

How to Join the FSP State Outreach Plan

Conference Call

Wednesday April 17, 2013

Archives at 1-334-420-1380

Meeting 139343

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Maryland Hunger Solutions

Ending hunger and promoting well-being

Maryland Hunger Solutions



Founded by the Food Research and Action Center in 2007 to:

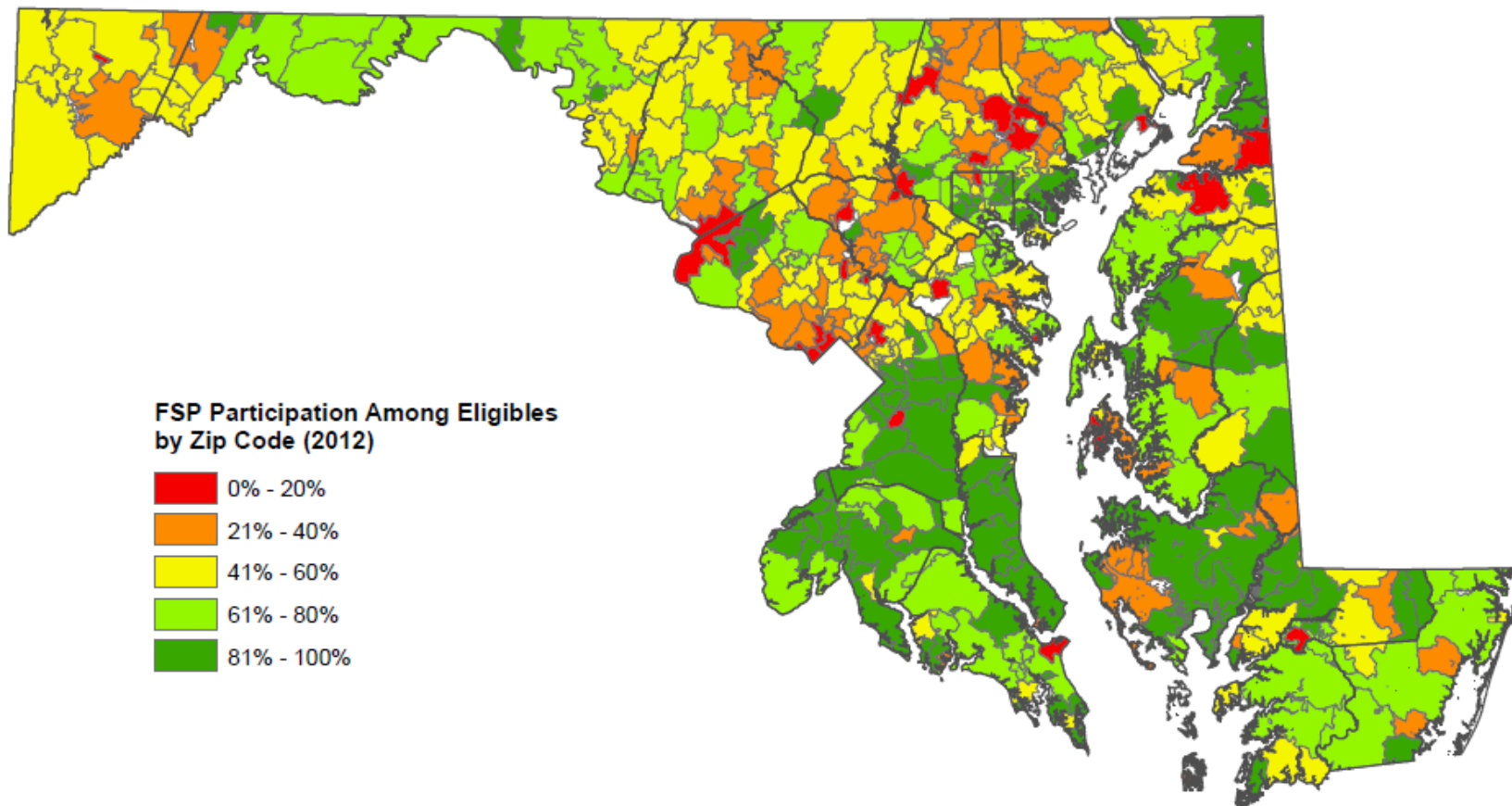
- **Maximize participation** in all federal nutrition programs through a combination of removal of obstacles to participation, close work with social service agencies, and outreach.
- **Educate the public** and key stakeholders both to the stark reality of hunger's existence in Maryland and to solutions that are already at hand.
- **Improve public policies** to end hunger, reduce poverty, and promote nutrition.

