

Health Bucks

2022 Application for Free Health Bucks

Thank you for your interest in applying to receive free Health Bucks. Health Bucks are \$2 coupons redeemable for fresh fruits and vegetables at all NYC farmers markets. They help make fresh, locally grown produce more affordable for New Yorkers and support neighborhood farmers markets and regional farmers.

Not-for-profit organizations can apply to get free Health Bucks

Not-for-profit organizations serving New Yorkers with low incomes can apply for a limited number of Health Bucks free of charge to distribute to community members. For-profit organizations are not eligible to get Health Bucks for free but may purchase them. See below for more information about purchasing Health Bucks.

Application guidance for not-for-profit organizations

1. Develop a plan for distributing Health Bucks. Think about:
 - **Who** you will give Health Bucks to
 - **What** nutrition and health activities you will combine with Health Bucks distribution and how you will promote coupon usage. As you plan activities, please consider the current [COVID-19 alert level in NYC](#) and take any recommended precautions to protect yourself and others. Organizations can conduct in-person or virtual activities as part of their Health Bucks distribution plan and may share electronic nutrition and health resources. However, because there is a limited quantity of Health Bucks please distribute to individuals who you think will use them and as close to a farmers market as possible.
 - **Where** you will distribute Health Bucks
 - **When** you will distribute Health Bucks
 - **How many** Health Bucks you will give to each person. We recommend providing at least 3 Health Bucks per person at one time to encourage coupon redemption and reduce the need for multiple distributions to the same individual.
2. Complete and sign the 2022 Application for Free Health Bucks.
3. Submit completed application electronically [here](#) or by email to farmersmarket@health.nyc.gov.

I submitted an application – now what?

Applications will be reviewed on a first-come, first-served basis. The Health Bucks Team will confirm receipt of your application and follow up if there are any questions.

- Beginning in June, the Health Bucks Team will contact you to let you know if your application has been approved.
- Starting in July, the Health Bucks Team will schedule times for Health Bucks pick-up. Organizations will be provided farmers market maps to distribute with the Health Bucks. [Recipes](#) and [nutrition education](#) materials are available on the [Health Bucks webpage](#). Health Bucks pick-up will be conducted in a way that follows current public health recommendations. Details will be provided at the time of scheduling.
- In the summer, the Health Bucks Team will schedule a meeting with organizations receiving Health Bucks to discuss best practices for distribution of Health Bucks and to provide technical assistance. The Health Bucks Team is also available by email and phone to answer questions and support your organization's Health Bucks distribution.

Other ways community members can get Health Bucks

Shop at NYC farmers markets using SNAP benefits. For every **\$2 spent using SNAP** on an EBT card, **shoppers get \$2 in Health Bucks** up to \$10 a day!

Purchasing additional Health Bucks

If your organization is **for-profit** or requires more Health Bucks than the NYC Health Department can offer free of charge, you can purchase Health Bucks. Please send an email to farmersmarkets@health.nyc.gov for more information.

Visit the **Health Bucks** [webpage](#) for a list of NYC farmers markets and more information on Health Bucks.

2022 Application for Free Health Bucks

Organization Information

Organization Name			
Program Name (If different from Address)			
Address		Zip Code	
Borough	<input type="checkbox"/> Bronx <input type="checkbox"/> Brooklyn <input type="checkbox"/> Manhattan <input type="checkbox"/> Queens <input type="checkbox"/> Staten Island		
Community District			
Preferred Health Bucks Pick-up Location (select one)	<input type="checkbox"/> Tremont Neighborhood Health Action Center, 1826 Arthur Ave., Bronx 10457 <input type="checkbox"/> East Harlem Neighborhood Health Action Center, 161-169 E 110 th St., Manhattan 10029 <input type="checkbox"/> Bureau of Brooklyn Neighborhood Health, 485 Throop Ave., Brooklyn 11221 <input type="checkbox"/> Gotham Center, 42-09 28th St., Queens 11101		

