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COMMUNITY FIRST

NEW CHALLENGES AND EXCITING OPPORTUNITIES IN OUR COMMUNITY

SUSTAINABLE CONNECTIONS



Derek Long
Executive Director & Co-Founder

In 2022, Sustainable Connections celebrated our 20th Anniversary! Reflecting on this time in this community brings up a wide range of thoughts and feelings for me. First of all, I still can't believe how lucky I am to be a part of a community with such incredible potential and so many accomplishments over the years. I am proud Sustainable Connections has been in a position to lead on some issues and support on many others. Businesses, other nonprofits, local & state government, and individuals have been invaluable partners for positive change.

For much of our history, our focus on strategies with locally-owned businesses at the core has been essential and incredibly effective. Owners and key staff have shown us over and over again that they are inspired and capable of leading and operating their businesses with community, economic, and environmental impacts in mind. Our locally-owned businesses are one of our most important assets and we need to keep investing in them. Community needs and opportunities change over time and ours is no different in that regard.

Sustainable Connections is doing its very best to change to meet those needs and opportunities. We are carefully paying attention to and trying to respond to the rapidly increasing cost of living and doing business here. Too many in our community are working very hard and not able to keep up.

Sustainable Connections has been delivering impactful programs while also doing strategic planning that will guide us in the coming years. We are eager to share our ideas and hear yours. If you read this Annual Report, visit our website, attend an event, and have something to share, please do. We're interested.

Finally, thank you to all of you who have contributed to the first 20 years of Sustainable Connections. Old friends and new ones, please keep supporting us as we take on new challenges and exciting opportunities in our community.

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HISTORY

COMMUNITY COLLABORATION OVER THE LAST 20 YEARS





- First membership directory included 87 members
- First sustainable practice introduced Watershed Pledge





• First Annual Spring Business Conference

- Green Building Program started including first Low Impact Development tours and professional workshops
- Sustainable Connections partners on Whatcom County Farm Map
- Food & Farming Program started





FOOD & FARMING

BELLINGHAM

green

2006

2008

- Busy Business Owners Handbook for Sustainable Practices published
- Green Power Community Challenge launch • Study finds 69% brand recognition for Think Local First and 3 in 5 changed
- shopping behavior • Whatcom County fast tracks green building
- permits
- First Chef Farm Tours



- Sustainable Connections partners to promote Smart Trips
- Bellingham #1 in the Nation for increased bus ridership
- Guide to Eating Local introduced
- USDA Ag Census finds increase in direct marketing and sales to consumers by farmers with highest increases in Whatcom County
- First Annual Whatcom County Farm Tour



- Community Energy Challenge launch 2010 Bellingham and Sustainable Connections
- featured in episode of PBS *Now* titled Fixing the Future
- Bellingham earns ICLEI Sustainability Leadership Award
- Whatcom County #2 in the nation for vitality of small, locally owned retail businesses
- City of Bellingham fast tracks green building permits
- Ten in '10 initiative 10 tasks built into City of Bellingham Green Team Strategic Plan including incentives and removal of barriers to green building



- Think Local First! Campaign launch • First Buy Local Day - December 6th
- First Coupon Book published -"4th Corner Connector"
- First Imagine This! Home and Landscape Tour
- Food to Bank on Program launched with Community Food Co-op



2003

- 2005 First Green Building Conference
 - Classes for LEED AP Prep offered
 - City Ordinance passes all new public buildings to meet LEED standards
 - First Local Food Trade Meeting & Producer/Buyer Directory
 - Buy Fresh Brand launched to promote locally grown and produced food
 - First Eat Local Week



- 2007 • Bill McKibben speaks at the Future of Business Conference
 - Toward Zero Waste Campaign launch
 - Green Power Community Challenge concludes over 12% green power purchased. Bellingham becomes #1 EPA Certified Green Power Community in the nation
- 2009 ••• Natural Resource Defense Council names Bellingham #1 Small City in the Nation for urban progress towards sustainability - Sustainable Connections and local business leadership noted as contributors
 - Assisted the City of Bellingham with FIVE green building barriers over the course of 12 months (FIVE/12 initiative)
 - Whatcom County Farm Map and Guide to Eating Local merge into Whatcom Food & Farm Finder
 - Business Alliance for Local Living Economies (BALLE) moves national headquarters to Bellingham



