



Cheshire County Conservation District

Veterans Appreciation Month Sponsorship Opportunities



Soil



Water



Wildlife



Farm Viability

About The Cheshire County Conservation District (CCCD)

Since 1945, The Cheshire County Conservation District (CCCD) has promoted the conservation and responsible use of our natural and agricultural resources for the community of Cheshire County, NH by providing technical, financial, and educational assistance.

CCCD is committed to this mission through our programs which focus on soil, water, wildlife, and farm viability.

CCCD offers a wide range of programs, from workshop opportunities for local farmers which promote soil health, to pollinator education events for our community. As part of our programs CCCD offers grant opportunities which focus on the expansion of wildlife habitat, supporting farm conservation for a strong farm future in our region, and grants which support climate resilience. We also offer a robust rental equipment program, to make equipment which promotes soil health, accessible and affordable to farmers.

In addition to grants, CCCD is committed to expanding access to food and agriculture in our region. We work with local farmers to offer SNAP incentive programs, offer scholarships for reduced farm shares, and also organize a farm camp scholarship for local youth. Every September, we support local veterans by offering free vouchers for produce and goods at local farmers markets. This event supports our food access goals, while also supporting local farm businesses.

CCCD also facilitates several water quality projects in our region with statewide partners, and organizes a yearly Source to Sea River Clean Up—a volunteer event to clean the Connect River's tributaries.

CCCD is also a member of several working groups in our region, focusing on outdoor accessibility and farm viability. At CCCD, we believe that fostering collaboration in our community and beyond is crucial to offering strong programs and resources.

For a better understanding of all of our programs, we encourage interested community members to subscribe to our monthly newsletter and to learn more about our unique program offerings on our website: www.cheshireconservation.org

For the latest updates and news, stay social with us on [Facebook](#), [Instagram](#), [LinkedIn](#)!

Mission:

To promote the conservation and responsible use of our natural and agricultural resources for the people of Cheshire County by providing technical, financial, and educational assistance.

Vision:

Encouraging stewardship for healthy soils, productive ecologically sound farms, diverse wildlife, productive sustainable forests, healthy watersheds and clean water to ensure those resources are available for future generations.

Our Audience:

- 4,630+ Mailing list subscribers
- 2,470+ Social media followers across Facebook, Instagram, YouTube, and LinkedIn
- 80+ partner organizations: local, state, regional, and federal





The Veteran Appreciation Month Program

Each September, the Cheshire County Conservation District partners with local farmers' markets to celebrate Cheshire County Veterans!

Each weekend in September, Cheshire County Veterans can receive one \$20 voucher to purchase food items from participating farmers' markets.

Cheshire County Veterans receive a \$20 each weekend at a farmers' market of their choice! The goal of this program is to show our gratitude and appreciation to service members for protecting our freedoms, and to expand markets for farmers.

What better way to show appreciation than through the gift of fresh, healthy food!?

This program in Cheshire County is not based on need, but rather serves as a way for our community to say "Thank you" to our local service members for protecting our freedoms. This program also serves to boost the local farm economy by bringing more business to our local markets – a win/win for the Veteran and the farmer!

How does it work?

It's simple! Vouchers are distributed each week at the market Veterans Booth and may be used to purchase food items only. Vouchers have no cash value, are non-transferable, and must be used by the end of September. To get your voucher each week, simply bring proof of your Cheshire County residency and a valid form of Veteran ID. Veterans from these Cheshire County towns are eligible to participate: Alstead, Chesterfield, Dublin, Fitzwilliam, Gilsum, Harrisville, Hinsdale, Jaffrey, Keene, Marlborough, Marlow, Nelson, Richmond, Rindge, Roxbury, Stoddard, Sullivan, Surry, Swanzey, Troy, Walpole, Westmoreland, and Winchester

Impact

Since 2018, the Veteran Appreciation Month program has expanded to four participating farmer's markets in Hinsdale, Jaffrey, Keene, and Winchester. In 2023, Cheshire County Veterans redeemed a total of \$19,965 in vouchers at all four markets throughout Veteran Appreciation Month. This was a 20% increase of redeemed vouchers, as compared to 2022. In 2023, 312 Cheshire County Veterans participated in program!

