

SUPPORT FRESH BUCKS, THE CO-OP COMMUNITY HERO THIS JANUARY
1/1-1/31



Fresh Bucks is our Community Hero for the month of January! All this month we will be asking for support from our Members and community to help raise funds to continue offering this amazing program in 2021. Through Fresh Bucks anyone enrolled in SNAP or WIC, or meeting the income level requirements, may enroll to receive a dollar for dollar match (50% discount) on all local produce and Co-op Basics produce at the Co-op. Fresh Bucks helps stretch dollars to make healthy food more affordable while investing in our local farms and community. During these pandemic times, Fresh Bucks has taken on increased importance for many island families, reaching 201 households and 345 individuals enrolled. Since 2019, Fresh Bucks has resulted in \$40,000 in sales of local produce from our island farms. [Read the 2020 Fresh Bucks Report.](#)

While we typically raise close to \$2,000 for Fresh Bucks through Community Hero, we are in need of \$18,000 to fund the program for all of 2021. Rounding up your Co-op purchases during the month of January is a huge help. If you'd like to donate an additional amount, you can raise your register round up contribution to the amount of your choosing, or you can donate any time through the Co-op by check, cash, card or charge account. For those who would like to make a tax deductible donation, checks can be made to the Orcas Community Resource Center, our program partner. Since the start of Fresh Bucks, all program development and administration has been provided in-kind by program partners Orcas Food Co-op, OCRC and San Juan County Health and Community Services, so that 100% of contributions go toward Fresh Bucks incentives. The impact of every contribution is double its value since funds are a 1-1 match of participants' funds.

The first 18 months of Fresh Bucks incentives were made possible with the generous support of the Orcas Island Rotary Club, OICF, and Community Hero register roundup and 3% Thursday contributions. By supporting Fresh Bucks to continue in 2021 you are ensuring the continuing support of health and well-being for island families and individuals, as well as putting more money back into our local farming community.

If you'd like more information about Fresh Bucks or how to make a contribution please e-mail:

foodaccess@orcasfood.coop - Sara Pelfrey, Food Access Coordinator

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