to 'The Depot on Market' & debuted a significant new partnership with Galveston Historical Foundation.



3

GOFM vendors opened brick & mortar locations!

47

jobs created or supported by our network of 32 vendors

8

New Vendors

24,156

Total Market Visitors



## A Place for Community

GOFM is a space for all -- we partner with over 30+ local nonprofit organizations to elevate the quality of life for all Galvestonians.



Ball High School's TOR Program  
"Beads for Needs" Drive



Nia Cultural Center's  
Jack Johnson's Birthday Celebration



Drag Queen Story Time  
with Access Care of Coastal Texas



Taste the Market  
with Galveston County Food Bank





# MARKET VENDOR SPOTLIGHT

## Coastal Bake Shop (CBS)

*Below is an excerpt from Mosaic in Medicine's "When a Market Is More Than a Market" by Leonard Wang - [mosaicinmedicine.org/when-a-market-is-more-than-a-market-17967](https://mosaicinmedicine.org/when-a-market-is-more-than-a-market-17967)*



Rick Alba did not always think he would be selling baked goods in Galveston, Texas every Sunday. Having worked in restaurants since he was a teenager, the 39-year-old native Texan studied anthropology in college to get out of the food industry. Now, he and his wife own Coastal Bake Shop, which sells beautifully crafted baked goods and pizza on-site at Galveston's Own Farmers Market (GOFM) each weekend.

Rick quickly came to understand that GOFM is, in his words, "so much of a unique gem." "We feel so fortunate for finding it," recalled Rick. "It's so good. It's so rare, and it just doesn't exist anywhere else."

Follow Coastal Bake Shop on social media:  
<https://www.instagram.com/coastalbakeshop/>



# FOOD ACCESS PROGRAMS

**\$17,000+** **50% INCREASE FROM 2021!**

SNAP & MarketMatch matching funds spent connecting food-insecure individuals & families with fresh, local food.

SNAPBUCKS	BONUSBUCKS	FRESHBUCKS
\$8,436	\$4,493	\$4,279

**625**

FreshBox deliveries made

**2,500**

Meals that could be made with all the FreshBoxes

**3,860**

pounds of locally grown, fresh fruits, vegetables, proteins & bread provided FREE to local families experiencing food insecurity



“When we receive our FreshBox, the whole family is excited. Everyone has their own favorite thing and are excited for the recipes that will follow. Knowing that each item is fresh and local is absolutely awesome. We make delicious salads, soups, and breakfast that the whole family enjoys.

We're so grateful when we receive this blessing! Thank you so much GOFM for providing healthy, local, fresh products to my family!”

**MELODY J., FRESHBOX RECIPIENT**





"The fact is, every single "event" that Galveston's Own Farmers Market has made available to our community has provided an invaluable and immeasurable opportunity for accessible resources that promote the education, health, and well-being of our community while fostering relationship, connection, and belonging. For free. Like literally, anyone can walk off of the street and have free plants and yoga, learn social emotional learning and how to be good stewards of our environment, arts and craft workshops, face painting, non-partisan voter registration and vaccinations.

It is a fact that every time Galveston's Own Farmers Market invites community partners like Nia Cultural Center to share about local legends like Jack Johnson, or promote literacy by giving away free books, or share poetry from women who were born and raised in Galveston, they are inviting us to demonstrate what it looks like for a community to love you back, whoever you are, exactly as you are. And I am so lucky to raise my daughter in a community that has this."

**TORRINA HARRIS,**  
GOFM CUSTOMER & COMMUNITY PARTNER



# YOUNG GARDENERS PROGRAM (YGP)

**350+**

Children Enrolled in  
SY 21-22

**2,100+**

Lbs of vegetables  
harvested

**12**

Number of recipes  
taught to each class of  
YGP kids at all 9 schools

**6,600**

Total YGP Garden  
Square Footage



## Growing Our Youth

### Milestones

- Added Central Middle School as our 9th site!
- Developed partnership with Texas A&M Gulf Center for Sea Turtle Research where YGP gardens grow green veggies for rescued sea turtles & A&M staff carry out educational hands-on "Turtle Talks" for all YGP students!
- Debuted summer high school internships for 3 local teenagers in partnership with peer nonprofit organization EcoRise out of New Orleans, LA.
- Incorporated 'Fitness Days' into the YGP routine by rotating in guest instructors who lead kids in 30-minute sessions of dance, yoga & strength training







# SPECIAL EGGSTRAS

We got our first GOFM Vehicle that supports garden and market operations – cheers to Classic Auto Galveston for making this possible!



We celebrated our 10-Year Anniversary as an organization on October 30, 2022!

In the 2022 Galveston Daily News Readers' Choice Awards, we won 'Best Farmers Market in Galveston County' **AND** 'BEST Learning Program' for GOFM's Young Gardeners Program





# VICTORY GARDENS PROGRAM (VGP)

**1,042**

Pounds of food harvested from the Victory Gardens

**11**

Garden Beds Adopted by Community Members

**1,440**

Total Square Footage of Garden Beds at Moody Early Childhood Center and McGuire Dent at Menard Park



## Building Food Spaces

# REAL FOOD PROJECT (RFP)

**29**

Cooking Classes

**17**

Community Meals

## Milestones:

- Debuted "What's Cooking with GOFM": monthly live cooking demos at market
- Collaborated with 11 chef instructors, 11 community partnerships



## Feeding Our Community





# 2022 HIGHLIGHTS

**425+**

Total volunteers across all of our programs

**148**

Total People Who  
Donated to GOFM

**81**

Friends of GOFM  
Donors (\$60+)

**10**

Friends of GOFM  
Sponsors (\$1000+)

**\$112,000**

Total Friends &  
Sponsorship Donations

**\$44,000**

Net funds raised by  
8th annual OkraFest

**\$9,400**

Net funds raised by  
inaugural Market Mile funrun

**\$317,475**

Grant funds from 12 sources





*Galveston's Own*  
**FARMERS MARKET**

# GOOD FOOD FOR ALL



Scan the QR code to learn more about GOFM or visit [galvestonsownfarmersmarket.com](http://galvestonsownfarmersmarket.com)