

## SUPPORTING the continued RECOVERY of the MARKET

Though the Market was back in full bloom this summer, we know we're not out of the woods of this pandemic yet. The ups and downs of the COVID-19 crisis have proven the need for the ongoing support of the Market community. The Market Foundation continues to adapt and expand our recovery efforts in response to the changing needs of those who live, work, and access services in the Market.



### Developing Small Business Funding for Market Farmers

This summer local shoppers and visitors alike returned seeking flowers and other Market goods, yet meeting that sudden demand was challenging for Market farmers. For local farmers, unpredictable circumstances are challenging to anticipate and dedicate resources towards even in the best of times, let alone during a pandemic.

"When you're a farmer, anytime you're making income is in the summertime. You don't have a steady paycheck," said Mary Thao, second generation farmer of Xai C. Farm. "It's always kind of a gamble, some years are good, and some years are not. My parents had no choice but to do well."

Mary's parents were refugees from Laos, immigrated to Seattle in 1979, and spent decades building up their farm presence.

Mary took over the farm last May when her mother needed to have emergency heart surgery.

"Our income from each tulip season goes towards purchasing bulbs for the next season, and then the pandemic hit... We had to put in our orders for next season at that time, and a lot of farmers weren't able to purchase what they needed," explains Mary.

To support farmers in meeting the unique challenges their businesses face in recovering from the COVID-19 crisis, the Market Foundation's Small Business Recovery Program is expanding to serve as a resource ahead of the next season. Farmers can apply for grant funds to support a wide variety of their business goals from creating new revenue streams, to investing in equipment to increase efficiency, and more.

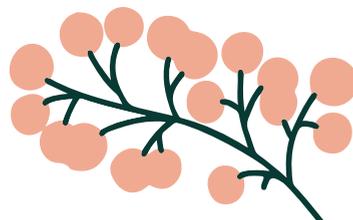
The Market Foundation has been offering specialized aid to farmers since the creation of the Farmer Relief Fund in 1999, this was later combined with community-supported, "pass-the-hat" efforts to form today's Market Community Safety Net. Today, the Safety Net serves as emergency support during difficult times for

the entire Market community, including relief to farmers who face natural disasters or sudden financial crisis. As the COVID-19 crisis continues to play a large and unpredictable role for the future of the farming industry, we look forward to expanding specific business funding opportunities to Market farmers.

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— MARY THAO

"[The flowers] are iconic for Seattle and the Pacific Northwest itself," said Mary, considering the power and resilience of the farming community. "It's become a legacy in our family... Customers sometimes ask 'where do you get the flowers'... we grow them ourselves! I hope people try to support local when they can, because it comes directly to us, the grower, who are there from the beginning to the very end."



## Keeping Seniors Healthy & Safe During the Dark, Cold Months

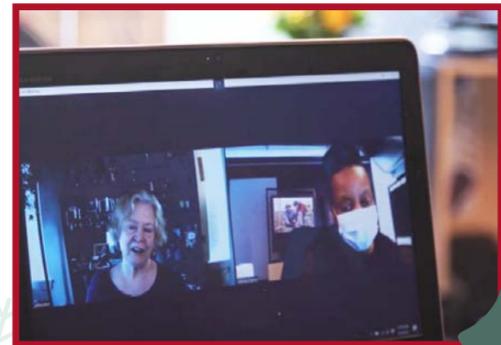
As the pandemic continues to evolve nearly 20 months in, we are still working with our agency partners to care for seniors and other at-risk populations in the Market. Food delivery, vaccination events, and hygiene kits have been crucial in helping residents stay healthy and safe, but mental health and social connection are just as important. It has been an isolating year and a half for many of our senior residents and community members who rely on social contacts for their health and wellness.

Looking to reduce the isolation of community members, staff at The Market Commons make weekly phone calls to check in with people or seniors who need someone to talk to.

“Everyone is still checking on each other and trying to remain positive,” Velma Chaney, Resource Coordinator at The Market Commons reports. “Wellness check calls are very important to make sure everyone’s in a good place... These are very hard times, and it does have its impact. We always try to encourage people and meet them where they’re at.”

The Commons has made 9,726 interactions so far this year— that’s calls, emails, and face-to-face meetings— to ensure social connectivity and resource navigation services within the Market. Staff will continue to make calls and upkeep these connections until they can roll out their in-person activities again.

“You guys have been taking such good care of me,” said a senior resident in the Market. “In 23 years of living here, I’ve never had such a feeling of being so connected to my community. It’s a really big deal for me, especially during the pandemic which can be really isolating.”



## CELEBRATING 4 YEARS OF COMMUNITY AT THE MARKET COMMONS

Known as “the living room of the Market” and an open-door resource navigation support in 2017, The Market Commons has adapted to a virtual, socially-distance mode and has proven to be more effective than ever.

