



Dear Potential Network applicant:

The New Hampshire Farmers Market Nutrition Incentive Network is a collaboration of farmers' market nutrition incentive program operators. The network was established in 2013 with the goal of strengthening and scaling nutrition incentive programs across the state in order to increase affordable access to locally grown food. These programs provide customers with a monetary incentive when they spend their federal nutrition benefits at a participating farmers' market.

With the goal of measured and measurable growth, the Nutrition Incentive Network is accepting applications. Regional Lead and Program Operator roles are loosely defined as:

REGIONAL LEAD	PROGRAM OPERATOR (farmers market)
Capacity to represent region in regular network communications and quarterly meetings, participate in key network decision making and collaborate regularly with NH Food Bank, Wholesome Wave and other regional lead organizations	Capacity to implement a nutrition incentive program including regular data collection, local marketing & outreach efforts and participate in occasional statewide events
Demonstrate experience with nutrition incentive program operations	Operate established markets in areas of need with paid dedicated staff
Operate in current gap area of need or strategic importance	Demonstrate connections and experience working with local community, specifically SNAP eligible population
Capacity to engage in fundraising & policy advocacy	Contribute market level data, photos and stories to assist with network wide fundraising and policy advocacy efforts
Demonstrate dedication to network vision and commitment to collaboration.	Demonstrate potential to reach large number of SNAP recipients
Sustainable nonprofit with paid staff	Mission alignment
Stipend and incentive funding provided, in-kind match required	Incentive funding provided, in-kind match required
<i>Applications are requested by mid January</i>	<i>Applications are requested by mid February</i>

For further information, or to find out about leads and operators in your region, please contact:

Katy Hiza

SNAP Incentive Network Coordinator

snap@nhfoodbank.org

New Hampshire Nutrition Incentive Network Request for Regional Lead Partnerships

Return completed applications to: Katy Hiza, snap@nhfoodbank.org

Organizational Information:

Organization	
Address:	
Primary Contact for this proposal (Name, Email, Phone #)	

Please provide us with a brief background on your organization and its farmers market nutrition incentive work:

- What is the mission of your organization, and how do access and affordability, as addressed through incentive programming, fit within that mission?
- How long has your organization been involved in incentive programming and to what extent?
- Please describe the need for incentive programming in the areas in which you work/hope to work. What are the demographics of your region?
- What challenges do you foresee in working with new and emerging incentive program stakeholders (regionally and statewide)?
- What strengths do you foresee contributing to the region and network?

We hope to identify partners that are interested in becoming regional lead organizations, or central linchpins in their area who often provide direct assistance to farmers markets and facilitate connections with the regional or statewide network.

- How do you support incentive programming at farmers markets (technical assistance, outreach and marketing, data collection and evaluation, fundraising, etc...)?
- Have you engaged key stakeholders such as consumers, farmers, community-based groups and government agencies in the potential for an incentive program? If so, what is their feedback?
- What are your long-term goals for your incentive program? How do you plan to implement these goals?
- What limitations/constraints or opportunities do you foresee?
- Are there any policy issues that your organization is currently working on (relevant to federal food benefits and incentives) or has worked on in the past?
- Does your organization have the capacity to serve as a fiscal agent for the incentive program of your partner markets (e.g. receiving and distributing funds)?

Secured/Pending funds for incentives season

Source				
Funding Term				
Incentive Funds	\$	\$	\$	\$
Program Management	\$	\$	\$	\$

TOTAL	\$	\$	\$	\$
Secured? (Y/N)				

(Insert more columns if needed)

Please indicate those markets with which you are currently and potentially partnering (A separate Program Operator (PO) application will be required)

Farm Market Name	Address	Current Partner? Y/N	Offering SNAP/Debit? Y/N	Offering Incentives? Y/N	Season Dates	# SNAP Eligible Vendors

(Insert more columns if needed)