Learn more about program impact through our interactive story map:

<https://storymaps.arcgis.com/stories/bb9054c8e6c04218909bbd17e0145542>



Hear What Our Veterans Have to Say About this Program:

“Thank you; So much for your generous contributions toward the Veterans Appreciation Month. It is a win, win, win for our community in support of local Farmers, Veterans, and the markets. It is great to see other veterans there, enjoying the sweetness of Maple Syrup, wonderful baked breads, and great selection of fresh vegetables. We look forward to participating every year, so I hope it will continue!”

-Gilsum, NH Veteran

“I really appreciate the vouchers. More importantly it is good to see that all veterans are treated with much respect and care.”

-Veteran Program Participant

“I am immensely grateful for the Cheshire County Conservation District veteran appreciation month. It gives all of us the opportunity to purchase healthy food and to support local agriculture. As a regular customer of the area markets I can also tell you that the vouchers offered during Veteran Appreciation month inspire many people to support local agriculture who otherwise might not come out. It is a wonderful symbiotic cycle of caring and I am hopeful that the program will be supported in the future.”

-Dr. Philip Huckins, U.S. Air Force Veteran

“\$20.00 might not seem like a lot, but when I can spend it on local items, as an ad (active duty) vet with limited income, this is a huge help to me. Every program that helps veterans today is a blessing. Thank you.”

-Steve Wells

“For those who sacrificed some/all it's nice to be appreciated.”

-Veteran Program Participant



Sponsorship Opportunities – Veteran Appreciation Month

Sponsorship Level	Listed on veteran website page as sponsor	Free Attendance to the Annual Celebration	Logo featured on event flyers	Mentioned in veteran e-blasts as sponsor	Mentioned on social media as a sponsor	Hyperlinked Logo in CCCD newsletter
Hometown Hero \$5,000	✓	✓	✓	✓	✓	✓ (For 12 months)
Tip Your Hat to Our Troops \$2,500	✓	✓	✓	✓	✓	✓ (For 9 months)
Salute to Service \$1,000	✓	✓	✓	✓	✓	✓ (For 6 months)
Value Our Veterans \$500			✓	✓	✓	✓ (For 4 months)
Attitude of Gratitude \$250				✓	✓	✓ (For 2 months)



Sponsorship Commitment Form

YES! Our company/organization will sponsor the Veteran Appreciation Month Program

Company Name _____

Contact Name _____

Phone _____ - _____

E-Mail _____

Address _____

City _____ State _____ Zip _____

LEVEL OF SUPPORT

- \$5,000-Hometown Hero
- \$2,500-Tip Your Hat to Our Troops
- \$1,000-Salute to Service
- \$500-Value our Veterans
- \$250-Attitude of Gratitude
- Underwriting and Donations \$ _____

If you'd like to make your donation to go toward a specific program such as the Veteran Appreciation Month Program please indicate that here and in your memo line of payment:

PAYMENT OPTIONS

- Enclosed is a check made payable to CCCD in the amount of \$ _____

** Please e-mail logo to benee@cheshireconservation.org **

Please mail your check and completed form to:

Cheshire County Conservation District
11 Industrial Park Dr.
Walpole, NH 03608

If you have questions or would like to discuss sponsorship opportunities further, please reach out to Benée Hershon at (802) 518-0993 or benee@cheshireconservation.org

Underwriting and Donations

In addition to sponsorship opportunities, CCCD greatly appreciates contributions of any amount!

Please consider making a tax-deductible donation so we can continue to make a positive difference in the lives of many of our community members through environmental education, agricultural support, and community engagement.

Thank you for supporting our work to conserve the natural resources of Cheshire County!

The Cheshire County Conservation District protects our community's soil, water, and wildlife and supports local farms by assisting in their viability. Just a few examples of programs we can put on due to the generous donations of community members are listed below.

What can \$1000 do for our community?

- Provide free educational workshops to promote soil health practices on local farms
- Engage local youth in pollinator education and summer farm camp programs
- Empowers our community to be thoughtful stewards of our rivers and woodlands throughout the Monadnock Region

What can \$500 do for our community?

- Support pollinator habitat expansion efforts for wildlife
- Support CCCD's food access programs which support local families and local farmers
- Expand access to outdoor recreational opportunities for our community

Donations can be made online: <https://www.cheshireconservation.org/donate>

Donations are also welcome by checks made out to CCCD and sent to 11 Industrial Park Dr.,
Walpole NH 03608.

If your donation is intended to support a specific program (e.g. Veteran Appreciation Month Program) please include the program in the memo line.

If you have questions or would like to discuss ways to give further, please reach out to Benée Hershon at (802) 518-0993 or benee@cheshireconservation.org