

# Shorefast



# Holding On and Reaching Out

2022 Impact Report

# The Power of Possibility

As Shorefast grows to deepen our impact beyond the shores of Fogo Island, it is a pleasure to pause to acknowledge the people who are making this possible.

The change we are after is big. We can't do this work alone and we haven't had to. It takes all of us; team members, community members, businesses, cultural and educational organizations, community associations, government agencies, and private philanthropists. The fabric of society is knit by active connection, contribution, and collaboration. We are enormously grateful to be able to continue working alongside so many critical partners who are helping reimagine and shape a bright future.

Fogo Island has never been a story about just one place—it has a story that lends itself to many places. It offers a contagious example of place as a convening point for people and systems and how we can nurture entrepreneurial communities. Many of you have heard me say a small island is a good proxy for a small planet. Answers to our collective challenges can be found in the smaller scale and applied to larger ecosystems. When we founded Shorefast, we knew that we would need to put change into practice from the ground-up, by understanding the specificity of our local context. Working within community—the most powerful unit of change—we made a determined choice to see the assets and opportunities in front of us, in the place we lived.

Shorefast's approach is deeply informed by the history of our island. Fogo Islanders have been holding on to this place—standing upright in the wind—for centuries. It hasn't always been easy, but our shared dedication and commitment to place has kept us moving forward. As an organization, Shorefast continues to build on Fogo Island's legacy of asking the question “how can we live better together?” and in finding ever-evolving answers to how we can flourish as a part of the bigger whole.

In 2022, we continued to refine, learn, and build forward while remaining tethered to Shorefast's primary concern:



*Zita Cobb, Founder & CEO, Shorefast  
Photograph by: David Howells*

creating an economy in service of nature and culture—in service of place. Our experience on Fogo Island, as both community members and economic development practitioners, has demonstrated that, when we build equitable and regenerative community economies, we're building the foundation for a global economic order that serves the full ecosystem of life on our planet.

With the support of government and philanthropic partners, last year saw us completing a year-long Community Economies Pilot to bring together five Canadian communities to explore our shared learnings. The outcomes of this national initiative are helping inform Shorefast's creation of a network dedicated to strengthening community economies, big and small.

As we build on this ambition, we see philanthropy playing a growing entrepreneurial role in activating overt and meaningful systems change. Investing alongside governments to enable the essential on-the-ground community-led work, philanthropic dollars can address underlying root cause issues to achieve enduring positive change. There is much hope in an approach that sees a collective investment in energizing the assets that exist in places across our country. In so doing, we can build a national economy that includes communities.

The spirit of the change we need to make has already arrived; we are living in a moment of transformation. I hope you will continue to be inspired to work with us to bring that which is possible to full life in the places we live in and love.

A handwritten signature of Zita Cobb in black ink, written in a cursive style.

Zita Cobb

# Leveraging Community Business and Philanthropy

Many luxury properties have a charitable foundation. Our charitable foundation has a luxury Inn.

When we built Fogo Island Inn, our hope was that it would reorient people to the power and richness of place, while serving community. At the time, we couldn't find inspired examples of the charity-business model we were envisioning; so, we created our own. From that initial philanthropic investment, our community enterprise has grown – spurring three more regenerative community businesses that are contributing to local job creation and the circulation of capital within our community: Fogo Island Fish, Fogo Island Workshops, and Growlers Ice Cream.

In 2023, the Inn marks its first decade of community business on Fogo Island, and we are proud to know that we are making a difference. Together, we have planted the seed for regenerative, community-based travel to grow and we are helping others see the important role



*Alan Cobb, Board Chair, Shorefast*

business can play in supporting vibrant communities. This evolving perspective is best expressed in a recent announcement by Newfoundland and Labrador's Ministry of Tourism encouraging an "equal focus on both economics and the wellbeing of people and place." In many ways, we see the world pivoting to where we stand.

Thank you for believing in what we do and for supporting our efforts to help make change towards a better world.

A handwritten signature in black ink, appearing to read "Alan Cobb". The signature is fluid and cursive, with a long horizontal line extending to the right.

