

February 20, 2021

Dear Executives of Etsy,

We are members of No Space for Hate, a research group that tracks far-right extremist and white nationalist activity in the Midwest. We write to you today with concerns about the Etsy store belonging to Sarah Dye of Schooner Creek Farm, a white nationalist social media personality who is using your platform to fund her activities. Ms. Dye is a member of the American Identity Movement (formerly Identity Evropa) who has been deplatformed by a number of major companies including GoFundMe and Paypal. Because she is unable to collect donations for her cause through common platforms, Dye has turned to Etsy to help fund her cause. We hope that you will consider taking down her store if we provide detailed evidence of how her use of Etsy's platform violates your policies.

In its current state, Dye's Etsy store offers printed t-shirts and other paraphernalia with their business' logo. We will first explain Dye's affiliations and her Online white nationalist persona. Then we will demonstrate how Dye uses Etsy to collect donations for her cause. Finally, we'll touch on the cause that she is funding through your store -- her "Constitutional Defense Fund" -- and how it advances her white nationalist agenda. In sum, here are the most important facts about SCF's Etsy store:

1. Schooner Creek Farm is a recognizable symbol of white nationalism in many Neo-Nazi circles.
2. SCF's Etsy store contains SCF's branding merchandise only. All of their products feature the store's logo, which contains a well-known Neo-Nazi symbol called the "[Life Rune.](#)"
3. Dye has advertised her Etsy store on a number of white nationalist podcasts, and in a recent appearance, the host describes how to use Etsy to donate funds to one of Dye's white nationalist causes, her "Constitutional Defense Fund."

Store name: Schooner Creek Farm

<https://www.etsy.com/shop/SchoonerCreekFarm>

Prohibited items according to [your website](#) as of February 20, 2021:

1. Items that support or commemorate current or historical hate groups, including propaganda or collectibles. Examples of hate groups include Nazi or Neo-Nazi groups, Ku Klux Klan (KKK) groups, white supremacist groups, misogynist groups, or groups that advocate anti-gay, anti-immigrant, or Holocaust denial agendas.
2. Items that contain racial slurs or derogatory terms in reference to protected groups.

We have archived the interview with Mark Collett referenced below and you can hear the relevant portions about the Etsy store [here](#) and [here](#).

## Schooner Creek Farm as a symbol for the white nationalist movement

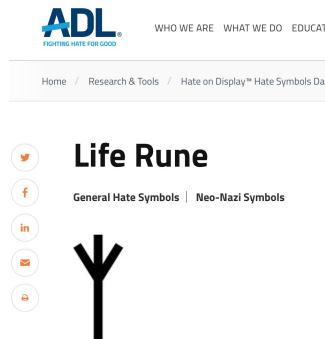
Sarah Dye and husband Doug Mackey's [affiliation with SPLC designated hate groups Identity Evropa and the American Identity Movement](#), and Dye's place as a figurehead for the "Identitarian" movement, has been extensively documented and is not in dispute. Dye maintains a public persona as a white supremacist, and she has actively and publicly participated in activities ranging from American Identity Movement propaganda rallies to podcasts. [Ms. Dye has publicly acknowledged that she posted in white nationalist forums under the name "Volkmom"- a reference to the racist volkisch movement in Nazi Germany](#). Her very name as well as the name of her business are both directly associated with the cause of white nationalism and are instantly recognizable among many white supremacist circles. She has been an important advocate for her white nationalist cause and a recruiter in her community. Our organization has extensively documented her activity, and [you can read about it on our website](#) under the "research" tab.

The plight of Schooner Creek Farm has not only become a prominent cause within white nationalist circles, [it is an extension of Dye's Neo-Nazi identity and advocacy for ecofascism](#). As we discuss in great detail on our website, one of the values of the original Nazi Party was agrarianism, and thus many Neo-Nazis have resurrected agrarianism as a value. Like the original Nazi Party, figureheads such as Dye extoll the virtues of farm life as a gateway to a political ideology of white separatism. Under the name "Volkmom", Dye's first efforts as a white nationalist content creator started with the alt-right Asatru podcast, Midgard Rising, which featured a Nazi SS hymn as its theme song.

