

The Venice Farmers' Market<sup>®</sup> is offering certified market money as part of an ongoing goodwill promotion. These market dollars, which are subsidized by the vendors, may be spent on any of the items offered at the market.

The organizations which receive these funds are free to distribute the money as they see fit. Typically, the money is used to purchase goods or sold or auctioned to help raise funds for the organization.

The farmer dollars, which are printed and serialized by the Venice Farmers' Market, have an expiration date printed on the face of each bill. The bills, which come in denominations of one, five and ten dollars, usually expire 90 days after issuance. The expiration date can be adjusted, if requested, to allow ample time for events scheduled in the future.

The maximum U.S. currency a vendor at the market may return as change to a customer is 99 cents. The vendor must return farmer dollars when a larger bill is broken and the amount returned exceeds this 99 cent limit.

When dollars are sold or given away the sale price (if any) and number of recipients should be reported to the market manager. This information will help the market assess the value of the promotion.

Any printed material promoting an event where these farmer dollars have been contributed should mention something along the lines of:

Funding for [items] contributed by the

**Venice Farmers' Market<sup>®</sup>**  
**Fridays 7-11am**  
**Venice Bl. & Venice Way**  
**[www.VeniceFarmersMarket.com](http://www.VeniceFarmersMarket.com)**

Where [items] might include any one or more of the items sold at the market. For instance, Flowers, Produce, Fruit, Oranges, Artichokes, Baked Goods, Eggs, Honey, Plants, Fish, Chickens or Preserves.

To become a recipient of this donation, contact James Murez, Manager of the Venice Farmers' Market<sup>®</sup>, either by visiting with him at the market or by telephone at 310/399-6690 and have the following information available:

Organization Name:

Address:

Telephone:

Email:

Contact Person:

Mission Statement:

Use of Funds:

Type of Promotion:

The Venice Farmers' Market hereby contributes \$\_\_\_\_\_.00 of Certified Market Money to:

Organization Name:\_\_\_\_\_

Address:\_\_\_\_\_

Telephone:\_\_\_\_\_ Email:\_\_\_\_\_

This contribution will be used for \_\_\_\_\_

\_\_\_\_\_

event on \_\_\_\_/\_\_\_\_/\_\_\_\_ date and, after the event, you hereby agree to fill out the lower portion of this form and mail it to the Venice Farmers' Market, 804 Main Street, Venice, CA 90291-3218 or return it to the market manager at least 14 prior the above event date.

Authorized representative for the recipient organization

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Typed or Printed Name

Please complete this portion after your event and return it to the Venice Farmers' Market, 804 Main Street, Venice, CA 90291-3218.

How was the money used? (e.g., fund-raiser auction with a sign-up list and the highest bidder won.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Of the total contribution received from the market, how much money were you able to raise? (e.g., the auction raised a total of \$300 for the bills.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the total contribution was divided up into several smaller portions, what was the division of bills? (e.g., VFM contributed \$300 to the event which had three \$100 sign-up lists that were auctioned.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How can the Venice Farmers' Market improve this promotion campaign?

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