



## Fresh Food Explorers

# FREQUENTLY ASKED QUESTIONS

### **Who can apply?**

Registered charities doing their part to empower a generation of adventurous eaters by helping kids experience, experiment with and learn to love fresh food.

The inaugural recipient of Fresh Food Explorer Program funding was Farm to Friends, an inspiring program run by the West Kootenay EcoSociety. When the COVID-19 pandemic made it even more challenging for vulnerable communities to access fresh food, The West Kootenay EcoSociety, in partnership with local social service agencies, identified families in the greatest need. Through the Farm to Friends program, the organization works with local farms to deliver these families fresh food baskets along with educational materials to learn more about fresh food and how best to prepare it, on a weekly basis.

All applicants need to be based in Canada (excluding Quebec).

### **When are applications due?**

The application deadline is Friday, November 12, 2021, at midnight EST.

### **How much is each grant worth?**

The maximum amount of any grant is \$20,000, but there is no set amount each project will receive - please provide details on your funding request in your application.

That said, we want our support to be more than financial. Let us know how else HelloFresh can help - Volunteer hours? Expertise? Fresh food donations? What else can we do to help empower a generation of adventurous eaters, and what would be helpful for you?

### **Am I guaranteed to get the full amount of funding I request?**

We may offer some projects a percentage of the funding they request. If you have flexibility in the amount you're looking for, please let us know in your application.

### **Does this need to be a completely new program or can it already be up and running?**

Your project can be brand new or existing. In order to be eligible, all projects need to launch prior to December 2022.

### **I have a great idea, but I'm not a registered charity. Does that matter?**

Unfortunately, grants are only available to registered charities.

### **How involved will HelloFresh be in my program?**

This is your program - we're just here to provide you with the support you need to bring it to life! The only ask from us as a brand is that you let us share your story.

### **How will I know if I've been selected?**

In early December, we'll invite a shortlist of applicants to participate in a call with the HelloFresh team to share more detail about their organization and their project. Final recipients will be announced in early 2022. Good luck!

For any other questions about the application process or the Fresh Food Explorers Program, please feel free to reach out to [FreshFoodExplorers@hellofresh.ca](mailto:FreshFoodExplorers@hellofresh.ca).

#FreshFoodExplorers