- 2011 •••• \$2,000,000 saved in waste charges through TZW campaign over 300 businesses participating
 - Sustainable Connections launches Sustainability Champion Awards recognizing member businesses
 - Workplace CSA launched as a sustainable business practice
 - Eat Local First! Campaign launch
 - September declared Eat Local Month by Whatcom County Exec and Bellingham Mayor
 - Low Impact Development Resources Guide published
 - Advanced Methods and Materials Streamlining green building in collaboration with COB and Public Works
 - National BALLE Conference host over 600 visitors

• Sustainable Connections turns 10

- 80% of Sustainable Connections members say Think Local First has positive impact
- Farm tour partnership with Whatcom County Tourism
- Parklet installed on Railroad Ave.
- Bank Local First launched
- Member Connect Networking Breakfasts start



- First NW Washington 2014 Culinary Agritourism Map
- Future of Business Speaker Series introduced
- Bellingham Top 10 best Downtowns in America
- Northwest Chef's Collective started
- Whatcom Water Fest debut



- Solarize Whatcom completes 48 new solar projects and donates 48 solar panels to Bellingham Food Bank
- Kilowatt Kitty encourages energy savings with the Bellingham Energy Prize
- First **Downtown Market Walk** encourages shoppers to buy local groceries from local stores
- Toward Zero Waste makes strides in decreasing construction and food waste
- Economic development receives a boost with formation of Choose Whatcom
- Recipient of Bellingham Fête Fundraiser







• Celebrated cultural diversity with over 2500 people at the Birchwood International Market

• Launched the Whatcom Housing Alliance with

- other key community organizations Provided over 13,781 meals to people in need through
- our Food Recovery Initiative Squatch Food Waste! • Helped over 50,000 people recycle at our local soccer park
- Launched a new online **Food Atlas** to help our community find local food
- Helped form **Shift Zero**, a Zero Net Carbon Building Alliance
- Debuted Bellingham's first ever Green Building Slam
- Introduced a new look for local campaigns such as Eat Local First



- Completed a heat pump feasibility study Pump it Up • Created the Homeowners Handbook to building an ADU
- Partnered with the Bellingham Public Schools on food recovery
- Launched the Waste & Whatnot forum
- Drink Local First debuts
- EatLocalFirst.org lists 1,800 producers in 37 counties
- Organic transition begins at Cloud Mountain Farm Center
- Formalized an internal Equity, Diversity & Inclusion committee



2013 -

2016

··· 2021

20 YEARS

Sustainable Connections

2002-2022

WASTE &

WHATN@T

- Solarize your Business campaign resulted in \$937K to local contractors
- With the help of regional partners, the **Think**







Equity Assessment Tool for Housing Policy & Advocacy

- Launched the Freedge, Bellingham's first community fridge
- families with the Whatcom Strong Community Card
- Eat Local Month and Farm Tour returns in person with over 2,300 farm visits
- Cloud Mountain Farm moves over \$500k in farm products





- Development Summit Health Care Info Summit with
- Chamber of Commerce Inaugural Wine and Spirits Fundraiser
- Eat Local Holiday Pledge launched • Over 1200 Homes & 300 Businesses
- in the Community Energy Challenge create over \$13 million in local economic activity since inception



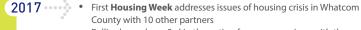


- Commercial Street Night Market started

 Field

 Field
- First Field to Flame Fundraising Brunch





- Bellingham places 3rd in the nation for energy savings with the most creative and inclusive campaign - Bellingham Energy Prize
- Think Local First coupon book goes mobile with **Chinook Book**
- Whatcom County Farm Tour expands to 2 full days • Planning started for a new **Food Waste Initiative**
- Launched new **online business directory** to connect the community with local businesses

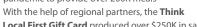




- Introduced the Think Local First Rock Hunt
- 2019 Washington State **Recycler of the Year** Award! Annual Farm To Table Trade Meeting contributed
 - to over \$1 million in new sales



online Food and Farm Finder for the state of WA • The **Food Recovery Program** expands during a



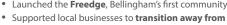


CIOUDMOUNTAIN









single-use plastics • Partnered with local organizations to assist flood affected businesses and

• Puget Sound Food Hub consolidation point at



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PUGET SOUND FOOD HUB CONSOLIDATION POINT AT CLOUD MOUNTAIN FARM CENTER MOVES OVER \$500K IN FARM PRODUCTS



THAT'S THE WHOLE POINT

COMMUNITY HAS PLAYED A PIVOTAL ROLE IN SPRING TIME FARM'S DEVELOPMENT,
AND WILL CONTINUE TO BE WOVEN INTO THEIR GROWTH

Nine years ago, Nick Spring and Sarah Robinson started Spring Time Farm, a beloved local farm that sells both wholesale produce and vibrant CSAs. Located in Everson WA, Spring Time Farm has quickly become one of the area's favorite farms for sourcing fresh, organic produce grown by folks who love what they do. Community is at the heart of what Nick and Sarah do.

