



# GOULD FARM NEWS

HARVESTING HOPE · PROMOTING RECOVERY



## Welcome to our Special Roadside Edition!



**W**HEN MOST PEOPLE HEAR “Roadside” they think pancakes. And we get it — truly, our pancakes are epic and we’re quite proud of them. But through the next few pages, we’re hoping to tell a story about Roadside that makes you think people, purpose and progress.

In late October Gould Farm closed the 100-year old Roadside Store & Cafe

permanently. It was sad, but it was time due to structure issues.

Now we have to raise philanthropic funds for a new building that will allow us to build a new Roadside. The cost is \$1 million. We have designed a space that is mission-centered and provides an enhanced guest learning experience and interaction with the public. We’ll be able to serve more guests, across a wider range of abilities, and align Roadside with other Gould Farm work programs.

In this issue you can learn how Roadside promotes recovery from a guest’s perspective, then check out renderings and the floor plan for Roadside 2.0.

Thanks for joining us!

**Francie Leventhal**  
*Chef/Manager of  
Gould Farm Kitchen and  
Roadside Store & Cafe*

**Nathan Yaple**  
*Work Program  
Coordinator*

# Stepping Stone:

## ROADSIDE'S ROLE IN RECOVERY



**T**he Roadside Store & Cafe is more than just a building — it is the embodiment of experiences of countless guests, customers, and staff who have walked through the doors since the 1970s. There are tables and chairs, a griddle, and countertop just like many other restaurants. But the work here goes deeper than what first meets the eye.

The staff are doing more work than just waiting tables and making food. Many are adults in recovery from mental illness — and working at Roadside is part of their recovery journey.

Roadside is one of the six teams in Gould Farm's therapeutic work program centered around meaningful work. Our structured work program provides both a sense of accomplishment and also responsibility. By showing up to work each day, guests can use and develop their strengths and discover interests.

Recovery doesn't happen in a vacuum, and part of coming to Gould Farm means living as part of a community. It is easy to think of our community as only the guests and staff at the farm, but we are all part of our greater Monterey community too.

At Roadside, interacting with the public helps our guests — and community members — with stigma. Stigma is the disapproval or discrimination against a person based on a characteristic — in this case, mental illness. Stigma can lead to real consequences, such as discrimination in the workplace. A 2020 review of over 100 studies also found that stigma can have negative effects on one's recovery from mental illness. Unfortunately, many adults with mental illness have dealt with stigma at some point in their lives. The good news, according to the American Psychiatric Association, is that “knowing or having contact with someone with mental illness is one of the best ways to reduce stigma.”

Penny,\* a current guest, worked at Roadside for many years. Outgoing and friendly, Penny loved getting to know all the regulars and learning their orders. Roadside gave Penny the venue to show customers she is a fun, skilled person who happens to have a mental illness. Today, she may run into a customer at the grocery store or post office and takes every opportunity to chat and catch up.



*Vintage photos of the Roadside Store (left) and gas station (right)*

The Gould Farm work program can help guests with self-stigma, or the negative beliefs that guests have about themselves. Alexander Bela Kirk (a pseudonym to protect his identity) was a guest at the Farm in the mid-80s. Today, he is a scientific researcher and published author. Working at Roadside played an integral role in his recovery journey. Before he came to Gould Farm, he was hospitalized and felt alienated. After a year at Gould Farm, he had made a lot of progress with his mental health. Even so, he describes his self-confidence as very low:

“The Store was a stepping stone to life after the Farm. Knowing that I could handle it and be interacting with the public gave me self-confidence. Each job I’ve held since then has given me more self-confidence, but I had to start somewhere and doing it in the safety of Gould Farm was key.”

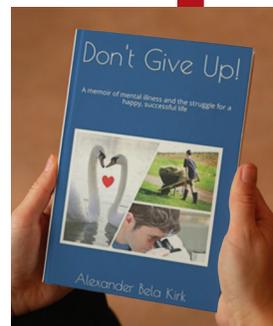
Alexander learned practical skills of pumping gas, waiting tables, and using a cash register. He knew these skills would be useful when applying for jobs when he moved to Farrington

House (now Fellside), Gould Farm’s transition house in the Boston Area Program. Getting this experience first meant that it was a safe place for Alexander: he was able to learn and make mistakes in a supportive environment, without the fear of losing his job.

“I began to see myself as not so much different from other people working at gas stations or restaurants. My perception of myself began to change, and with it the stigma lessened. People also saw me differently, less like a psychiatric patient and more like an employee and part of the work force.”

Alexander moved from our transition program to living independently. Today, Alexander is married and still living in the Boston area. He recently published his memoir, *Don’t Give Up!* and is available on Amazon.com.

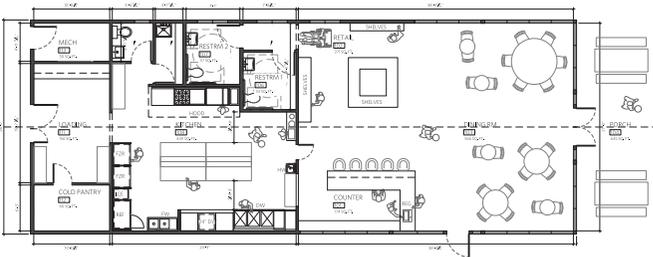
There are thirty years between Penny’s and Alexander’s experiences at Roadside. We’re so excited for the next 40 years — and beyond!



*Alexander’s candid memoir is written for those in recovery as well as their loved ones.*

# OUR VISION FOR Roadside 2.0

## SO YOU'VE MADE IT THIS FAR — YOU PROBABLY WANT TO KNOW WHAT IS THE NEXT ROADSIDE?



Roadside 2.0 will have almost double the indoor square footage and an additional 400 sf of covered outdoor seating.

