

2025 Harvest Bucks Sponsorship Application

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Please carefully read the sponsorship application. Changes were made to the 2024 application.

Harvest Bucks is a program of London's Child and Youth Network coordinated with support from various community partners including Middlesex-London Health Unit, London Intercommunity-Health Centre, Middlesex-London Food Policy Council, Glen Cairn Community Resource Centre, Covent Garden Market, The Market at Western Fair District, and Urban Roots. Funding for the program is provided by the London Food Bank and other donations (e.g., St Lawrence Presbyterian Church).

Please complete a separate application for each program. Sponsorship applications must be submitted by February 14, 2025 at 5:00 pm.

[Click here](#) to download a copy of the application for review and approval by your organization before submission.

All applications must be submitted electronically through this online survey.

Funding Eligibility

Non-profit organizations or charities that directly operate Emergency Food Programs and/or Community Food Programs (as defined below) may apply for Harvest Bucks funding.

Public sector institutions (e.g., schools, hospitals) are not eligible to apply. Public sector institutions may partner with other non-profit organizations or charities operating eligible programs. The Harvest Bucks Steering Committee narrowed the organization and program eligibility due to an increased volume of applications over the previous years and limited funding.

For the purposes of the Harvest Bucks funding:

1. Emergency Food Programs are defined as ongoing programs that offer food free of charge to community members at least once per month (for example, through monthly food cupboard, food bank, etc.). Programs that offer community meals only do not qualify.

2. Community Food Programs are defined as programs that develop ongoing relationships with community members through group and/or individual sessions. Programs provide a variety of supports depending on community member needs (for example, basic needs, housing, counselling, employment, financial empowerment, mental health, and food literacy education, etc.).

Program Overview

Programs may apply for 1) Harvest Bucks vouchers, 2) London Good Food Boxes and/or 3) Community Pop-up Markets. There are different program requirements for each option. Not all options may work for each program. The choice of options allows programs to select the option(s) that best meet the needs of their program and community.

Harvest Bucks vouchers are for distribution to program participants and redeemable for eggs and fresh vegetables and fruit at various locations. One or more additional locations may be added in 2025.

London Good Food Boxes are individual boxes of vegetables and fruit for distribution to program participants. Organizations may order the boxes once per month and must pick them up from Glen Cairn Community Resource Centre (244 Adelaide Street South, London, Ontario).

Community Pop-up Markets are organization events with a "take what you need" vegetable and fruit stand. The vegetables and fruit must be offered barrier-free to community members (e.g., free of charge, no requirements to participate in programming, no proof of income required). Organizations may accept donations for the vegetables and fruit (for example, money or goods). Any money or goods received may be used within the organization based on the direction of the organization. The funding request is for the cost of the vegetables and fruit only. Urban Roots provides the produce for the markets, but does not operate or support markets onsite at your organization. The organization is responsible for all other costs to operate the market (for example, staff costs, set-up, tables, bags etc.). If multiple programs from the same organization apply for a market, the funding request will be reviewed and determined for the organization as a whole. Ideally, the market would be operated in collaboration with community partners and include more than the vegetable and fruit stand (for example, other booths, entertainment, resource sharing etc.).

Programs may apply for one, two, or all three of the options above. Each program will receive a maximum amount of funding, depending on a variety of factors, including the funding requests and the available funding.

The Harvest Bucks Steering Committee will be reviewing all sponsorship applications and making funding decisions.

Harvest Bucks vouchers are available for purchase at any time during the year.

Application Participation

The application will take about 15-30 minutes to complete. The application contains 62 multiple choice and short answer questions divided into 12 parts. Depending on how you answer specific questions, you may have fewer parts to complete. Responses will be shared with the Harvest Bucks Steering Committee to determine program eligibility and the approved funding amount.

Application responses will be stored by the online survey provider, Medallia Agile Research, on its server for 90 days. Responses will also be securely stored on the Middlesex-London Health Unit server in accordance with the retention policy of 7 years.

Completion and submission of the application indicates your consent to participate.

Risks and Benefits

There are no foreseeable risks from participating in this application that are greater than those encountered in daily life. The benefits to participants include the potential to receive Harvest Bucks vouchers, London Good Food Boxes, and/or Community Pop-up Markets for your program clients.

Privacy and Confidentiality

No personal health information is collected in this application. The personal information on this application is collected under the authority of the Health Protection and Promotion Act and applicable privacy legislation. This information will be used to make funding decisions and to contact selected organizations. We will take steps to ensure this information is kept confidential and safe.