There are so many facets to our community: our employees and workers in the field, our CSA customers, chefs, and anyone purchasing that wants a connection to where their food is coming from. To have support and a strong community... that's the whole point!"

Almost a decade of farming has given Spring Time Farm a chance to grow larger quantities and a higher quality of produce. "We've just gotten better at it," Nick says. "We've also changed our business model. We started out doing up to four farmer's markets, and now we're focusing on CSA and wholesale."

These changes have brought vibrant Spring Time produce to folks across the state, as well as inspired changes in the farm itself. Five years ago, Nick and Sarah purchased their own property.

However, because of a mix-up, they lost about half of their farmland's organic certification. Needing to grow more

and being confined with acreage, they reached out to Cloud Mountain Farm Center. "We needed access to land to help us out during this transition period," Nick explains. "While the Cloud Mountain Farm Center incubator program primarily focuses on beginning farmers, they helped us bridge the gap until our farm is able to be entirely certified organic again. We've rented there for three seasons now."

Nick sees many benefits to programs like Cloud Mountain's. "First and foremost, having access to land is so important. Secondary is probably access to equipment and infrastructure, having irrigation, tractors, and tillage equipment. And the community of growers there, too."

Community has played a pivotal role in Spring Time's development, and will continue to be woven into their growth. "It's been great having the support from Cloud Mountain to get over a hard couple of years," Nick says. "The local farming community helps people out through tough times. Our primary goal now is to continue to establish ourselves as an organic farm, and to have a really strong workforce that we're able to pay a good wage, and offer benefits and year-round employment. I really hope our CSA continues to improve and bring in people to experience the farm out here. We want them to have that connection to where their food is grown."

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NOURISH, COMFORT, AND CARE

HOLLY'S MEAT PIES EXEMPLIFIES WHAT IT MEANS TO PUT LOVE INTO FOOD - LOVE OF COMMUNITY, LOVE OF THE PLANET, AND A LOVE OF COMFORT FOOD

According to Holly Bevan-Bumford, owner of Holly's Meat Pies, a pasty isn't just a pie. It's also a way to nourish, comfort, and care – for individuals and for her community.

That kind of care and consideration is woven into every aspect of Holly's business, and has shaped the many ways she's sold her pasties over the years.

But as Holly approaches 11 years in business, she's looking to simplify and prioritize what truly matters to her – feeding people food that nourishes their bodies, spirits, and the local community. One of the ways she does that is by focusing on local sourcing.

Not only do local ingredients make her pies taste fantastic and build relationships, they also communicate the values behind the business itself.

It shows in the quality of the food and the way Holly shows up for her community. While running a food business is challenging in so many ways, it is also deeply rewarding. "I get so many stories about how much people appreciate my food," Holly shares. "Truly, everyday people thank me.

Holly's pies have provided comfort through many tough times, including Covid and the devastating floods of 2021. She provided food to frontline workers throughout the pandemic, those affected by the floods, and tireless workers who helped rebuild.

And it's not just food Holly has shared – it's the opportunity that comes from a decade of employing local people. "I can't tell you how many young people I've had come work with me for their first job, their first connection," she says. "As of this summer, I've employed 65 people and paid out \$900,000 in wages. I can tell you about every single person, there are stories for every one of them."

With the support of a WSDA infrastructure grant and mentors like the team at Lummi Island Wild, Holly's Meat Pies will be focusing on integrating shipping into the business, sharing the meat-pie-love throughout Western Washington.

But no matter how they get to your plate, Holly's Meat Pies exemplifies what it means to put love into food—love of community, love of the planet, and a love of comfort food that really can get us through the tough times.



Our popular state-wide website, www.eatlocalfirst.org, continues to thrive with a collaborative of local food organizations. The number of visitors to the site has increased exponentially as we leverage shared messaging and media partnerships to drive consumer engagement in local food on a state level.

EATLOCALFIRST.ORG 2022 PAGEVIEWS

91,276

EAT LOCAL MONTH RESTAURANTS

21

WHATCOM COUNTY FARM TOUR VISITS

2314

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POWERING COMMUNITIES

FRIDAY HARBOR MARKETPLACE POWERS THEIR COMMUNITY WITH ENERGY EFFICIENCY AND CARE

San Juan Island is a vibrant, tight-knit community that builds interdependent relationships between those who live there and the beautiful natural world that has drawn so many to call this place home. Friday Harbor Marketplace is a mainstay of this community, and passionate about supporting it. Marketplace is known as the 'local store', with a huge organic and natural section, as well as more unique and specialty items.

