

# Health Bucks

## 2020 Application for 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.

### **Health Bucks distribution and farmers markets during the COVID-19 pandemic**

To ensure safety during the COVID-19 pandemic, organizations are not required to conduct in-person nutrition and health education activities as part of their Health Bucks distribution plan. Organizations are encouraged to share web-based or other electronic nutrition and health resources, if possible. There is a limited quantity of Health Bucks and they should be distributed to individuals who will use them and as close to a farmers market as possible. Health Bucks should be distributed in a safe way that limits contact between people and promotes social distancing.

Farmers markets have been designated essential businesses and are operating throughout the city in accordance with social distancing protocols. While distributing Health Bucks at a farmers market will most likely result in higher Health Bucks redemption, safety guidelines must be followed and group gathering at farmers markets is prohibited. Farmers market customers are required to wear face coverings and maintain at least 6 feet of distance between themselves, other customers and market staff. Customers are encouraged to make their shopping trip as short as possible.

### **Application process for not-for-profit organizations**

1. Develop a plan for distributing Health Bucks. Think about:
  - **Who** you will give Health Bucks to
  - **Where** you will distribute Health Bucks
  - **How** you will maintain social distance or other safety protocols when distributing Health Bucks
  - **When** you will distribute Health Bucks
  - **How many** Health Bucks you will give to each person. This year, we recommend providing at least 5 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 2020 Application for Free Health Bucks.
3. Submit completed application by email to [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@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 will be available on the Health Bucks webpage. Health Bucks pick-up will be conducted in a way that follows current public health recommendations for social distancing. Details will be provided at the

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

time of scheduling.

- In the summer, the Health Bucks Team will schedule a virtual meeting with organizations receiving Health Bucks to facilitate discussion regarding best practices for distribution of Health Bucks during the COVID-19 pandemic, 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 \$5 spent using SNAP on an EBT card, shoppers get \$2 in Health Bucks. Spend \$5, Get \$2!

**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](mailto:farmersmarkets@health.nyc.gov) for more information.

# 2020 Application for Free Health Bucks

## Organization Information

Organization Name			
Program Name (If different from above)			
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 Pick-up Location	<input type="checkbox"/> Bronx Bureau of Neighborhood Health, 1826 Arthur Ave, Bronx 10457 <input type="checkbox"/> Brooklyn Bureau of Neighborhood Health, 259 Bristol St, Brooklyn 11212 <input type="checkbox"/> East Harlem Bureau of Neighborhood Health, 158 E 115th St, Manhattan 10029 <input type="checkbox"/> Gotham Center, 42-09 28th St, Queens 11101 <input type="checkbox"/> Windsor Terrace, Brooklyn 11215, exact street location TBD <input type="checkbox"/> Greenpoint, Brooklyn 11222, exact street location TBD <input type="checkbox"/> Unable to pick up in person		

## Contact Information

Name	
Title	
Phone #	
Email	

## Organization Background

1. Please indicate your organization type:

- Not-for-profit
- City agency
- Other<sup>1</sup> (Please describe) \_\_\_\_\_

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

- |   |  |
|---|--|
| <input type="checkbox"/> Faith-based                                  | <input type="checkbox"/> K-12 school (Grade: _____)                        |
| <input type="checkbox"/> Clinical (hospital, healthcare center, etc.) | <input type="checkbox"/> College or university                             |
| <input type="checkbox"/> Housing                                      | <input type="checkbox"/> Senior center                                     |
| <input type="checkbox"/> Anti-hunger (food pantry, advocacy, etc.)    | <input type="checkbox"/> Library   |
| <input type="checkbox"/> WIC center                                   | <input type="checkbox"/> Farmers market                                    |
| <input type="checkbox"/> Youth program or services                    | <input type="checkbox"/> Benefits enrollment (SNAP, cash assistance, etc.) |
| <input type="checkbox"/> Child care center                            | <input type="checkbox"/> Other (Please describe _____)                     |

<sup>1</sup>For-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 [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@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. seniors) and what languages do they speak?

5. What is your organization mission and what role will Health Bucks play in contributing to 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:

- **Who** you will give Health Bucks to
- **Where** you will distribute Health Bucks. Distributing Health Bucks near a farmers market typically yields higher redemption
- **How** you will maintain social distance or other safety protocols when distributing Health Bucks and how you will promote coupon usage
- **When** you will distribute Health Bucks
- **How many** Health Bucks you will give to each person. We recommend providing at least 5 Health Bucks per person at one time and distributing to those most likely to use them.

## 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 these 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 accounting for all Health Bucks distributed. Email Health Bucks distribution logs to [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@health.nyc.gov) with "Monthly Distribution Log" in the subject line or fax them to 347-396-4766, attn: Health Bucks Team.
- Return all undistributed Health Bucks to the Health Bucks Team by January 15, 2020. Email [farmersmarkets@health.nyc.gov](mailto:farmersmarkets@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 and to promote equity in its implementation. 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	