We collect, use, and share your personal health information only as necessary to provide care or service to you. The collected information is used and/or shared under the Health Protection and Promotion Act, R.S.O. 1990. We will not collect, use, or share your personal health information for any other reason unless we have your permission, or the law permits or requires it. Any questions about the collection of this information can be directed to the MLHU Privacy Officer at privacy@mlhu.on.ca.

Questions

If you have any questions about the application or experience any technical issues with the application, please contact:

Kim Loupos, RD
Public Health Dietitian, Municipal and Community Health Promotion
Family and Community Health
Middlesex-London Health Unit
CitiPlaza 110-355 Wellington St, | London ON | N6A 3N7
Phone: (519) 663-5317 ext. 2353; Email: harvestbucks@mlhu.on.ca

Part 1: Permission to Submit Application

Only applicants who answer 'yes' to all the statements in this section are eligible to apply for Harvest Bucks funding. By selecting 'yes', you are attesting that the statement is true.

[Click here](#) to download a copy of the application for review and approval by your organization before submission.

Applications must be submitted electronically through this online survey. Do not email applications.

- * 1. I have received permission to submit this application from my organization (e.g., manager, supervisor, director or the equivalent within your organizational structure).

Yes

No

*** 2. My organization (e.g., manager, supervisor, director or the equivalent within your organizational structure) is aware of the contents of my application.**

Yes

No

Part 2: Contact Information

Please complete the information below.

*** 3. Organization**

*** 4. Contact Name**

*** 5. Contact Job Title**

*** 6. Contact Email**

*** 7. Contact Phone Number**

Part 3: Program Description

*** 8. What is your program type?**

Emergency Food Programs are ongoing programs that offer food free of charge to community members at least once per month (for example, through monthly food cupboard, food bank, etc.). Programs that offer community meals only do not qualify for Harvest Bucks funding.

Community Food Programs develop ongoing relationships with community members through group and/or individual sessions. Programs provide a variety of supports depending on community member needs (for example, basic needs, housing, counselling, employment, financial empowerment, mental health, and food literacy education, etc.).

Please complete a separate application for each program.

Emergency Food Program

Community Food Program

*** 9. What is the name of your program?**

*** 10. When is the expected program start date?**

- | | |
|---|-------------------------------------|
| <input type="radio"/> February 2025 or before | <input type="radio"/> April 2025 |
| <input type="radio"/> May 2025 | <input type="radio"/> June 2025 |
| <input type="radio"/> July 2025 | <input type="radio"/> August 2025 |
| <input type="radio"/> September 2025 | <input type="radio"/> October 2025 |
| <input type="radio"/> November 2025 | <input type="radio"/> December 2025 |

*** 11. When is the expected program end date?**

- | | |
|--|---|
| <input type="radio"/> April 2025 or before | <input type="radio"/> May 2025 |
| <input type="radio"/> June 2025 | <input type="radio"/> July 2025 |
| <input type="radio"/> August 2025 | <input type="radio"/> September 2025 |
| <input type="radio"/> October 2025 | <input type="radio"/> November 2025 |
| <input type="radio"/> December 2025 | <input type="radio"/> January 2026 or after |

*** 12. Which of the following are priority populations for your program? Please check all that apply.**

- | | |
|---|--|
| <input type="checkbox"/> Black, Indigenous, or People of Colour | <input type="checkbox"/> Households with children 18 years or younger |
| <input type="checkbox"/> Individuals experiencing food insecurity | <input type="checkbox"/> Individuals experiencing mental health challenges |
| <input type="checkbox"/> Individuals living with low income | <input type="checkbox"/> New immigrants |
| <input type="checkbox"/> Older adults | |

*** 13. Briefly describe the purpose of the program (2-3 sentences maximum).**

Part 4: Funding Requirements (Emergency Food Programs)

Only applicants who answer 'yes' to all the statements in this section are eligible to apply for Harvest Bucks funding. By selecting 'yes', you are attesting that the statement is true.

*** 14. The program is operated by a non-profit organization or charity.**

- Yes No

* 15. The program is located in the Middlesex-London region.

Yes

No

* 16. The program provides emergency food free of charge to community members on an ongoing basis at least once per month (for example, through monthly food cupboards, food bank etc.). Programs that only provide food through community meals are not eligible to apply.

Yes

No

* 17. The program targets one or more of the following priority populations: Black, Indigenous, or People of Colour; households with children 18 years or younger; individuals experiencing food insecurity; individuals experiencing mental health challenges; individuals living with low income; new immigrants; and older adults.