As Ashley Draffkorn, one of the co-owners of Marketplace, explains, "We are a family owned business that has been in the community for over 40 years. We are very grateful to be a part of this wonderful island and strive to provide a great experience for our customers and our employees."

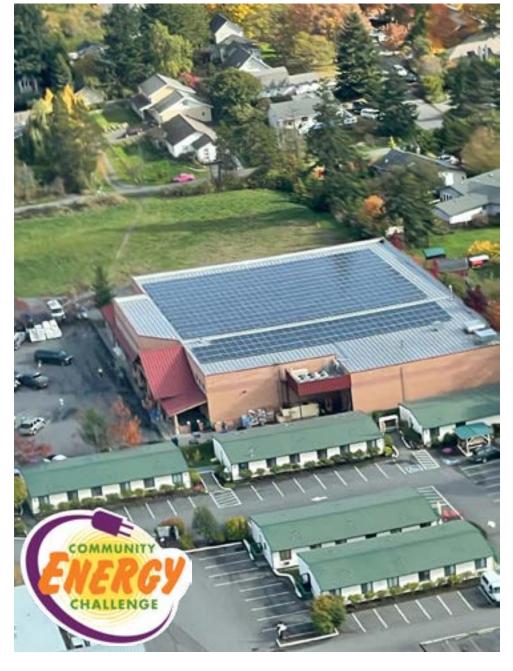
Marketplace channels that love into positive action on behalf of their community. They support the local schools, art programs, community theater, and the county fair, and also participate in many community organizations. Draffkorn says, "It's important that we help make this place be a vibrant and well-rounded place to live. We want to preserve what's wonderful about a small community and and at the same time have access to quality educational and recreation."

For Marketplace, part of preserving the specialness of island life is the reduction of their carbon footprint. They turned to Sustainable Connections for an energy audit and advice on how to further support their community and environment. "We've undertaken some other environmentally friendly efforts including installing more energy efficient lights, adding doors to cases and encouraging use of reusable bags but we really want to know what other opportunities were available," Draffkorn explains. "When the energy audit came back, solar was at the forefront. We love the idea of alternative energy. Being on an island, electricity is a little more fragile and expensive, and solar was something that was very attractive to us. The Energy Program showed us how it could work for us, and we've been very pleased so far."

Marketplace has a very large solar project (roughly 270 kW solar array) and is estimated to be the second-largest in the state for commercial rooftop solar (largest privately-owned and not utility-scale).

And this is just the beginning of Marketplace team's dreams for their business. "We're interested in long-term reliability," Draffkorn says. "We're more prone to power outages, so it would be great to have options that aren't so reliant on the grid."





2022 PROGRAM TOTALS

GREENHOUSE GAS SAVED (LBS CO2)

644,831

MONEY SAVED

\$66,724

PROGRAM INCENTIVES

\$47,687

UTILITY INCENTIVES

\$67,891

ECONOMIC IMPACT

\$899,882

726,021 MILES

GHG savings = 726,021 miles not driven by the average vehicle



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MEALS PROVIDED

165K

LBS OF FOOD SAVED

232K

TOWARD ZERO WASTE:

WASTE ASSESSMENTS

14

BUSINESSES REACHED

500+



IT TAKES A VILLAGE

SUPPORTING VISITORS AND BUSINESSES OF THE PORTAL IN CORRECTLY SORTING THEIR WASTE AND DIVERTING AS MUCH WASTE FROM LANDFILLS AS POSSIBLE

The Portal is one of the Toward Zero Waste team's favorite spots to kick back, listen to music, and chill out, so we were excited to begin working with the Port of Bellingham in 2022 to increase waste reduction. Our goal: to support visitors and businesses of The Portal in correctly sorting their waste.

This opportunity to promote composting and the transition from single-use plastics came at pivotal time with the implementation of the City of Bellingham's single-use plastics ordinance which restricts single-use plastics we commonly see with to-go food and drink. Offering composting receptacles was an obvious decision for businesses at The Portal as it just made sense to provide the appropriate receptacle for the type of waste being generated.

