



Fresh to Families Project 2019-20 Sponsorship

As a non-profit organization with deep roots in the community, we at Vancouver Farmers Markets believe that healthy, locally grown food should be available to everyone regardless of income.

Fresh to Families is an expansion project of the **BC Farmers Market Nutrition Coupon** program, a province-wide **healthy eating initiative** that works with community agencies across BC.

The Fresh to Families Fund provides **fresh food** direct from our farmers and producers to **low income families, newly arrived refugees** and **at-risk expectant mothers** living in our community

Fresh to Families Helps



develop food skills & nutritional programming for families in need



ability to purchase fresh food coupons for produce, meat, eggs, & dairy at the farmers markets



livelihoods of BC farmers and producers through increased sales at farmers markets

How It Works

65
more families
since 2015

Funding from donations
& corporate sponsorship

175
FAMILIES



125 New
Immigrants
& Refugees



50 New &
Expecting
Mothers



Coupons
distributed
to families

\$45,000
Fresh Food For
Families In Need

\$21
groceries each week

82
FARMERS



33
Conventional
Farmers



4
Dairy
Farmers



14
Meat,
Seafood &
Egg
Farmers



4
Wild
Harvesters



28
Organic
Farmers

Coupons
spent at
farmers
markets

\$45,000
Revenue for
Small Scale
Farmers



Sponsorship Opportunities

The Fresh to Families Project currently supports 175 families in Vancouver and directly benefits the livelihoods of 82 local farmers.

Help expand the program and send more families in need to the farmers market, become a Fresh to Families Sponsor today!

WHAT THE PARTICIPANTS ARE SAYING

"I appreciate the coupons. It helps my son [and I] in our financial situation..buy fresh vegetables, fruits etc. Thank you for the program."

Major Project Sponsor

Help Fresh to Families become a permanent program

Logo placement on the Sponsorship page of our website

Prominent logo placement on Fresh to Families page on our website

Logo placement on Fresh to Families print materials

Charitable tax receipt through our partners at Vancity Foundation

\$10,000+

Sponsorship Opportunities

Multi-Season Sponsorship

Sponsor one or more families in need for the two or more seasons

Logo placement on Fresh to Families page on our website
Charitable tax receipt through our partners at Vancity Foundation

\$1,000+
per household

Sponsor a Family

Sponsor one or more families in need for the 2020 season (June - October)

Logo placement on Fresh to Families page on our website
Charitable tax receipt through our partners at Vancity Foundation

\$500+
per household

Contact Us

For more information about the Fresh to Families Fund and other sponsorship opportunities, please contact:



Gabrielle Vacheresse
Fundraising & Development Coordinator

gabrielle@eatlocal.org
604-879-3276