Yes

No

* 18. The program will provide one or more food resources to program participants to take if they wish (for example, recipes, tips for how to store food etc.).

Yes

No

* 19. Program staff will support the Harvest Bucks evaluation process which includes a brief survey at the end of the program year.

Yes

No

* 20. If program staff leave the program or organization, the responsibility for the Harvest Bucks program will be passed to another staff member and the new contact information provided to harvestbucks@mlhu.on.ca. If another staff member is unable to take responsibility for the Harvest Bucks program, this will be communicated to harvestbucks@mlhu.on.ca.

Yes

No

Part 5: Funding Requirements (Community Food Programs)

Only applicants who answer 'yes' to all the statements in this section are eligible to apply for Harvest Bucks funding. By selecting 'yes', you are attesting that the statement is true.

* 21. The program is operated by a non-profit organization or charity.

Yes

No

* 22. The program is located in the Middlesex-London region.

Yes

No

* 23. The program targets one or more of the following priority populations: Black, Indigenous, or People of Colour;

households with children 18 years or younger; individuals experiencing food insecurity; individuals experiencing mental health challenges; individuals living with low income; new immigrants; and older adults.

Yes

No

- * 24. The program provides a variety of supports for participants depending on their needs (for example, basic needs provision, housing, employment, financial empowerment, mental health, food literacy education, cooking together, individual counselling etc.).

Yes

No

- * 25. If applying for Harvest Bucks vouchers and/or London Good Food Boxes, they will be distributed to Community Food Program participants at least 3 times (program must be ongoing with repeat participants, not single sessions).

If you are applying for only the Community Pop-up Markets, select 'Yes' to continue moving through the application.

Yes

No

- * 26. The program will support participants' consumption of the vegetables and fruit based on participant needs. For example, sharing recipes, discussing how to store the vegetables and fruit, or cooking together.

Yes

No

- * 27. Program staff will support the Harvest Bucks evaluation process which includes a brief survey at the end of the program year.

Yes

No

- * 28. If program staff leave the program or organization, the responsibility for the Harvest Bucks program will be passed to another staff member and the new contact information provided to harvestbucks@mlhu.on.ca. If another staff member is unable to take responsibility for the Harvest Bucks program, this will be communicated to harvestbucks@mlhu.on.ca.

Yes

No

- * 29. Which of the following supports does your program offer to participants? Please select all that apply.

Basic needs provision

Housing

Employment

Financial empowerment (e.g., assistance filing income tax, applying for benefits)

Mental health

Food literacy education

Cooking together

Individual counselling

Other, please specify

- * 30. Please provide a brief written description of your program and how the Harvest Bucks vouchers, London Good Food Boxes, and/or Community Pop-up Markets would be used to support program participants.

Please also provide any additional information about your program and/or program participants you feel is important.

Please write a maximum of 100 words.

Your program has met the initial funding requirements.

There are additional requirements depending on whether you are applying for Harvest Bucks vouchers, London Good Food Boxes, and/or Community Pop-up Markets.

- * 31. Are you applying for Harvest Bucks vouchers?

Harvest Bucks vouchers are for distribution to program participants and are redeemable for eggs and fresh vegetables and fruit at various locations. One or more additional locations may be added in 2025.

Yes

No

Part 6: Harvest Bucks Voucher Requirements

Only applicants who answer 'yes' to all the statements in this section are eligible to apply for Harvest Bucks vouchers. By selecting 'yes', you are attesting that the statement is true.

- * 32. Program staff will discuss Harvest Bucks with program participants, including the locations to redeem the vouchers, and allow the program participant to determine if they would use the Harvest Bucks (e.g. desire to use the Bucks, ability to travel to a location, comfort going to a location). This may occur individually or as part of a group session.

Yes

No

- * 33. Harvest Bucks vouchers will be distributed to program participants, and not used to purchase produce for the organization.

Yes

No

- * 34. All Harvest Bucks vouchers will be distributed to program participants by January 16, 2026.

Yes

No

- * 35. Program staff will track the number of households (i.e., one or more persons living in a shared space) to which vouchers are distributed. This information will be requested January 2026.

Yes

No

Part 7: Harvest Bucks Vouchers Request

- * 36. For Emergency Food Programs: On average, how many unique households does your program provide food to each month?

For Community Food Programs: How many unique participants are you expecting in your program?

Please enter a number only.

- * 37. Approximately how many times do you plan to distribute Harvest Bucks vouchers to each participant or household from April 2025 to mid January 2026?