**Alan Cobb**

## Land Acknowledgement

On Fogo Island, we respectfully acknowledge the territory in which we gather as part of the ancestral homelands of the Beothuk, the island of Newfoundland as the homeland of the Mi'kmaq, and Labrador as the homeland of the Innu of Nitassinan, the Inuit of Nunatsiavut and the Inuit of NunatuKavut.

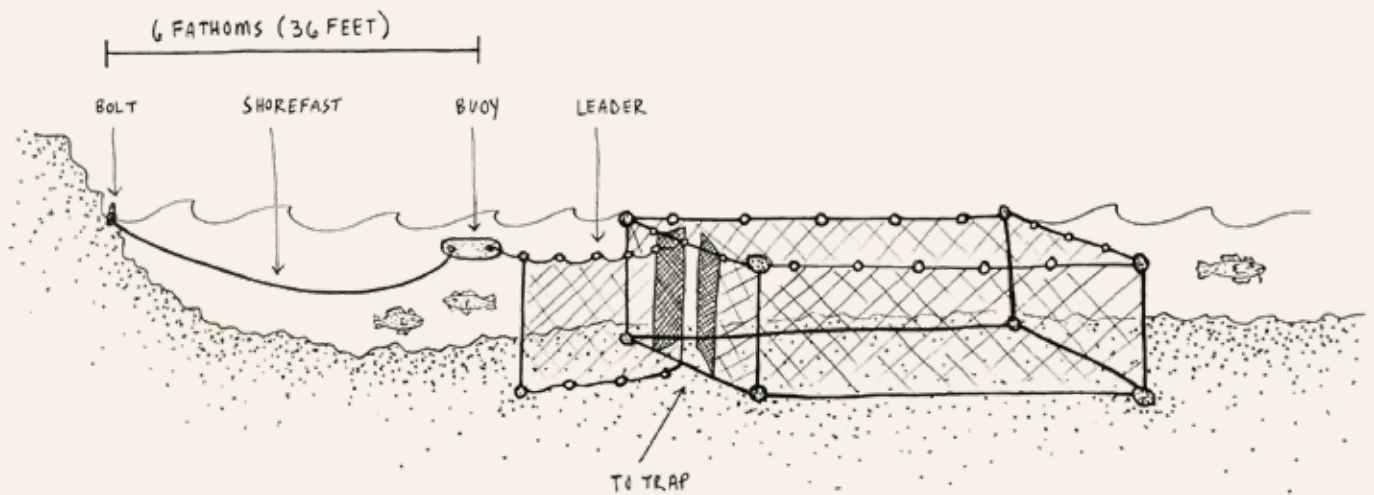
Shorefast's mission is to unleash the power of place so local communities can thrive in the global economy.

## What's in a Name?

A Shorefast is a line and mooring that tethers a traditional cod trap to the shore.

When eighth-generation Fogo Islanders Alan, Anthony and Zita Cobb conceived of a charity with a mission to preserve and stimulate Fogo Island's culture and economy, they named it Shorefast, evoking the traditional fishing term's connections between land and sea, community and culture, individual and place.

It is a metaphor: May we always be shorefast to this place.



