

Copake Hillsdale
FARMERS MARKET
COLUMBIA COUNTY, NEW YORK

Dear Market Friends,

We are excited to begin our 2022 season! With your support, we have come through two years of a pandemic and we are better than ever.

Copake Hillsdale Farmers Market is a nonprofit (not yet tax exempt, but working on it!) run by a board of dedicated volunteers. They give many hours of their time to make sure that the market is the best it can be.

In 2021, our sponsors helped us offer live music each Saturday, funded our SNAP matching program, and enabled us to purchase new tables, umbrellas, a heavy-duty cart to move things, and a portable hand washing station. This year we have another wish list of items that we hope to fund. If you are interested in helping us achieve our goals in any area that interests you, you can make a donation in person, by check (mailing address below), or by using the PayPal button on our website, www.copakehillsdalefarmersmarket.com.

- 1. Live music:** We have been proud to offer great music and opportunities to local musicians for years now.
Goal: \$3,000
- 2. Kids programming:** As many of you know, we have partnered with the Roe Jan Community Library over the years to offer children an activity just for them at the farmers market. We hope to expand that partnership this year to include the Power of Produce program. The Farmers Market Coalition describes the program as follows: "The Power of Produce (POP) Club provides a fun opportunity for children to engage in the local food system through conversations directly with farmers, educational games and demonstrations, and exposure to new fruits and vegetables. In addition to participating in educational activities, POP Club kids receive vouchers to spend at the market, allowing them to make their own shopping decisions at the market." *Goal: \$300*

- 3. SNAP matching program:** In 2021, our customers that use SNAP (food stamps) spent over \$2500 of it on fresh, local food at the farmers market. Thanks to our sponsors, we were able to match that amount and double their purchasing power to over \$5000! Our hope is to continue to get more SNAP customers to realize the variety of healthy food that is available to them at our farmers market. With our matching program, locally grown produce usually costs less than the regular produce at the supermarket. *Goal: \$3000*
- 4. General operating expenses:** Being a nonprofit, we run our budget pretty leanly. A boost in our operating funds gives us the opportunity to expand our advertising and our community outreach, as well as to cover unexpected expenses.

We will give updates on the progress of our fundraising for each category. Once a goal amount is met, any additional funds designated for that category would be directed to another.

In appreciation, sponsors will be listed on a prominent sign at the market as well as on our website and in our newsletter (if you'd rather donate anonymously, that is fine too). In addition, any donation of \$200 or more qualifies you to receive one of our popular canvas tote bags!

We greatly appreciate your consideration of this opportunity and wish you all a happy, healthy 2022. See you at the market!

Copake Hillsdale Farmers Market
PO Box 11
Copake, NY 12516

For inquiries about sponsorships or our market in general, please email to copakehillsdalefarmersmarket@gmail.com