Please enter a number only.

- * 38. On average, what dollar value do you want to distribute to each participant or household at each distribution time?

For households with 1 member, \$20 each time is recommended to provide enough incentive to visit a Harvest Bucks location. For larger households, \$30-\$50 each time is recommended depending on the number of family members.

Please enter a number only. Do not include a dollar sign.

- * 39. What is your total dollar value requested (number of participants or households multiplied by number of distribution times multiplied by dollar amount of vouchers each time)?

Please enter a number only. Do not include a dollar sign.

For example, if you are requesting to distribute vouchers to 10 participants or households, 5 times each, and \$30 each time, your request is $10 \times 5 \times \$30 = \1500 . You would then enter 1500.

Your program is not eligible to apply for Harvest Bucks vouchers. You may be eligible to apply for London Good Food Boxes and/or a Community Pop-Up Market. Please continue with the application questions.

Please contact Kim Loupos if you have any questions.

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- * 40. Are you applying for London Good Food Boxes?

London Good Food Boxes are individual boxes of vegetables and fruit for distribution to program participants.

Organizations may order the boxes once per month and must pick them up from Glen Cairn Community Resource Centre (244 Adelaide Street South, London, Ontario).

Yes

No

Part 8: London Good Food Box (LGFB) Requirements

Only applicants who answer 'yes' to all the statements in this section are eligible to apply for LGFBs. By selecting 'yes', you are attesting that the statement is true.

- * 41. Program staff (or volunteers) have the ability to pick up the LGFBs from Glen Cairn Community Resource Centre (GCCRC) (244 Adelaide Street South, London, Ontario) on the last Monday of the month between 1 pm and 3 pm.

Depending on the number of LGFBs, an estimated 1-2 car loads (or 1 van or truck load) may be needed.

Yes

No

- * 42. If needed, the program can store any LGFBs after they are picked up from GCCRC.

Some items require refrigeration if not distributed to community members the day of pick up from GCCRC (for example, berries, some lettuces).

Yes

No

- * 43. LGFBs will be distributed to program participants, and not used for program supplies.

Yes

No

- * 44. Program staff will track the number of households (i.e., one or more persons living in a shared space) to which sponsored LGFBs are distributed. This information will be requested January 2026.

Yes

No

- * 45. Program staff will track the number of sponsored LGFBs that were not distributed to community members each month, if any. This information will be requested January 2026.

Yes

No

Part 9: LGFB Request

- * 46. How many LGFBs are you requesting each month?

Please enter a number only. Enter "0" if you are not requesting LGFBs for a particular month.

1
number of
LGFBs

April 2025

May 2025

June 2025

July 2025

August 2025

September 2025

October 2025

November 2025

December 2025

January 2026

*** 47. What is the total number of boxes you are requesting?**

Please add all the monthly numbers above. Please enter a number only.

*** 48. What is your total dollar value requested (number of boxes x \$14 per box)?**

Please type a number only. Do not include a dollar sign.

Your program is not eligible to apply for London Good Food Boxes. You may be eligible to apply for a Community Pop-up Market. Please continue with the application questions.

Please contact Kim Loupos if you have any questions.

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*** 49. Are you applying for a Community Pop-up Market for your organization?**

Community Pop-Up Markets are organization events with a "take what you need" vegetable and fruit stand. The vegetables and fruit must be offered barrier-free to community members (e.g., free of charge, no requirements to participate in programming, no proof of income required). Organizations may accept donations for the vegetables and fruit (for example, money or goods). Any money or goods received may be used within the organization based on the direction of the organization.

The funding request is for the cost of the vegetables and fruit only. Urban Roots provides the produce for the markets, but does not operate or support markets onsite at your organization. The organization is responsible for all other costs to operate the market (for example, staff costs, set-up, tables, bags etc.).

Ideally, the market would be operated in collaboration with community partners and include more than the vegetable and fruit stand (for example, other booths, entertainment, resource sharing etc.).

Yes

No

Part 10: Community Pop-Up Market Requirements

Only applicants who answer 'yes' to all the statements in this section to be eligible to apply for Community Pop-up Markets. By selecting 'yes', you are attesting that the statement is true.

- * 50. Vegetables and fruit will be offered barrier-free to community members (e.g., free of charge, no requirements to participate in programming, no proof of income required).

