

Health Bucks

2021 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.

Best practices in Health Bucks

Health Bucks distribution should follow current public health and safety guidelines to prevent the spread of COVID-19. Due to the quickly changing landscape of 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 may share web-based or other electronic nutrition and health resources, if preferred. However, 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.

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** will you 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 to encourage coupon redemption and reduce the need for multiple distributions to the same individual.
2. Complete and sign the 2021 Application for Free Health Bucks.
3. Submit completed application 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 will be 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. New this year, for every **\$2 spent using SNAP** on an EBT card, **shoppers get \$2 in Health Bucks** up to \$10 a day!

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

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 farmersmarket@health.nyc.gov for more information.

2021 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"/> Bureau of Bronx Neighborhood Health, 1826 Arthur Ave, Bronx 10457 <input type="checkbox"/> Bureau of Brooklyn Neighborhood Health, 485 Throop Ave, Brooklyn 11221 <input type="checkbox"/> Bureau of East Harlem Neighborhood Health, 161-169 E 110th St, Manhattan 10029 <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. 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 you 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 farmersmarket@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, 2022. 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	