

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 <u>at least \$2 in market currency</u> (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





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

June

21st—SNAP-Ed, Public Health Learn to use kitchen tools to build interest in eating healthy foods! 28th—Southwest Washington Family Magazine Family Day Plus! Timberland Regional Library Story-telling, Crafts, Games, Activities, and Prizes!

July

5th—Lewis County Beekeepers Association Check out the observation hive to see what bees do, up close! 12th—Discover! Children's Museum Color and assemble Market-themed Thaumatrope. 19th—SNAP-Ed, Public Health Learn to use kitchen tools to build interest in eating healthy foods! 26th—Timberland Regional Library Story-telling, music, and craft activities! <u>August</u> 2nd—Master Gardeners Make a plastic bottle bird house!

9th—Discover! Children's Museum

Make a google-eye vegetable stick for your garden.

16th—SNAP-Ed, Public Health

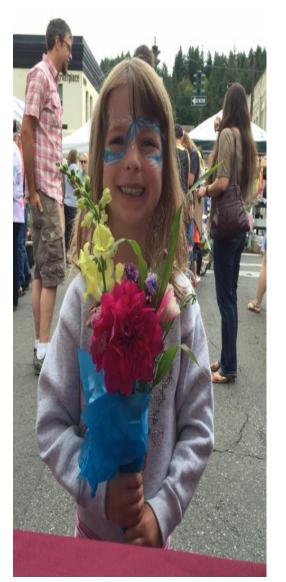
Learn to use kitchen tools to build interest in eating healthy foods!

23rd—Timberland Regional Library Story-telling, music, and craft activities!

30th—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 3-12year 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)
- $\circ~$ How to share
- $\circ~$ 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

