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\textsuperscript{st}—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!

28\textsuperscript{th}—Southwest Washington Family Magazine Family Day
Plus! Timberland Regional Library
Story-telling, Crafts, Games, Activities, and Prizes!

**July**
5\textsuperscript{th}—Lewis County Beekeepers Association
Check out the observation hive to see what bees do, up close!

12\textsuperscript{th}—Discover! Children’s Museum
Color and assemble Market-themed Thaumatrope.

19\textsuperscript{th}—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!

26\textsuperscript{th}—Timberland Regional Library Story-telling, music, and craft activities!

**August**
2\textsuperscript{nd}—Master Gardeners Make a plastic bottle bird house!

9\textsuperscript{th}—Discover! Children’s Museum
Make a google-eye vegetable stick for your garden.

16\textsuperscript{th}—SNAP-Ed, Public Health
Learn to use kitchen tools to build interest in eating healthy foods!

23\textsuperscript{rd}—Timberland Regional Library Story-telling, music, and craft activities!

30\textsuperscript{th}—WSECU Crafts and coloring for financial health!
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:
  o How to spend money by thinking through reasons to purchase an item (or not)
  o How to share
  o How to save
  o 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