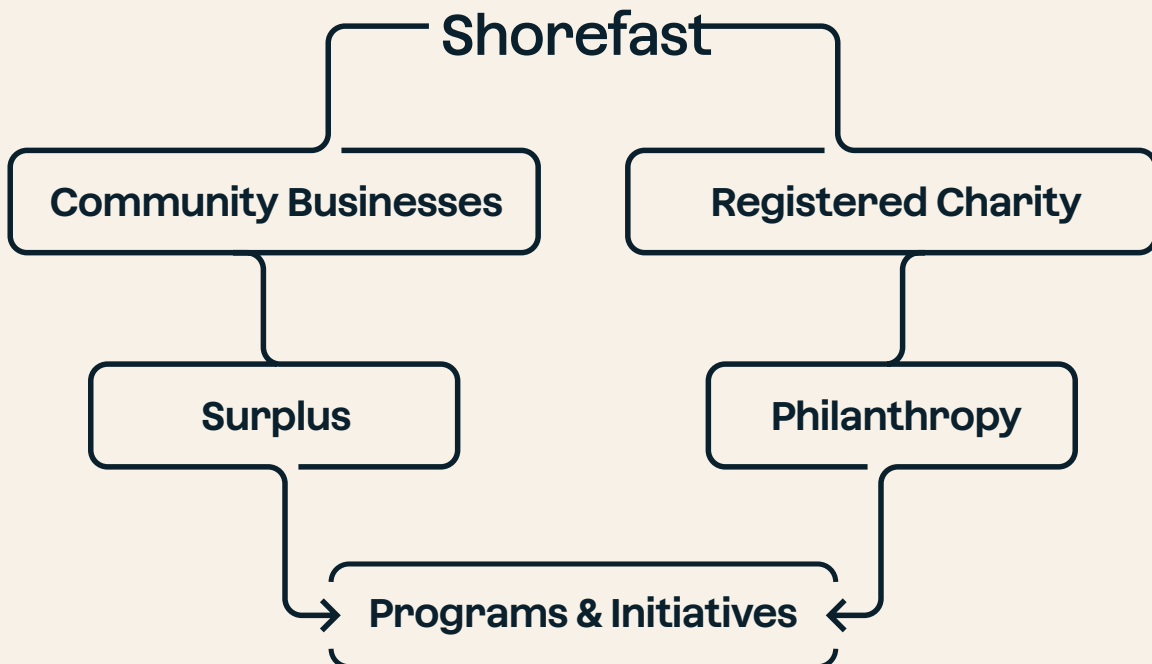
# The Increasing Importance of our Supporters

Our suite of community businesses are designed to be economic engines driving towards our mission. They operate for the exclusive benefit of strengthening the cultural, ecological, and economic well-being of Fogo Island and distilling learnings for other enterprising communities across Canada. There is no private gain—all our business surpluses are directed to supporting Shorefast’s holistic set of community-based programs and initiatives.

In the last couple years, Shorefast’s work has grown beyond our Fogo Island roots to create broader-scale change. As we work to help other communities across Canada thrive in the global economy, our charity’s operating costs are growing to reflect our national reach.

At the same time, we are recovering from the impacts of COVID-19. The province’s 16-month closure during the pandemic created a major financial blow to our businesses and thereby a decline in revenue for our charity.

Fortunately, our work is inspiring generous philanthropic contributions, including support from many past Inn guests. Likewise, provincial and federal government grants have been critical and greatly appreciated. Together, we are moving towards shared prosperity and a healthy planet.



# Acknowledgements

Shorefast's work is made possible, in large part, thanks to the generous support of public and private funders. We gratefully acknowledge the following individuals, foundations, and partners who contributed \$1,000 or more.

Anonymous (4)	Ernst Hupel	Jim & Sandra Pitblado
Atlantic Canada Opportunities Agency	The Hnatyshyn Foundation	Bob Ransford
The John & Judy Bragg Family Foundation	John & Elizabeth Irving	Josh Quinton
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Douglas Boulton	Mike & Deb Kaumeyer	Terry & Fran Reardon
Marcella & Michael Bungay Stanier	Tom Keyes & Keith Fox	Anne Alison Rossiter
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Community Foundation of Greater Peterborough	Dougal & Barbara Macdonald	Sobey Art Foundation
Council for Canadian American Relations	William & Lillian Mauer	Jane & Alan Stewart
Zita Cobb	McCall MacBain Foundation	Anastasia Vournas & J. William Uhrig
Deloitte Canada	The Honourable Margaret McCain	William Verity
Esri Canada	Metcalf Foundation	Annette Verschuren
The Honourable Bill Graham	Ontario Trillium Foundation	Victoria Foundation
Katherine Graham Debost	Patrice & Herb Miller	Stephan Weishaupt
Mark & Sandra Dobbin	Bruce Miyashita	Alexandra & Galen G. Weston
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Fortis Inc.	Northpine Foundation	<b>Shorefast Partners</b>
Nimu & Domenica Ganguli	Community Foundation of Nova Scotia	Art Metropole
Ashliegh Gehl	Nuyten Dime Family	Fisheries and Marine Institute of Memorial University of Newfoundland
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Darrell & Brian Gregersen	Ottawa Community Foundation	National Gallery of Canada
Jane Hilton & Joran Van Lange	The Pew Center for Arts & Heritage	Sternberg Press
Robert Hilton	Jocelyn Perry	World Weather Network
Hodgins Family	Community Foundation of Greater Peterborough	