Food Supplement Program (FSP)

- Different names for the program:
 - National: Supplemental Nutrition Assistance Program (SNAP)
 - Maryland: Food Supplement Program
 - Old Name: Food Stamp Program
- Provides a basic safety net to low-income families
- Monthly benefits delivered via EBT are used to purchase food items



Number of Eligibles Unreached



Types of FSP Outreach

1. Education
2. Pre-screening
3. Application assistance
4. Follow-up



Free Maryland Hunger Solutions Materials




Don't let the cost of food eat up all your money!

Apply to the Food Supplement Program today!

See below if you should sign up for FSP.

How many people live in your house?	1	2	3	4	5	6	7	8
Is your monthly income this much or less (before taxes)? If so, you may qualify for FSP.	\$1,722	\$2,332	\$2,943	\$3,553	\$4,164	\$5,000	\$5,385	\$5,995
You could get this much each month.	\$16 ↓ \$200	\$16 ↓ \$367	\$16 ↓ \$526	\$16 ↓ \$668	\$16 ↓ \$793	\$16 ↓ \$952	\$16 ↓ \$1,052	\$16 ↓ \$1,202

The average benefit in Maryland is \$130/person per month. On average, a family of 4 receives \$474 per month.

 If you have questions or would like to apply, call Maryland Hunger Solutions at 410-528-0021.

Maryland Hunger Solutions
Ending hunger and promoting well-being



These and more available at...

<http://mdhungersolutions.org/pubs.shtm>

FSP Outreach Training

Maryland Hunger Solutions

Contact: Laura Flamm

lflamm@mdhungersolutions.org

Maryland DHR

Contact: Stephanie Bartee

stephanie.bartee@maryland.gov



How to Apply: Tips for Maryland

Presenting: Randy Graybeal

Maryland DHR, FIA

Randy.Graybeal@maryland.gov

Deadline and Important Notes

- Deadline for Submission: **June 30, 2013**
- Submission Contact: Stephanie Bartee
(Stephanie.Bartee@maryland.gov)
- Submit in Word and Excel, rather than PDF
- List 2 points of contact
- Organizations must be registered with Maryland Department of Assessments & Taxation
- Most common hold-up is financial: have a professional review your budget

Application Materials, Prepared by Maryland Hunger Solutions

- [Food Supplement Program Outreach Guide](#)
- [Sample Application Template](#)
- [Sample Community Partner Application](#)



Tips from USDA, Food & Nutrition Service

TIPS: HOW NON-PROFIT AND FAITH-BASED ORGANIZATIONS CAN RECEIVE FEDERAL FUNDS FOR CONDUCTING SNAP OUTREACH



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America's Hunger Safety Net



SNAP SERVES 1 IN 7 AMERICANS – MORE ARE ELIGIBLE BUT DO NOT PARTICIPATE.

PARTNERSHIPS AND COLLABORATIONS HELP REACH THOSE IN NEED.

Supplemental Nutrition Assistance Program (SNAP)

Become an outreach partner in MD's Outreach Plan



Increase access to SNAP:

- **Share outreach flyers, talk up SNAP**
- **Prescreen potential SNAP applicants**

Most importantly:

- **Assist potential people to file a MD SNAP application (SAIL or paper app)**



Outreach is a Win Win for All

Clients you serve:

- Improve health and economic security
- Strengthen relationships

Non-Profits and Faith-Based Orgs:

- Streamline benefits for consumers
- Interact with consumers to ensure benefits
- Leverage federal dollars for SNAP outreach

Helps Economy

- More food sales, more jobs, more tax revenue)



Maryland's FY 2014 SNAP Outreach Plan



- **Maryland's Plan is the second largest in the Mid-Atlantic Region (DC, DE, MD, NJ, PA, VA).**
- **Plan targets seniors, non-English-speaking, Spanish-speaking, disabled individuals; working families and the general public.**

Leveraging Federal Funds

How Does It Work?