However, the clearest demonstration of the link between the business and Dye and Mackey's white nationalism is the fact that SCF's logo contains a rune used in Nazi Germany. Her logo features the image of a barn, and below it in green, between "Est." and "2011," is the "[Algiz Rune](#)," also known as the Life Rune. [The ADL explains](#) that the Life Rune is popular among contemporary Neo-Nazis and white supremacists: "Because of the Nazi use of the symbol, later white supremacists continued to use the Life rune and it became very popular after the neo-Nazi [National Alliance](#) adopted the symbol as part of their logo. Since then, it has become a very common white supremacist symbol, used by neo-Nazis and other white supremacists." This logo appears on every single item available in SCF's Etsy store:

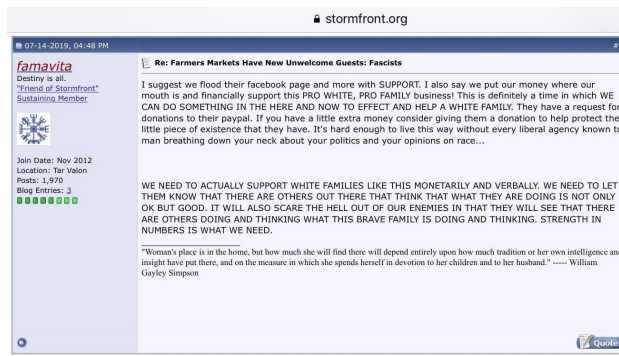
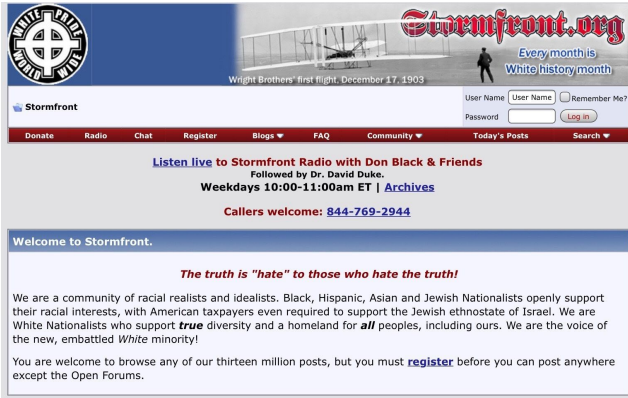


Schooner Creek Farm Mug Available on Etsy



The “Life Rune” on the ADL’s list of known Hate Symbols

With respect to the status of Dye’s business and cause in today’s white nationalist movement, Dye maintains accounts on Twitter, telegram, Facebook, Instagram and several other platforms. When she was on GoFundMe, Ms. Dye’s supporters had spread the link for her campaign to a number of neo-Nazi forums including Stormfront in the hopes of gaining more donations for her legal defense fund from like-minded white nationalists. She makes regular appearances on white nationalist podcasts and videocasts and maintains public connections with other prominent white nationalist figureheads like Patrick Casey as part of the “inner circle” of public proponents of institutionalized racism. Casey is currently a named defendant in the Charlottesville UTR lawsuit *Sines v. Kessler*. Photos of Casey visiting her market stand and traveling to Indiana with Nick Fuentes of America First became the basis for an array of viral Groyper memes.



Examples of Stormfront calls to support GFM campaign



Patrick Casey visits Schooner Creek Farm's Stand, posts photo on Twitter with American Identity Movement logo