Contact Information

Name			
Title			
Phone #			
Email			

Organization Background

1. Please indicate your organization type:
 - Not-for-profit
 - City agency
 - Other¹ (Please describe) _____

2. Please check one box that best describes your organization:

<ul style="list-style-type: none"> <input type="checkbox"/> Faith-based <input type="checkbox"/> Clinical (hospital, healthcare center, etc.) <input type="checkbox"/> Housing <input type="checkbox"/> Anti-hunger (food pantry, advocacy, etc.) <input type="checkbox"/> WIC center <input type="checkbox"/> Youth program or services <input type="checkbox"/> Child care center 	<ul style="list-style-type: none"> <input type="checkbox"/> K-12 school (Grade: _____) <input type="checkbox"/> College or university <input type="checkbox"/> Senior center <input type="checkbox"/> Library <input type="checkbox"/> Farmers market <input type="checkbox"/> Benefits enrollment (SNAP, cash assistance, etc.) <input type="checkbox"/> Other (Please describe _____)
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¹For-profit organizations are not eligible to receive free Health Bucks through this application. Contact the NYC Health Department for information about purchasing Health Bucks at farmersmarket@health.nyc.gov.

3. Approximately how many people does your organization reach/serve annually?

- 1-9
- 20-49
- 100-499
- I don't know
- 10-19
- 50-99
- 500+

4. Describe the population served by your organization. What are their ages (e.g. older adults) and what languages do they speak?

5. What is your organization's mission and what role will Health Bucks play in supporting this mission?

Health Bucks Distribution Plan

6. Did your organization or program distribute Health Bucks last year?

- Yes, my organization distributed Health Bucks last year, but not through my program
- Yes, my program distributed Health Bucks last year
- No
- I don't know

7. Describe in detail how you will distribute these Health Bucks, if awarded. Include:

- a. **Who** you will give Health Bucks to
- b. **What** nutrition and health activities you will combine with Health Bucks distribution and how you will promote coupon usage. As you plan activities, please consider the current [COVID-19 alert level in NYC](#) and take any recommended precautions to protect yourself and others.
- c. **Where** you will distribute Health Bucks
- d. **When** you will distribute Health Bucks
- e. **How many** Health Bucks you will give to each person. We recommend providing at least 3 Health Bucks per person at one time to encourage coupon redemption and reduce the need for multiple distributions to the same individual.

Additional Information

8. Would you like to be contacted by NYC Health Department staff about other Health Department opportunities such as programs, resources, grants, jobs, etc.?

- Yes
- No

Health Bucks Distribution Requirements

Please review the requirements for distributing Health Bucks below. By filling out, signing, and submitting this application form, your organization agrees to the following requirements:

- Designate one person from your organization or program to be responsible for Health Bucks for the entire season. Ensure that person is trained to monitor and track Health Bucks distribution.
- Keep your Health Bucks out of sight in a locked drawer or cabinet. Keep Health Bucks safe and treat them like cash.
- Complete the [Health Bucks distribution log](#) every time you distribute Health Bucks. If you distribute Health Bucks more than one time on a particular day, record each event on a separate line.
- Submit the Health Bucks distribution log on the last day of each month you distribute Health Bucks. Please note your organization cannot receive more Health Bucks until logs are submitted and account for all Health Bucks distributed. Email Health Bucks distribution logs to farmersmarket@health.nyc.gov with your organization’s name and “Monthly Distribution Log” in the subject line.
- Return all undistributed Health Bucks to the Health Bucks Team by **January 15, 2023**. Email farmersmarket@health.nyc.gov to coordinate return. The sooner unused Health Bucks are received, the sooner redemption rates can be calculated.

Agreement and Signature

This agreement is intended to ensure the integrity of the Health Bucks program. The NYC Health Department reserves the right to revoke an organization’s participation in the Health Bucks program if it finds that it failed to comply with the program requirements. Such a finding may result in the forfeiture of any undistributed Health Bucks and bar the organization from future participation.

Please note that under the NYS Freedom of Information Law (FOIL), government agency records are presumed to be subject to disclosure to the public. If a member of the public submits written inquiries regarding this application, we will contact your organization.

Name		
Title		
Organization		
Program Name (If different from above)		
Signature	Date	