Every effort has been made to ensure the accuracy of these listings, however if you would like to update your recognition preferences, please contact [michellesparrow@shorefast.org](mailto:michellesparrow@shorefast.org).



# 2022 at a Glance

Highlights from our ecosystem of purpose-driven community businesses, programming, and initiatives.

# \$32.1M

Generated by Fogo Island Inn toward Newfoundland and Labrador's Gross Domestic Product (GDP) through direct, indirect, and induced impact.\*

Based on Fogo Island Inn's 2022 gross revenue and Statistics Canada's most recent Input Output Multipliers for Accommodation and Food Services (2019).

## 25%

of Fogo Island's labour force employed by Shorefast.

## Over 1,000

people visited and attended inter-generational programming.

After a sleepy period during the pandemic, activity came to life at the Punt Premises—a community hub dedicated to carrying forward the knowledge of the inshore fishery.

## 80%

of Fogo Island Inn's food is sourced from provincial suppliers.

Fogo Island Inn sustained a commitment to sourcing 80% of its food from provincial suppliers, with a focus on local growers and food entrepreneurs on Fogo Island.

## 272kg

of garbage collected by students from Fogo Island off the ocean shores.

28 students from Fogo Island Central Academy collected over 272 kg of garbage from the ocean shores during a beach clean-up hosted by Shorefast and local partners.

## 9,232

Fogo Island Inn Community Host hours.

Fogo Island Inn's Community Hosts spent a combined 9,232 hours providing in-person, community-based tours and experiences for visitors to our island.

2022 AT A GLANCE



Through a major art installation, Shorefast brought Fogo Island a local weather station. In partnership with the National Gallery of Canada, artist Liam Gillick, and the World Weather Network, the station links Fogo Island to an international climate-change initiative that is providing Fogo Islanders with online access to local weather data, while also contributing to global climate research.

Acquired by the National Gallery of Canada, the artwork signals the beginning of their multi-year National Outreach Initiative in which artworks are sited and maintained at localities across the country.

*Photograph by: Joshua Jensen*

Fogo Island Arts hosted their 2nd Arts' Week featuring six days of events bringing together local and international artists, curators, local businesses, visitors, and Fogo Islanders to celebrate our island's strong artisan culture and thriving local artist community. Fifteen local artists shared works of art through open studios, galleries, workshops, and local businesses.

*Photograph by: Joshua Jensen*



Shorefast began a carbon and waste audit of Fogo Island Inn as a step towards creating a fully circular waste management program. Our future plans see us developing and sharing tools and resources to promote regenerative practices amongst other businesses in rural and remote communities.