The Port of Bellingham was quick to say yes to this project. Carey Hansen is an Executive Administrator and oversees the area. "The Port is committed to reducing waste and conserving resources. We have been developing a partnership with Sustainable Connections, to work towards this common goal at The Portal Container Village site." she explained.

The 2022 season saw an average diversion rate of 53% of The Portal's waste from landfills. That's 7,184

cubic feet, which is enough to fill over 1,260 standard bathtubs! "We plan to increase that number this year!" says Carey.

Kulshan Brewery's live music, entertainment, and beverages often attract a large crowd at the container village. They were another important partner in these efforts. "At Kulshan's Trackside Beer Garden, despite creating very little waste ourselves, we find ourselves managing the majority of the waste that is brought in from the community. Our largest challenge is educating the public on how to properly sort their waste as they are leaving our space. With help from Sustainable Connections, we were able to create custom waste stations and signage to help the general public understand which was compost vs garbage vs recycling. It was lovely to see people stop, read, and sort while they were bussing their tables. A big win for the environment!" says Paul Kintzele, Facilities Manager for Kulshan.

With the help of the Port of Bellingham, businesses, and visitors, waste will continue to decrease at Kulshan's Trackside beer garden The Portal Container Village.

It takes a village - some could even say a container village - to make waste reduction goals a reality.

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COMMUNITY CONSUMPTION

WHEN YOU NARROW DOWN YOUR CONSUMPTION CHOICES TO WITHIN YOUR OWN COMMUNITY, YOU'RE DIRECTLY SUPPORTING THE LIVELIHOOD OF THE PEOPLE IN THE PLACE WHERE YOU LIVE

The practice of giving gifts is one that celebrates true reciprocity – both the giver and giftee receive something special. Perhaps no one exemplifies this better than local business Madrona Gifts, who has turned occasions like birthdays and holidays into opportunities for delight, generosity, and sustainability.

Madrona Gifts makes gift boxes full of incredible local treats and treasures. Each one is carefully curated with items that represent the best that this community has to offer. Founder Kirsten Lutes puts deep care and intention into every box that heads out the door. "We procure only locally-made goods – edibles, botanicals, and household crafts – from Whatcom, Skagit, Snohomish, and San Juan counties," she explains. "And prioritize natural, earth-friendly products from small, like-minded businesses. Then we box up those items in beautiful, themed gift sets or offer them individually in our Build-a-Box feature."

Not only does Kirsten focus on locally-made products, she also always holds sustainability and ecological responsibility at the heart of her business. "We don't want to add to all the waste out there from online shopping," she says. "We don't want to add to the carbon footprint. We do all zero-waste packaging and carbon neutral shipping."

Kirsten sources the items and the packaging as locally as possible. The boxes come from a local box-maker, who uses 50% post-consumer recycled material and non-toxic ink for printing. Her bubble wrap is corrugated cardboard, and she uses all craft packaging because it's more sustainable than the typical bleached white or colored options. Kirsten delivers boxes herself within Bellingham, a service she offers to encourage this kind of conscious consumption.

Madrona Gifts is more than a business; it's an expression of Kirsten's deeply held beliefs and ethics. "It's really who I am," she says. "I've been making and sourcing local goods for gifts for a while, just because I love doing it. My family doesn't shop at Amazon, and we always shop from local businesses if we can before shopping online. I saw a possible need for this in our community, and others wanting to follow their own ethics and values while giving gifts."

Community is a huge part of Madrona Gifts and what Kirsten hopes to offer with her gift boxes. "I want to promote more community consumption," she explains. "When you narrow down your consumption choices to within your own community, you're directly supporting the livelihood of the people in the place where you live. It's so important these days."





THINK LOCAL FIRST GIFT CARDS



Whatcom County's Think Local First Gift Card has many of your favorite retailers, restaurants, services and entertainment in one place. Use the Think Local First gift card at over 270 participating locations in Whatcom County. There is truly something for everyone!

value of GIFT CARDS SOLD \$76K

NUMBER OF GIFT CARDS SOLD

1816

REDEEMED CARDS VALUE
\$77K

REDEEMED CARDS 1705

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HOUSING ALLIANCE MEMBERS

44

HOUSING WEEK ATTENDEES

267

BELLINGHAM FOR EVERYONE ALLIES

562



COMMUNITY ALLIANCES

AS THE BACKBONE AGENCY FOR THE WHATCOM HOUSING ALLIANCE,
WE WORK ALONGSIDE LOCAL BUSINESSES & ORGANIZATIONS TO CREATE DIVERSE HOUSING CHOICES IN OUR COMMUNITIES

Sustainable Connections' Green Building & Smart Growth program promotes vibrant neighborhoods to improve quality of life in Whatcom County and has a twenty year legacy of successful community building throughout the greater Bellingham region. Over the past five years, the Green Building and Smart Growth program has fostered and expanded the Whatcom Housing Alliance, a broad-based coalition focused on providing more housing options within our existing neighborhoods to give everyone access to healthy, affordable housing.