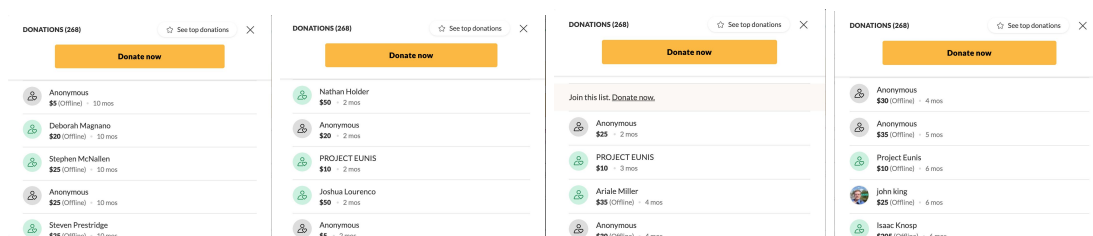
Dye's business is very intimately tied up in her white supremacist activity. The banner photo used by SCFARM's GoFundMe campaign, also the Facebook cover photo for Schooner Creek Farm's business until recently, is a still from a propaganda video produced by [Identity Evropa](#) and AIM videographer Kerrick Martin who works under the alias Fascinema (Fascist Cinema). GoFundMe is cited near the end of the video as one of the primary ways of supporting Schooner

Creek Farm and advancing their values. Predictably, Patrick Casey, who can be seen in several frames, has shared links to this video from his Telegram channel.



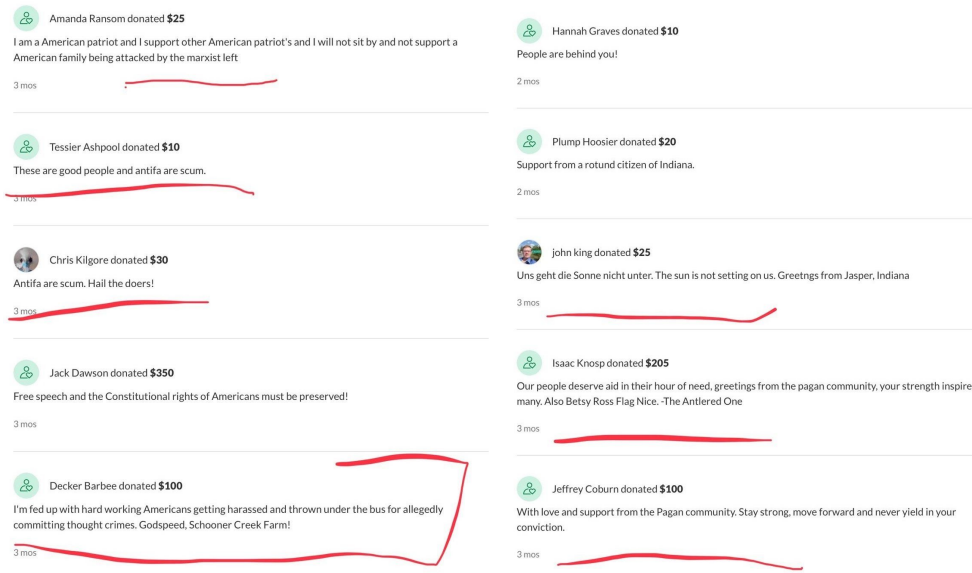
SCF GFM Campaign & former FB Cover Image

Further evidence of the popularity of SCF among white supremacists are the donations and comments from other white nationalists on her now-defunct GFM campaign page. Donations from Stephen McNallen and the director of Project EUNIS on Ms. Dye's Go Fund Me account are especially notable. McNallen is a Neo-Nazi and a (former) head of the Asatru Folk Assembly, which popularized a "volkish" interpretation of paganism distorted through the prism of white supremacy. McNallen has been [denounced by members of the heathen and pagan communities](#) for his statements that a new version of the German SS is required to eliminate Muslim immigration in Europe and for his calls to create an "agile, hostile and mobile" network of white separatist organizations. Project EUNIS is a white nationalist philanthropy fund based in the EU which has recently been deplatformed from twitter.



Donations from Project Eunis & Steve McNallen





### Comments on campaign page



Donor John King references this Nazi song-book in his comment.

Dye’s donors used references to Nazi materials, as in the comment by John King which references *Uns Geht die Sonne Nicht Unter*, the title of a popular song book published for the Hitler Youth by the Nazi regime in 1936. The song itself references the Sonnenrad, a Nazi sun glyph that is symbolic of the slogan the “sun shall never set on the Third Reich”.