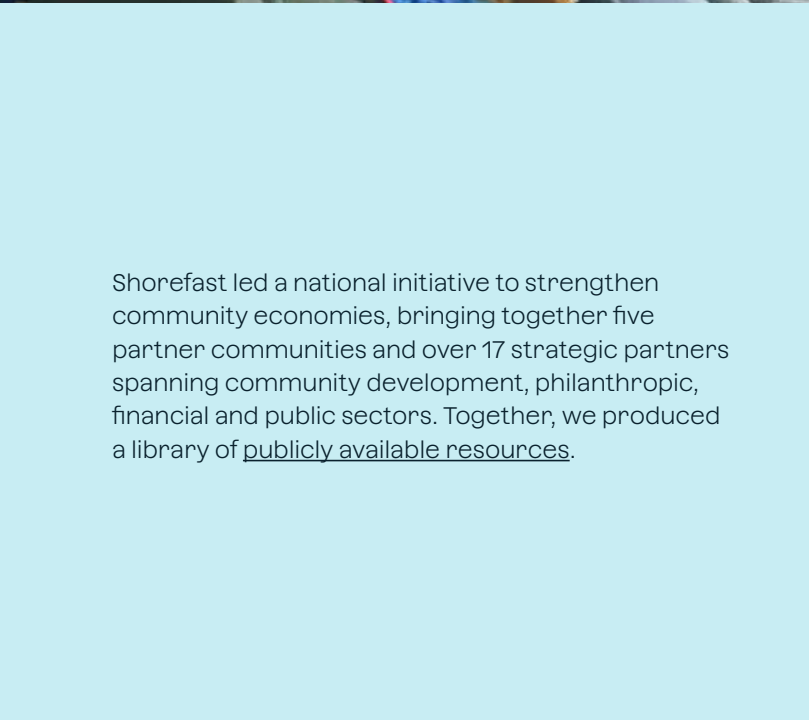
*Photograph by: Skylar Miller*







Shorefast continued a Seaweed Cultivation Pilot in partnership with Fogo Island Cooperative Society Ltd. and local fishers, as a potential economic diversity opportunity. Through baseline data collection we are understanding the local environment's ability to grow seaweed with further test plots anticipated for 2023.



Shorefast led a national initiative to strengthen community economies, bringing together five partner communities and over 17 strategic partners spanning community development, philanthropic, financial and public sectors. Together, we produced a library of [publicly available resources](#).



Ten Fogo Island high school graduates received grants from Shorefast's Fogo Island Scholarship Lottery initiative to support their post-secondary academic futures.

# Coming Home



April Broomfield (far right) with her family



An evolving economic landscape on Fogo Island is paving the way for people like April Broomfield to return home.

In a province that ranks the highest across the country for a “Sense of Belonging,” Newfoundlanders are keenly aware of how local culture and a deep appreciation of place can affect quality of life and wellbeing. Building new and complementary ways to support livelihoods that evolve from this prevailing connection to place is central to Shorefast’s work.

“When I moved away from Fogo Island in 2009 after graduation from Fogo Island Central Academy, I never imagined I’d be coming back,” says April Broomfield, a current Fogo Island resident and Shorefast team member. “At the time there simply weren’t many career opportunities available.”

Living in St. John’s, April had progressed her career into a managerial role at Sobeys. During that time, she met her husband, Jonathan, and started taking him back to Fogo Island for summer visits. “Immediately he fell in love with it,” April says. “Every time we came to visit, it became harder and harder for us to leave.”

With April’s parents rooted on Fogo Island and two of her siblings making the move home, the couple started to reconsider their future.

April began to keep a close eye on Shorefast job postings. “I knew that Shorefast was providing more career paths for people on the island. We felt confident that the landscape

was different. I didn’t feel worried.” When April’s husband received an offer of employment with the Town of Fogo Island, the couple decided to make a leap of faith.

On the Friday of her last day of work in St. John’s, she got a call from Shorefast about a position within Human Resources. “You couldn’t wipe the smile off my face, that’s for sure.” They moved to Fogo Island the next day. Jonathan started work on Monday; April started on Wednesday.

A few months later, the couple noticed a house for sale in the community of Seldom. Not just any house, it was the house April’s mother grew up in. They put down an offer and moved in March 2023.

“I love that Shorefast is bringing people home.”

# Crafting for Connection



*Joyce Coffin (fourth from right) with the beginner rug-hooking group*



Shorefast programming provides people with a place to connect with their neighbours and learn more about the culture and nature of Fogo Island.

When Joyce Coffin led her first rug hooking workshop at the Punt Premises in the Summer of 2022, she wasn't sure how many people would actually show up. "Shorefast first approached me to host the event after seeing some of the pieces I was selling at local stores around the island." At the time, Joyce was one of only a few rug hooking practitioners on Fogo Island, with very few actively teaching.

