



**Community**  
**Farmers Market**  
**OF CHEHALIS**

# Start Up of our Kids Club Program

- Northwest Farm Credit Services Grant - \$2000
- POP rules vs. your own goals
  - **The only requirement of POP Club is to hand out at least \$2 in market currency (POP Bucks) to children attending the farmers market. – FMC website**
- Staff time and community help
- Other funding started to come forward



# Sample Schedule with Community Partners



## Kid's Club Activities

Please signup at the Market Info Booth  
and learn how to receive tokens for produce.

### June

21<sup>st</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

28<sup>th</sup>—Southwest Washington Family Magazine Family Day

Plus! Timberland Regional Library

Story-telling, Crafts, Games, Activities, and Prizes!

### July

5<sup>th</sup>—Lewis County Beekeepers Association

Check out the observation hive to see what bees do, up close!

12<sup>th</sup>—Discover! Children's Museum

Color and assemble Market-themed Thaumatrope.

19<sup>th</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

26<sup>th</sup>—Timberland Regional Library Story-telling, music, and craft activities!

### August

2<sup>nd</sup>—Master Gardeners Make a plastic bottle bird house!

9<sup>th</sup>—Discover! Children's Museum

Make a google-eye vegetable stick for your garden.

16<sup>th</sup>—SNAP-Ed, Public Health

Learn to use kitchen tools to build interest in eating healthy foods!

23<sup>rd</sup>—Timberland Regional Library Story-telling, music, and craft activities!

30<sup>th</sup>—WSECU Crafts and coloring for financial health!

# KID'S CLUB

at the Community Farmers Market of Chehalis



During the 1st year of our program, we:

- Scheduled activities for the 11 weeks during the summer break for public schools
- Engaged a wide range of community partners to staff the kids club booth and put on activities (Snap-Ed, Timberland Library, Discover! Children's Museum, Master Gardener's, Lewis County Beekeepers, etc.)
- Provided generic activity materials like soil, seeds, pots and coloring supplies

## WHO WE REACHED:

- Anyone could participate, but had to be 3-12 to participate in the program to receive the \$2
- We tracked each 3-12 year old that registered and received \$2 per activity
- This resulted in:
  - ❖ 205 kids registered
  - ❖ 610 participations
  - ❖ An average of 55 kids participating each week
  - ❖ \$1220 tokens given to kids to spend on fruit, veggies, and flowers at the market



# CFM Kids Club Start-Up Costs

- \$741.66 – 2 Banners, Tent, Tables, Tokens, Supplies
- \$1220 – Tokens given to kids for participation
- 50+ hours of employee time (plus volunteers)



## WHAT WE LEARNED:

- It was SO much fun!
- Everyone loved it-families, vendors, partners
- The program educated kids on financial decision making like:
  - How to spend money by thinking through reasons to purchase an item (or not)
  - How to share
  - How to save
  - sharing, saving, thinking through reasons to purchase items (or not)
- Families mentioned desire to become more involved in putting on the activities showing the program creates a pool of potential for more volunteers and bigger market supporters
- Registration for kids was at Market Info booth and sometimes created a back-up
- Great way to promote market happenings and be in communication with our shoppers one-on-one

