

How do Growing Projects Work?

Farmers Market Model



Growing Hope Globally gives US communities the opportunity to respond to global hunger from right where you are through our unique Growing Project model. Growing Projects leverage local assets and create space for learning, spiritual growth, and community building.

Gather Participants: Most farmers market Growing Projects begin by securing the commitment of a group of vendors to contribute a portion of their sales proceeds for a certain period of time. Reaching out to the farmers market director is usually a great first step.

Promote the Project: Once the vendors have committed to sharing from their sales, it is important to make the public aware of the project so they can get involved by purchasing from participating vendors. Each vendor will need a sign to indicate their involvement and/or handouts to give to shoppers that explain the impact of their purchase. News articles, social media posts and other avenues can be used to invite shoppers to come to the farmers market and show their support. This benefits both the Growing Project and the vendors.

Celebrate and Educate: A special event held at the beginning or end of the Farmers Market season is a great way to thank participating vendors. It can also be a way to invite wider community participation and generate awareness about hunger in general, or about the specific program(s) the Growing Project is supporting. This event could also be used as an additional fundraiser for the Growing Project.



Choose the Overseas Program to Support: Visit GrowingHopeGlobally.org/programs for a list of all of the overseas programs currently in need of funding. You decide how your donations are used. Donations can be given to support specific programs or church related partners, or the overall work of Growing Hope Globally. It is important to let supporters know how their donations made an impact through e-mails, thank you notes, or newsletters.

If you are interested in making a lasting difference for people suffering from hunger, please contact us. We want to welcome you and provide you with support to help your project be as successful as possible. Together we are living out our faith, loving our neighbors, and growing lasting solutions to hunger.

Gainesville FL Growing Project

Farmers Market Model Example

The United Church of Gainesville serves as the coordinator of this Growing Project. Each year their committee selects the program they are going to support and sets their fundraising goals. In 2020, they decided to focus their efforts on Guatemala. The church collects donations toward their Growing Project throughout the year through online giving.

Each year, the committee reaches out to the farmers market director so they can set up an informational meeting for all of the vendors about Growing Hope Globally and share how the Growing Project works. At the meeting, they ask vendors to consider committing a percentage of their profits toward their selected program during the month of October.

In October, the Growing Project volunteers set up a table at the farmers market with information about Growing Hope and the project they have chosen to support. Each participating vendor displays a poster indicating that a portion of purchases made in their booth will support farmers in Guatemala and encouraging shoppers to stop by the table to learn more.



In early November the committee holds a dinner to celebrate the completion of the project for the year. All who plan to attend are asked to fast for a day before the event and then contribute what they would have spent on food toward the designated program. The fast ends with the celebration meal.

Getting Started

1. Reach out to us at Info@GrowingHopeGlobally.org to get connected with a local staff person. You can also find upcoming opportunities to learn more at GrowingHopeGlobally.org/events
2. Brainstorm a list of names of other people in your community that might be willing to be part of your Growing Project Team. Farmers market leadership and vendors are critical to the success of a project, but so are people that can manage outreach efforts, track receipts, seek donations, or coordinate events. Get together and see what ideas you can develop.
3. Once you have a plan, reach out to community members for support. Churches, local businesses, and civic groups are all good places to start.
4. Most importantly, get started this year. Nothing creates excitement like a plan that is in motion, especially when it is going to support a great cause.