At the first class, over 20 people filled up the main room eager to learn—their ages ranging from 20 to 80. "We had to split the group into two batches, and I returned after dinner that same day to teach the rest of them," Joyce recalls. Since then, the group has continued to meet weekly, gradually advancing their skills. While newcomers continue to join the group, the standing date has settled into a comforting routine: "We come together, work alongside each other, and chat."

Opened to the public in 2019 after a major restoration that was generously funded by past Fogo Island Inn guests, Don & Sheila Bayne,

as well as grants from Atlantic Canada Opportunities Agency, and Newfoundland & Labrador's Tourism, Culture, Arts and Recreation department, the Punt Premises exists to preserve and promote our island's fishing heritage. Over the past year, it has evolved into a much-needed hub for social convening and Shorefast programming—especially critical after the prolonged isolation of the pandemic. Shorefast extended the Punt Premises' season well into November to account for demand.

"Having a place to connect and learn alongside your neighbour is an important part of community economic development,"

Amy Rowsell, Shorefast's Director of Community Engagement and Programming, notes. "It builds social capital and a sense of optimism for the future."

For Joyce, the Punt Premises has become a second home. "There's a lot of stuff going on that wasn't before. It's a busy spot."

# Community Science



*Walter Penton (second from left) applying new research skills on Fogo Island*



Engaging community members in ocean research means they bring their historical, cultural, industrial, and lived experience to each project.

Like most Fogo Islanders, Walter Penton has a deep appreciation and understanding of our surrounding waters. “At the edge of the northeast coast of the Atlantic Ocean it often feels like our waters are limitless,” Penton says, “but there’s a lot more going on below the surface – considering our geographic location, our tides, our cold currents.”

A recently retired transportation worker, Penton is now utilizing his experience and curiosity about the natural environment on Fogo Island to participate in critical monitoring projects on our island that are helping bridge gaps in research. Commonly referred to as Community Science, it’s a growing area of focus for Shorefast that is supported through our partnerships with The Department of Fisheries and Oceans and The Marine Institute at Memorial University.

“Community members with lived experiences in nature can assist

in data collection and provide researchers with the information they need. It’s a powerful way to scale up efforts in conservation and coastal adaptation,” Amanda Lim, Shorefast’s Environmental Stewardship Coordinator says.

Owing to our geographic location within the Labrador Current (often referred to as a “lung of the ocean”) Fogo Island’s waters are one of the few places where oxygen from the air is transferred to the deepest parts of the ocean with the help of this extremely cold current. This process is critical to keeping marine life alive and influences other oceans around the globe. As such, Fogo Island is a significant bellwether for the changes we are seeing in our climate.

Last spring, Penton joined a group of Fogo Island and Change Islands community members in Terra Nova, the easternmost national park in Canada, where Shorefast

and the Department of Fisheries and Oceans were offering a training initiative that would support further research projects on Fogo Island. Back home, Penton and others were able to share what they learned and initiate a new monitoring project around juvenile species in eel grass habitats—an important indicator of our ocean’s current health.

“The training this past year was great,” Penton says. “It opened my eyes to our interactions with marine life, and I am eager to learn more.”

Initiatives like these have the potential to establish Fogo Island as a key player in marine research, opening the door for supplementary income and career opportunities that weren’t previously available.

“From what I have seen so far, the future for Fogo Island is very bright. With the insight of Shorefast and its partners, we can be a role model for the province.”

# Art & Climate Change

*The Fogo Island Red Weather Station construction team*  
 Photograph by: Joshua Jensen



Fogo Island Arts’ new partnership with the National Gallery of Canada, the World Weather Network, and contemporary artist Liam Gillick, is shaping a global conversation around art, climate, and the importance of place.

When Fogo Island Arts first approached artist Liam Gillick to create a ‘weather station’ on Fogo Island in response to the global climate crisis, it was immediately clear to Gillick that this would be a tremendous opportunity to ground important global conversations within the context of a local community.