Exceptions:

1. Monetary donations may be accepted.
2. Markets may be targeted to certain postal codes.

Yes

No

- * 51. The organization can pick up the vegetables and fruit from Urban Roots (21 Norlan Ave, London, Ontario) and return the empty produce bins by the following Tuesday after the market date. This may include transportation by paid staff, volunteers, or other community partners. Depending on the size of the market, an estimated 1-2 car loads (or 1 van or truck load) may be needed.

Yes

No

- * 52. If the vegetables and fruit are picked up from Urban Roots prior to the market day, the organization can store the produce until the market day. Some items require refrigeration if they are not distributed the day of pick up from Urban Roots (for example, some lettuces). Ideally the vegetables and fruit will be picked up on the market day.

Yes

No

- * 53. The organization has staff and/or volunteers to operate the market. Urban Roots provides the produce for the markets, but does not operate or support markets onsite at your organization.

Depending on the size of the market, you may need up to 4-6 staff and/or volunteers. Staff and/or volunteers are needed for various tasks including set-up, intake, tracking, floater, etc.

Yes

No

- * 54. At the market, the organization will provide one or more food resources to program participants to take if they wish (for example, recipes, tips for how to store food etc.).

Yes

No

- * 55. The organization has the ability to support all other costs and materials to operate the market as needed (for example, tables, bags, signs, etc.).

Yes

No

* 56. The organization will track the number of individuals and number of households (i.e., one or more persons living in a shared space) served at each market. This information will be requested late 2025.

Yes

No

Part 11: Community Pop-up Market Request

If multiple programs from the same organization request Community Pop-up Markets, the funding request will be reviewed and determined for the organization as a whole.

A minimum amount of produce is needed to operate a market. This will be considered when the funding requests are reviewed and decisions made about the number and frequency of markets funded. The amount of produce and frequency of markets for each organization will also depend on the total funding approved and the amount of vegetables and fruit available from Urban Roots.

* 57. How many clients do you hope to support at each market? Please check all that apply.

20-69 people

70-119 people (available starting June or July)

120-170 people (available starting July)

* 58. Which months would you like markets? Please check all that apply.

mid to late May 2025

June 2025

July 2025

August 2025

September 2025

October 2025

* 59. How often would you like to offer the market? Please check all that apply.

Weekly

Every 2 weeks

Monthly

Other, please specify:

* 60. Which day would you prefer for your market? Please check all that apply.

Wednesday afternoon (produce pick-up 1-3pm)

Thursday (produce pick-up 10am-1pm)

Friday (produce pick-up 10am-1pm)

Your program is not eligible to apply for Community Pop-up Markets.

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* 61. Have you applied for two or more of 1) Harvest Bucks vouchers, 2) London Good Food Boxes (LGFB), or 3) Community Pop-up Markets?

Yes, I have applied for two or more funding options.

No, I have only applied for one funding option.

Part 12: Multiple Options Requested

* 62. You have applied for 2 or more of Harvest Bucks vouchers, London Good Food Boxes (LGFB), or Community Pop-up Markets. If you do not receive your full request for each option, what percent of your funding do you request be allocated to each option? Your numbers must add to 100.

Enter only a number without a percent sign. Enter "0" for any option you did not apply for.

For example, if you applied for all three options, you might enter: 25 for vouchers, 50 for LGFB, and 25 for community pop-up markets.

This means that in the event your full request cannot be funded, approximately 25% of your funding will be allocated to vouchers, approximately 50% will be allocated to LGFB, and approximately 25% to Community Pop-up Markets.

Your funding for Community Pop-up Markets will also be determined by the total number and frequency of markets requested and the percent of funding you requested for the Community Pop-up Market. If all Community Pop-up Markets requested cannot be funded, priority will be given to organizations with a higher prioritization for Community Pop-up Markets (i.e., requested a higher percent of funding for markets).

	1 Percent of funding
Harvest Bucks Vouchers	<input type="text"/>
London Good Food Boxes	<input type="text"/>
Community Pop-up Markets	<input type="text"/>

Your responses have been registered!

Thank you for taking the time to complete the application. You will be contacted by March 14, 2025 with the results of your application.

[Click here](#) to save a copy of your completed application.

Please contact Kim Loupos if you have any questions.

Kim Loupos, RD

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We collect, use, and share your personal health information only as necessary to provide care or service to you. The collected information is used and/or shared under the Health Protection and Promotion Act, R.S.O. 1990. We will not collect, use, or share your personal health information for any other reason unless we have your permission, or the law permits or requires it. Any questions about the collection of this information can be directed to the MLHU Privacy Officer at privacy@mlhu.on.ca.