### SCF uses Etsy to Collect Donations for the Cause

Ms. Dye’s Etsy account has also been prominent feature of her advertising on white nationalist and Neo-Nazi podcasts. Recently, [she appeared on a DLive broadcast with British neo-Nazi Mark Collett of “Patriot Alternative”](#) who promoted her Etsy and GFM accounts on an episode of his show aired on Holocaust Remembrance Day. Collett, an avowed white supremacist and xenophobe, [was charged in the UK for hate-speech incidents in 2006](#) in which he referred to

Muslim immigrants as “cockroaches”. During the episode, Mr. Collett provided explicit instructions for his listeners about how to skirt donation barriers, and encouraged his listeners to support Ms. Dye, deeming public expressions of displeasure with Neo-Nazi ideology to be “anti-white hate speech”.

On the show, one of the contributors (who is known by the moniker “No White Guilt”) describes how potential donors can pay Dye for more than a particular item is worth on Etsy in order to donate to her cause. The contributor promises to pay \$125 for a mug instead of the \$30 listed on the store. This is in direct response to the difficulties Dye has had remaining on major platforms. As her options for collecting donations dwindle, she is increasingly reliant on the few platforms she still has to make up the loss. Similar [patterns of gifting and fraud are common in white nationalist networks because it is hard for them to fund their causes directly.](#)

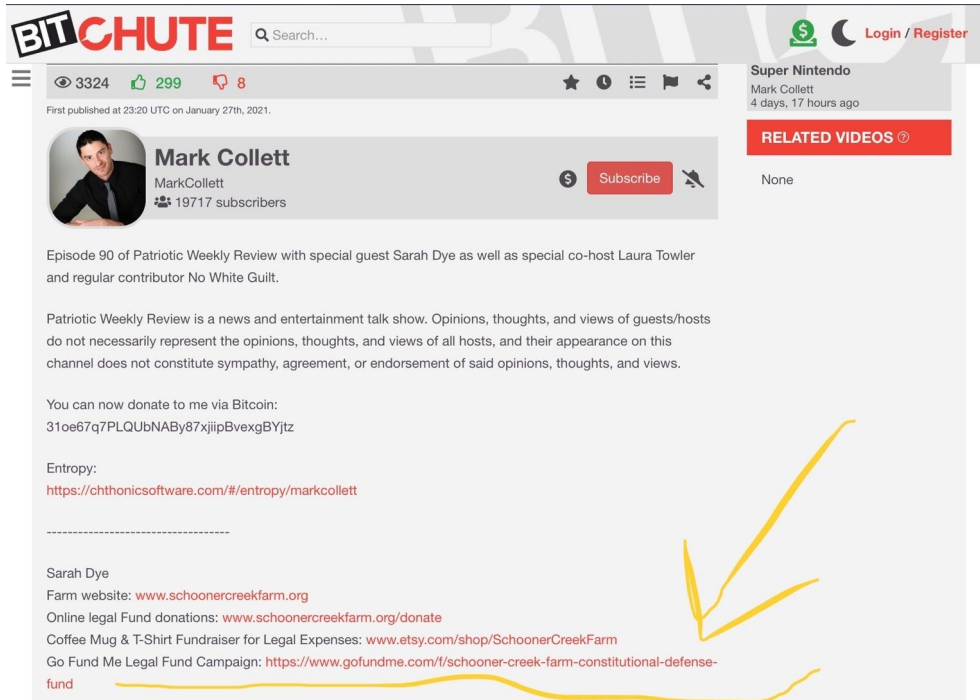
The episode itself also contains numerous references to Bergen-Belsen concentration camp and continues Mr. Collett’s record of Holocaust denial. For example, he states,

...even if you did take the official number of 6 million, even if you said that was an actual 100% fact, it would actually still pale in comparison when compared to the number of people killed by Communist regimes... It’s very telling that we hear about Nazism, the Holocaust et cetera, et cetera ad infinitum but we don’t hear about the regimes that murdered... white Christians...They were killed by a certain ethnic group that has a certain interest in promoting the idea that the Holocaust is the greatest evil that has ever happened.<sup>1</sup>

Mr. Collett then went on to claim that the number of people killed during the Holocaust is a subject “up for debate”. The group released this episode on January 27th of this year, Holocaust Remembrance Day. Collett posted the link to Dye’s Etsy store in the show notes for this episode, as seen in the photo below.