“Art and science have always been linked historically,” Gillick explains. “Through this artwork I want to create a site for new thinking and a space designated to climate consciousness rooted in the basic requirements to gather and share data, while also being a place for education, reflection, discussion, and just getting together.”

Launched in October 2022, along Waterman Brook’s trail near the community of Fogo, “A Variability Quantifier, 2022,” (more commonly known as the Fogo Island Red Weather Station), is a fully functioning weather station tracking weather data and a place for community gathering. Through the World Weather Network platform, it joins a constellation of art-inspired weather stations around the globe that are shaping conversations about the climate crisis through the perspective of artists, with many calling attention to the more dire situation in remote, ecologically sensitive areas of the world.

“Artists help us see things and Fogo Island Arts has always been

interested in approaching issues of economic, cultural, historical, and environmental concern through a different lens,” says Iris Stunzi, Fogo Island Arts’ Program Manager.

“Fogo Islanders’ have a front row seat to changes in ‘Iceberg Alley,’ Gillick adds. “There is a lot of collective awareness and wisdom on this island. The artwork is about recognizing the daily consciousness of an island life; it is for and about the people of Fogo Island.”

As a nod to the traditional and primary industry on Fogo Island, the weather station was designed with Fogo Island’s historic fishing stages in mind, a reminder of our powerful connections to the sea.

For visitors to Fogo Island, witnessing the strong relationship between geography and people can often be a catalyst for involvement. This was the case with Steven and Lynda Latner, Inn guests who were inspired by their time on the island and wanted to lend support to our work. Their donation is helping to animate the Weather Station through programming.

An acquisition of the National Gallery of Canada, The Fogo Island Red Weather Station is part of its National Outreach Initiative in which artworks from the collection are sited and maintained at localities across the country.

“It’s quite the monument looking out onto the Atlantic. And it’s a great way to be informed about the actual weather.”

—Ron Broders, Fogo Islander and member of the team that built the Weather Station.

Long reliant on triangulated weather updates from Twillingate, Fogo Islanders now have access to accurate, real-time weather data through an easily accessible website linked to the Weather Station that also acts as a repository for global weather-tracking.

Track the weather:  
[Fogo Island Weather Station](https://www.fogoislandweatherstation.ca)

# Economics for Belonging



A systemic shift is required to integrate communities into the economy and ensure that local places have the agency and tools to shape their own futures.

When COVID-19 hit, the world shifted, and many of us went home. In this moment of increasing precarity, the Shorefast team began to think about how we might bring our nearly two decades of community economic development experience into communities beyond our own. “The pandemic had many people seeing the value of their geographic ‘home’ community in a new way,” says Diane Hodgins, Shorefast’s Vice President of Community Economies. “And in many cases, their experience left them with deep concern and a

heightened awareness of gaps at the local level.” It became clear that now was the moment to shift our lens beyond the shores of Fogo Island and begin to generate new learnings alongside other entrepreneurial communities.

What emerged was the creation of Shorefast’s first national initiative. In the Spring of 2021, with the support of many generous donors, five learning communities spread across Canada, and 17 strategic partners spanning community

development, financial, and public sectors, Shorefast began a Community Economies Pilot to understand how to strengthen community economies.

Over the course of a year, virtual and in-person convenings provided an opportunity for parties to determine how to bring the unit of community and the notion of place back as a central construct in economic planning. Together, the group distilled insights around four key focus areas to necessitate change and affirmed the need for place-specific, tangible community focused economic solutions.

These learnings are now informing Shorefast’s future launch of a broader community economies initiative – foundational work to build a resilient and equitable national economy.

“The Pilot created a dynamic platform for sharing across communities and deepening the understanding of the integral role of community, business, and government including philanthropy in building local and inclusive economies and a better future for all.”

—Michelle Baldwin, Senior Advisor, Transformation, Community Foundations of Canada

The Community Economies Pilot was a significant undertaking, involving dozens of cross-sectoral contributors across government, business, and community. Many of the outputs have been made publicly available through [Shorefast’s website](#).

Get in Touch

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