A guest described Roadside as a “boat kitchen” but now, the “back of house” space will be the size of the entire old Roadside! The fully equipped commercial kitchen will allow for the ultimate guest learning experience, working alongside staff. There will be more training opportunities in other areas such as retail. The new Roadside work program will accommodate more guests and across a range of abilities, and be more closely aligned with the other work programs such as the garden team, and forestry and grounds.

Roadside 2.0 will also feature a larger front of house space. Nathan Yaple, Work Program Coordinator, envisions ways that this space can be used to share the Gould Farm story through decor and educational materials. The larger space will have tables for sit-down service as well as outdoor self-serve. For the first time, Gould Farm will have its two social enterprises, the Harvest Barn Bakery and Roadside, under one roof. There will be a pastry case featuring Harvest Barn products, and a retail area with Gould Farm dairy products, merchandise, and local goods.



*The floor plan for Roadside (left) features an expanded retail and dining area, more bathrooms, and a spacious commercial kitchen (above)*



Solar panels and energy-efficient appliances and HVAC prove our commitment to being good stewards of our environment. Our social enterprise business plan projects that Roadside will be financially profitable in 5 years, in large part because of bringing Harvest Barn and Roadside together, being open on Sundays, having multiple ways customers can spend their money, and more seating.

The projected site prep, construction and equipment cost is \$1 million. The Farm started fundraising in late November 2021 and has raised \$350,000.00 as of this writing. Want to see a full presentation of the Roadside plans and budget via Zoom or in person? Please contact Melanie Brandston, Director of Philanthropy at 413-528-1804, ext. 27 or [hhc@gouldfarm.org](mailto:hhc@gouldfarm.org).



*The new Roadside (top) will be accessible, with covered outdoor dining (middle) and plenty of indoor seating (bottom)*

**READY TO MAKE  
A PHILANTHROPIC  
INVESTMENT?**



Scan our QR code or use the enclosed envelope to send your gift today.

# Roadside's Pandemic Pivot

**F**rancie Leventhal, Roadside Manager, is confident that with a new and larger Roadside, the guest work program will be able to accommodate more guests and more customers. Her confidence stems from the unexpected, when she and her team had to stop, start, pivot and adapt the Roadside work program during the pandemic.

In March 2020 at the onset of the global pandemic, Gould Farm closed Roadside, along with the Harvest Barn Bakery, “for two weeks.” Two weeks turned into three months. During that time, Francie had to re-envision how Roadside could continue as a safe guest work program while also serving the public. In summer 2020, Roadside — the building — remained closed to the public. Instead Roadside takeout was launched with a user-friendly online ordering system for takeout and curbside pickup of its popular breakfast and lunch offerings best suited for takeout boxes and reheating at home.

Before vaccines were available, Francie remembers that everyone — customer, staff, and guests — was afraid to chat too long at the takeout counter. In summer 2021, Roadside once again reopened. Four picnic tables were added for takeout customers.

If there is any positive to Gould Farm's first pandemic, it's that we got to test public interest in outdoor dining and Roadside takeout as an added experience to indoor dining. There is strong interest given that 50% of the summer 2021 customers were new Roadside patrons and many were eager to learn about the Farm and our mission.

Closing Roadside for good last fall fostered an outpouring of inquiries of when we will start construction on the new Roadside. Such interest validates that Gould Farm's plans for the expanded guest work program and promising social business enterprise will reap many benefits for the guests and the local community.



*Francie and the Roadside team re-worked the menu for take-out. Freshly baked Harvest Barn cinnamon buns were a customer favorite!*

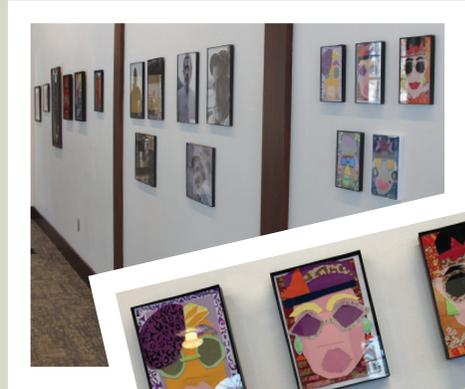
## ART SHOW AT THE KNOX GALLERY

THIS WINTER, The Knox Gallery at the Monterey Public Library hosted *Expressions of Recovery*, artwork by Gould Farm community members. This show featured 10 artists, including guests, former guests, and staff. On display were paintings, photographs, collages, and even painted eggs. Two artists shared music that was available to listen to with headphones, and there was a binder of short stories.

The show was up for six weeks, during which time visitors were free to sign the guest book. Here are some of the comments:

- “Wow! Great talent!”
- “Beautifully expressive”
- “Beautiful, soulful work!”
- “Thank you for sharing your gifts.”
- “Wonderful show”
- “Glad I got to see this show!”

This show was nearly a year in the making as Knox Gallery is often booked for months in advance. The idea for the art show came from an extended community member, who displayed two pieces in the show.



*“Faces,” a collection of collages (center); and Pysanky, hand-dyed eggs (bottom)*



THE  
GOULD  
FARM 5K

## SAVE THE DATE!

The Gould Farm 5K will be  
Saturday, September 24, 2022.

On-site and virtual.

Registration will begin in August.



## GOULD FARM

P.O. Box 157  
Monterey, MA 01245



IN MEMORY GIFTS

In 2021, Gould Farm received many contributions in honor of someone special in a donor's life. Below we list these loved ones and the donors who supported us in their honor:

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As of 12/31/21

Your comments are appreciated: [development@gouldfarm.org](mailto:development@gouldfarm.org), 413-528-1804, ext. 14.