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<sup>1</sup> You can listen to a clip of this podcast that we uploaded [here](#).



## SCF’s “Constitutional Defense Fund”

Many people seeking to “donate” to Sarah Dye are doing so to support her current lawsuit against the City of Bloomington, Indiana. Sarah Dye’s business was the target of a 2019 boycott because she was a vendor in the Bloomington farmers market with known connections to the white nationalist movement. The boycott took place at this public market. It happened in response to Dye’s role as a leader of a hate movement, and it escalated after she encouraged her followers and other hate group members to “assist” at her stand in an act of intimidation and retaliation. [The City had to shut down the market for two weeks because violent neo-Nazi Brien James threatened to attend the market and harm patrons.](#) The City of Bloomington then emboldened Ms. Dye by arresting non-violent protesters for holding signs, which is also well documented on our website (and in local newspapers).

Dye’s lawsuit alleges, “Organized boycotts and protests against our farm were allowed, endorsed and encouraged by the mayor and city staff for months on end while the city made unconstitutional demands of us in hopes of leaving us destitute.” This is simply untrue. [City staff took every available opportunity](#) to remove protesters from the market, [including changing the market rules against protest mid-season](#) in order to have [standing to arrest protesters.](#)

While Dye claims to be a “non-violent” dissident herself, the reality is that she has extensive connections to Neo-Nazis, “Identitarians”, white nationalists and far-right militia members,



many of whom participated in the Unite the Right event in Charlottesville. Since that time, Dye herself has used social media to secure her status as a figure in far right extremist organizing in the state of Indiana. Dye's inner circle includes some of the most prominent organizers of and participants in the Unite the Right rally, including Patrick Casey, Peter Dietzel and Erica Joy Alduino.

Dye was originally exposed as the online white nationalist figure "Volkmom" in 2019 when she was outed in an FBI interview. A man named Nolan Brewer, who was prosecuted for a hate crime after attacking a synagogue in Carmel, Indiana, exposed her and her husband as local members of his hate group that he was in contact with. He claimed to have had dinner with them when he was first recruited, raising questions about Dye's involvement in his recruitment. While Dye and Mackey claim to have no knowledge of his hate crime, it is important to keep in mind that Brewer was only caught by the FBI because he had widely bragged about his crime to his coworkers, who were not sympathetic to his cause, and Brewer was recruited by Dye's organization after the synagogue attack.

Dye's lawsuit itself is, in our view, a frivolous attempt to harass our local government officials and drum up support for her white nationalist cause. She has a long history of extensive harassment and bullying of members of our community. She has shared the names and images of people who have spoken out against her on dangerous white nationalist websites, YouTube channels, and other online outlets.<sup>2</sup> While many people, including her own family members, have protested her racist views, Dye tends to single out protesters of color and use violent rhetoric to describe their behavior, presumably to incite anger in her racist audience, many of whom have documented histories of violence. [For instance, in an interview on the white nationalist YouTube channel RedIce TV](#), Dye shared pictures of an Asian American activist as well as personal identifying information to her violent following. She repeated these personal attacks against this same individual in a [more recent interview](#).

It is this cause that Dye seeks to fund through her Etsy store, and she does very little to hide that fact except avoid overt Neo-Nazi references on her store page, most likely because she understands that doing so would violate your terms & conditions. The contexts in which she shares the link to her store, however, make it abundantly clear how she is using the platform. Moreover, she has never been more reliant on Etsy for her cause now that she has no better options.

If you would like any further information clarifying or independently verifying the information contained here, please do not hesitate to reach out to us at [NSFHResearch@protonmail.com](mailto:NSFHResearch@protonmail.com). Thank you for your careful consideration.

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<sup>2</sup> [Visit our timeline of events](#) & click on the links to view/read her various appearances on far-right media outlets.