In 2022, the Whatcom Housing Alliance reached 44 diverse member organizations—each committed to advancing the goal and purposes of the alliance through community collaboration and education, technical assistance, and advocacy. Organizations represented include public health agencies, economic development groups, for-profit and non-profit housing developers, smart-growth professionals, environmental organizations, trade organizations, and others. In addition to their collective and varied knowledge of housing issues, the professional agencies involved in the Whatcom Housing Alliance contain a wealth of experience, making it an essential resource to solving our community's housing needs.

We know Bellingham residents want equitable, healthy, and affordable homes for everyone. But they need the knowledge and awareness of the issues in order to support the policy that can cultivate this vision. It became clear that in order to get good policy passed, we needed to have underrepresented voices at the table and this takes public education and public engagement in the issues.

The Whatcom Housing Alliance launched the Bellingham for Everyone Campaign to create an engaged community who is informed about the benefits of affordable housing and smart growth principles. The program creates a community dialogue and shared vision for an equitable housing future.

By using community engagement and storytelling, we have lifted community voices to show how a mix of housing in our neighborhoods can enrich our lives. Through educational workshops, we are demystifying common misconceptions about both infill and homelessness to show how together we can build diverse neighborhoods that we are proud of. And by organizing housing allies, we are building the capacity to affect local policy to provide equitable, affordable housing for all.

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Admin

9%

BY CATEGORY

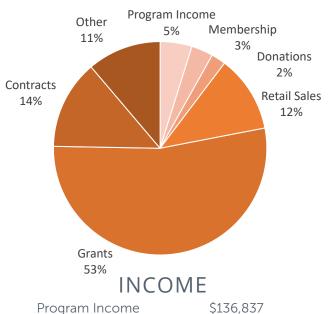
Fundraising

\$214,653

\$91,797

\$2,124,580

2022 FINANCIALS



Membership

Donations

Retail Sales

Contracts

Grants

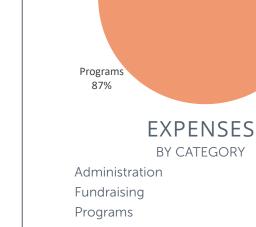
\$93,658

\$62,218

\$330,756

\$1,513,980

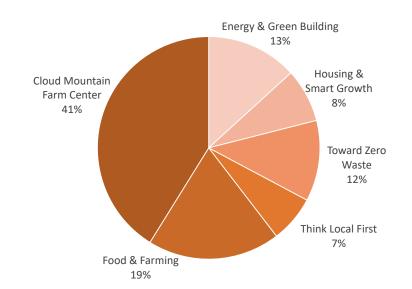
\$383,536



EXPENSES BY PROGRAM

EXPENSES BROKEN DOWN INTO PROGRAM CATEGORIES

EXPENSES BY PROGRAM Energy & Green Building \$281,096 Housing & Smart Growth \$165,697 Toward Zero Waste \$249,707 Think Local First \$144,372 Food & Farming \$409,490 Cloud Mountain Farm Center \$874.217



QUOTES FROM OUR COMMUNITY





"... I don't get to the events and activities much, but Sustainable Connections is such a gem of good values in the community, that having an annual membership is just what I regard as "essential" as a small token of support to a very good local organization I respect so highly... Thank you to you and all the other staff for all that you do in the community."



KEEPS OUR COMMUNITY STRONG

"Supporting the local artisans and farms keeps our community strong and sustainable. It honors the time, energy and passion for people doing what they love in a beautiful and delicious way."



MORE CONNECTED

"When we buy local, we support the ecosystem we live in and build community. I feel more connected to my neighbors and our land."

"We believe that supporting local businesses connects us as human beings & helps keep our local economy strong. Plus we have so many delicious & beautiful things grown & made in Whatcom County!"



INVESTED IN MY COMMUNITY

"I want my community neighbors to thrive in their lives and livelihoods. The more of us that thrive, the better off all of us are. I love Bellingham/Whatcom too much to send my support (aka money) elsewhere; I'm invested in my community's land and people. Plus, the food tastes a million times better when it's local, and especially when it's actually in season - it's a treat!"