The Market Foundation’s model for a healthy community has been rooted in the social determinants of health from the start, giving The Commons flexibility to quickly identify and pivot to meet the community’s emerging needs.

The ever-changing COVID-19 crisis has put this approach to the ultimate test, yet The Commons has continued to strengthen the Market community and prove that their model not only works, but flourishes.

In the few years that The Commons has been open, they’ve proven invaluable to promoting the health and stability of the entire community. We are so grateful to be celebrating 4 years, and can’t wait for what the future has in store!



## SPREAD GOOD CHEER at THE MARKET

As we head into the holiday season, here are some of the ways you can celebrate and support what you love most about Pike Place Market:

### DONATE TO SUPPORT THE CONTINUED RECOVERY OF PIKE PLACE MARKET

We need your support to continue the legacy of the Market’s vibrant and diverse farmers, small businesses, artists, senior residents, families, neighbors and shoppers who are all part of this community.

### SUPPORT WITH A TAX-FREE DISTRIBUTION FROM YOUR IRA

If you are 70 1/2 or older, you can make a tax-free distribution from your Traditional or Roth IRA to Pike Place Market Foundation. A donation of up to \$100,000 (each year) can be made without incurring income tax on your withdrawal. It’s a win-win for you and the Market you love.

For more information please talk with your tax consultant and contact Keith Daly, Development Director, at [keith.daly@pikeplacemarket.org](mailto:keith.daly@pikeplacemarket.org) or 206-774-5243.

### GIVE A GIFT TO A NEIGHBOR

The Giving Tree supports gift wishes of preschoolers, seniors, and residents in the Market community who need a little extra love and care this winter. Give a gift, purchase a gift card or make a donation at:

[PikePlaceMarketFoundation.org/Giving-Tree](https://PikePlaceMarketFoundation.org/Giving-Tree)  
Or by contacting [mktfoundation@pikeplacemarket.org](mailto:mktfoundation@pikeplacemarket.org)



## THANK YOU FOR GIVING GENEROUSLY!

Here are ways you can give to the Market:

### DONATE ONLINE

[PIKEPLACEMARKETFUNDATION.ORG](https://PIKEPLACEMARKETFUNDATION.ORG)

### FIND US VIA PAYPAL OR VENMO

@MARKET-FOUNDATION

### TEXT PIKEPLACE TO 91999

TO DONATE ON YOUR PHONE

SCAN THIS QR CODE TO MAKE A DONATION



## HOLIDAY ACTIVITIES

### Magic In The Market

SATURDAY, NOVEMBER 27, 11 AM - 5 PM

Celebrate the holiday season at Magic in the Market. Includes photos with Santa, tree lighting ceremony, festive music and cookie decorating. Free and open to the public!

[www.PikePlaceMarket.org](https://www.PikePlaceMarket.org)



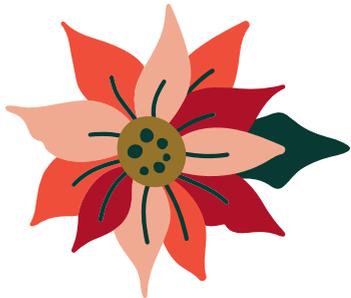
The Market Foundation is proud to support the Great Figgy Pudding Caroling Competition: presented by our legacy partner, Pike Market Senior Center & Food Bank. They won’t be gathering in person this year, but will still showcase great local talent and spread holiday cheer!

[www.figgypudding.org](https://www.figgypudding.org)



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Market community.



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[PikePlaceMarketFoundation.org](http://PikePlaceMarketFoundation.org)



PHOTOGRAPHY: Lauren Wolbaum; Rosemary Dai Ross; Museum of History & Industry, Seattle | AUTHORS: Patricia Gray, Lauren Wolbaum



This fall, we celebrated the 50th Anniversary of the citizens of Seattle saving Pike Place Market with a vote on the November 1971 ballot. Thank you for helping us celebrate and honor a vibrant and resilient Market community! Pike Place Market community - a place worth fighting for. Join us in shopping, investing and standing up for Pike Place Market.

**50 YEARS LATER**  
Keeping the Market Strong



**BE INTENTIONAL ABOUT SHOPPING**  
at the Market's 500 small businesses.

**INVEST IN THIS COMMUNITY BY MAKING A DONATION!**  
As we know now more than ever, caring for each other's needs makes our whole community healthier.

Tune in to KOMO4 to watch  
*Labor of Love:*  
**SAVING PIKE PLACE MARKET**  
SUNDAY, NOVEMBER 7, 2021 | 3:30PM  
FRIDAY, NOVEMBER 26, 2021 | 9:00AM  
FRIDAY, NOVEMBER 26, 2021 | 5:30PM  
SATURDAY, DECEMBER 25, 2021 | 9:30AM

