

ANNUAL PARTNERSHIP OPPORTUNITIES



Community Farmers Markets (CFM) is a non-profit organization based in Atlanta that provides access to locally-grown foods through a unique, four-tiered approach. This includes: distribution of locally-grown food at farmers markets, a general store booth, Fresh MARTA Markets, and the Crop Cycle, our mobile market; education about locally-grown food through outreach programming; financial incentives through the SNAP-matching program; and our vendor support program. Our mission is to develop a local food infrastructure for long term sustainability and meaningful community impact.

CFM pivoted due to COVID-19 challenges and continued to provide fresh local food to customers (and a sales outlet to vendors, farmers) by creating and facilitating an online marketplace, ShopCFM. The farmers markets reopened in the summer with revised safety protocols, continuing their work as essential businesses.

CFM co-operates the 5 Fresh MARTA Markets and hosts five weekly farmers markets: Grant Park, Ponce, Decatur, East Atlanta Village, and Oakhurst. CFM strives to offer an authentic safe space to shop for fresh local food, while providing a sustainable living for local farmers and small business owners.

OUR REACH IN 2020

Overall sales

\$1.1m
including online
and at-market

SNAP match purchases

\$52k
at the farmers markets

People reached

77k
by CFM marketing

OUR FUNDING PRIORITIES

DISTRIBUTION OF LOCAL FOOD TO OUR COMMUNITY

The primary way we fulfill our mission is through our farmers markets and food distribution. Markets provide a retail outlet for people around the city, regardless of their income, to procure farm-fresh food. In addition, our low vendor fees allow our farmers and vendors to profit as much as possible from our markets, without burdensome administrative costs. To bring our mission to even more people, we have a mobile bike cart, "Crop Cycle," and with additional funding, will be expanding our general store and pop-up markets to low access neighborhoods.

EDUCATIONAL OUTREACH

Educational programming is a significant aspect of our approach to create a more accessible local food landscape. Your support allows CFM to provide robust outreach programming. These programs are designed for all ages, with special emphasis on encouraging healthy eating habits in children and their families. In addition, our outreach team promotes our double SNAP program, where EBT-recipients can double the amount of produce (\$5 = \$10 worth of goods) at our markets.

CAPACITY BUILDING

As we enter our second decade, we are raising money to ensure long term sustainability, as stated in our mission. By building an operating reserve with the help of our donors, we create organizational health that will allow us to root, grow, and preserve a diverse local food culture in the years to come.

Sponsorship Levels

	TOPSOIL \$15,000	SOIL \$10,000	SPROUT \$5,000	COMPOST \$2,500	WATER** \$1,500	SEED** \$500
Name/Logo recognition on the website with link						
Logo recognition on the primary market sign at entrance to markets						
Marketing materials at information booth						
Social media feature						
Newsletter feature						
Inclusion in annual report						
Sponsor booth at markets*	4 booths	3 booths	2 booths	2 booths	1 booth	
Dedicated press release						

*Markets based on availability and to be determined with sponsor ** Available exclusively to local, small businesses

FOCUS SPONSORSHIPS \$2,500 per market or \$10,000 for all 5

CHEF SERIES

In 2020, our educational cooking demonstrations shifted to online recipe sharing from local professional chefs. This program educates shoppers on cooking techniques and recipes for the local, seasonal ingredients that are available at our markets.

KIDS ACTIVITIES

During COVID-19, CFM continues to provide opportunities for families to explore locally-grown food together. Our Harvest of the Week program provides families with one produce item, a recipe that teaches kids hands-on cooking skills, a guide to taste-testing new foods, and a \$5 coupon for their next visit to a CFM market.

About Our Markets

Decatur Farmers Market
at the First Baptist Church of Decatur
308 Clairemont Ave. Wednesdays from 4-7PM

East Atlanta Village Farmers Market
572 Stokeswood Ave SE. Thursdays from 4-8PM

Ponce City Farmers Market
Ponce City Market, Wednesdays, hours TBA

Oakhurst Farmers Market
Sceptre Brewing Arts
Saturdays from 9AM-1PM

Grant Park Farmers Market
Eventide Brewing at the Beacon ATL
Sundays from 9AM-1PM

Fresh MARTA Markets & Crop Cycle:
Please refer to the separate flyers for these particular programs.