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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.

Derek Long
Executive Director & Co-Founder
2002
- First member event at Bellingham Cruise Terminal
- First membership directory included 47 members
- First sustainable practice introduced: Watershed Pledge

2003
- 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

2004
- Green Power Community Challenge launch
- Study finds 49% brand recognition for Think Local First and 9 in 10 changed shopping behavior
- Whatcom County fast tracks green building permits
- First Chef Farm Tours

2005
- Membership reaches 425
- Sustainable Connections partners to promote Smart Trips
- Bellingham #1 in the nation for increased bus ridership
- Guide to Eating Local introduced
- USDA Census finds increase in direct marketing and sales to consumers by farmers with highest increases in Whatcom County
- First Annual Whatcom County Farm Tour

2006
- Community Energy Challenge launch
- Bellingham and Sustainable Connections featured in episode of PBS NewsHour titled ‘Flourishing the Future’
- Bellingham gains EI/C Sustainability Leadership Award
- Whatcom County #2 in the nation for viability 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

2007
- $2,000,000 saved in waste changes through TCAW campaign - over 300 businesses participating
- Sustainable Connections launches Sustainability Champion Awards recognizing member businesses
- WorkSafe ESA launched as a sustainable business practice
- Local Eat First Campaign launch
- September declared Eat Local Month by Whatcom County Economic and Bellingham Mayor
- Low Impact Development Resources Guide published
- Advanced Methods and Materials = Streamlining green building in collaboration with CDB and Public Works
- National BALLE Conference host - over 450 attendees
- Sustainable Connections turns 10
- 60% 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

2008
- Bellingham’s first ever Zero Net Carbon Building Alliance
- Whatcom County Farm Map lists 1,800 EatLocalFirst.org
- 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

2009
- Natural Resource Defense Council names Bellingham #1 Small City in the Nation for urban progress towards sustainability - Sustainable Connections and local business leadership as co-ordinators
- Assisted the City of Bellingham with FVT green building barriers over the course of 12 months (04/12/12 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

2010
- BALLE’s 10 Years of FVT events and tours for the public
- BALLE national conference in Bellingham
- BALLE 2nd Annual Conference - Green Building Slam
- 10 Years of FVT in the Whatcom Strong Community Card
- Freedge connects the community with local businesses
- Launched new Food and Farm Finder for the state of WA
- To over $1 million in new sales
- Support for beginning farmers

2011
- First NW Washington Agriculture/Forestry Map
- Future of Business Speaker Series introduced
- Bellingham Top 10 Best Downtowns in America
- Northwest Chef’s Collective started
- Whatcom Water Fest debut
- Solarize your Business Campaign resulted in $937K to local contractors
- First Field to Farms: Fundraising Brunch
- Whatcom Housing Alliance Equity Assessment Tool
- Energy Challenged started
- Chinook Book 2019 Washington State Recycler of the Year Award
- Annual Farm to Table Trade Meeting contributed to over $1 million in new sales
- Solante your Business campaign resulted in $3763 to local contractors

2012
- Sustainable Connections turns 15
- 100% 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

2013
- Green Playoffs Competition
- Food & Farming Business Development Summit
- Health Cars Into Summit with Chamber of Commerce
- Inaugural Wine and Spirits Fundraiser
- Eat Local Holiday Pledge launched
- Over 1,200 Homes & 100 Businesses in the Community Energy Challenge create over $3 million in local economic activity and savings

2014
- First Annual KAPOW! place making competition
- Bellingham becomes finalist in Georgetown Energy Prize competition for $10 million prize
- Commercial Street Night Market started
- First Field to Farms: Fundraising Brunch
- First Housing Week addresses issues of housing crisis in Whatcom County with 10 other partners
- 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

2015
- Merged with Cloud Mountain Farm Center to provide even more support for beginning farmers
- 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
- Solante your Business campaign resulted in $3763 to local contractors

2016
- First Housing Week celebrates issues of housing crisis in Whatcom County with 10 other partners
- 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

2017
- Food Recovery Program launched with over 2,300 farm visits
- Whatcom Strong Community Card
- Freedge connects the community with local businesses
- Launched new online business directory to connect the community with local businesses

2018
- Celebrated cultural diversity with over 2,000 people at the Birchwood International Market
- Launched the Whatcom Housing Alliance with other key community organizations
- Provided over 1,701 meals to people in need through our Food Recovery Initiative - Squatch Food Waste!
- Helped over 50,000 people recycle at our local liquor shop
- 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 meal to recipe local campaign such as Eat Local First

2019
- Completed a heat pump feasibility study - Squatch Food Waste!
- Created the Homeowners Handbook to building an ADU
- Partnered with the Bellingham Public Schools on food recovery
- Launches the Squatch Food Waste Forum
- Drink Local First debuts
- EatLocalFirst.org lists 1,300 producers in 37 counties
- Organic transition begins at Cloud Mountain Farm Center
- Formulated an internal Equity, Diversity & Inclusion committee

2020
- Performed over 800 commercial energy audits since the Community Energy Challenge started
- Released a Workforce Housing Report and a Racial Equity Assessment Tool for Housing Policy & Advocacy
- Launched the Freedge, Bellingham’s first community fridge
- Supported local businesses to transition away from single-use plastics
- Partnered with local organizations to assist flood affected businesses and families with the Whatcom Strong Community Card
- Eat Local Month and Farm Tour returns in person with over 2,100 farm visits
- Puget Sound Food Hub consolidation at Cloud Mountain Farm moves over $300K in farm products

2021
- 20 Years of FVT
- Sustainable Connections turns 20
- Performed over 800 commercial energy audits since the Community Energy Challenge started
- Released a Workforce Housing Report and a Racial Equity Assessment Tool for Housing Policy & Advocacy
- Launched the Freedge, Bellingham’s first community fridge
- Supported local businesses to transition away from single-use plastics
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- Eat Local Month and Farm Tour returns in person with over 2,100 farm visits
- Puget Sound Food Hub consolidation at Cloud Mountain Farm moves over $300K in farm products
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.”
NOURISH, COMFORT, AND CARE

According to Holly Bevan-Bumford, owner of Holly’s Meat Pies, a pastry 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.
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 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 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.”
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 a 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.

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

Supporting visitors and businesses of The Portal in correctly sorting their waste and diverting as much waste from landfills as possible.

**FOOD RECOVERY PROGRAM:**
- MEALS PROVIDED: 165K
- LBS OF FOOD SAVED: 232K

**TOWARD ZERO WASTE:**
- WASTE ASSESSMENTS: 14
- BUSINESSES REACHED: 500+

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

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.”

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
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.
### 2022 FINANCIALS

#### INCOME
- Program Income: $136,837
- Membership: $93,658
- Donations: $62,218
- Retail Sales: $330,756
- Grants: $1,513,980
- Contracts: $383,536

#### EXPENSES
- Administration: $214,653
- Fundraising: $91,797
- Programs: $2,124,580

#### EXPENSES BY CATEGORY
- Program Income: 53%
- Program: 87%
- Administration: 9%
- Fundraising: 4%
- Retail Sales: 12%

#### 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

#### GOOD VALUES IN THE 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."

#### 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!"