USDA

- SNAP Outreach reimbursements (50 cents for each dollar spent) are authorized for States with plans approved by USDA/FNS Mid-Atlantic Regional Office (MARO)
- MARO staff works with States to approve plans

State

- SNAP Outreach Plans are optional and varied
- Some States solicit projects through an Request For Proposals (RFP) process each year to choose partners MD does not use the RFP process .
- May choose to fund the State portion (the 50% not reimbursed by the Federal Fund) or, require partners to fund the State portion. MD does not fund the State portion of Non-Profits Projects.
- No RFP process needed if no State funds are offered

Partner

- Enters into formal Memo Of Understanding (MOU) with State
- Performs qualifying SNAP Outreach and application assistance activities
- Submits invoices for completed activities to MD
- Receives the 50% reimbursement (less State's admin costs) drawn from USDA/FNS –MARO through MD

Outreach Funding Facts



- **Funds leveraged must be from a Non-Federal Source**
 - DHHS grant, HUD grant = Federal source
 - State/Local funding = non-Federal source
 - Charitable Contributions = non-Federal source
 - Private Grants = non-Federal source
- **Federal reimbursement is up to 50%**
- **Sign formal MOU with MD Dept of Human Resources**
- **Quarterly submission of invoices to MD Dept of Human Resources (MD DHR)**

Outreach Funding Facts



- **NO Funding Floor = There is no minimum level of funding for a project to be approved.**
- **NO Funding Ceiling = There is no maximum level of funding for a project to be approved.**
- **Make sure your organization can spend \$ upfront, as federal share is reimbursed AFTER activity is done and invoice is processed.**

Allowable Activities

Allowable Activity Costs must adhere to OMB Circulars and meet “reasonable and necessary” test.	Example
Eligibility pre-screening	Use of a paper or electronic tool to inform potential applicants they may be eligible and potentially, how much they could receive.
Application assistance	Assistance completing the application, including delivery of the application to the local SNAP office.
Assistance obtaining application verification documents	Informing potential clients which documents may be needed and making copies of verification documents.
Information dissemination in locations where low income people gather	Distribution of information at the employers of low wage workers. Includes “contact cards”.
Outreach exhibit or booth at community event	Set up and staffing of outreach booth at the annual community fair.
Conducting outreach workshops with community organizations at their locations.	SNAP outreach fair at a senior center.
Placement of advertisements on radio, television, print or electronic media	Purchase time for SNAP advertisements on the local radio station.
Production and distribution of public service announcements (PSA) to radio, TV, print or electronic media .	Distribute USDA produced television PSA to local cable company for airing as a public service.

Unallowable Costs



- ✦ **Salaries for staff not conducting SNAP outreach**
- ✦ **Costs for company logo shirts**
- ✦ **Charges for outreach for other programs**
- ✦ **Travel not related to SNAP outreach**
- ✦ **Costs for food items as giveaways**
- ✦ **Costs that outweigh the plan**
- ✦ **100% of charges for multi-program software**
- ✦ **Costs for activities that duplicate activities by another Non-Profit in the Plan (same activity involving the same population in the same geographic area during the same time period)**
- ✦ **Example : two projects involving the distribution of FNS-313 SNAP brochures to the same housing complex residents during FY 2014.**
- ✦ **Costs outside of Federal Fiscal Year Oct 1 , 2013– Sep 30, 2014**

Components for your Organization's Project in the MD SNAP Outreach Plan



- **Cover Page**
- **Partner Organization – Information (Tax ID #)**
- **Summary of Outreach Activities to be conducted and geographic area(s)**
- **Staffing Details**
- **Budget Details**
- **Budget Narrative**
- **Indirect Costs – include statement identifying your organization's approved indirect cost rate agreement or use 10% federal default rate (line s calculation in Budget Details)**

Outreach Activity Example

Project Number	#1 Application Assistance			
Goal	List the goal of the project. The goal should be measurable (a numeric goal, if possible). Likely, the goal will focus on increasing SNAP participation. Indicate if the number of people is contacts, applicants, approved applicants, etc.			
Timeline	Start	Month and year, quarter, or annual/ongoing.	End	Month and year, quarter, or annual/ongoing.
Description of Activity	Provide a description of the activity and how it will be implemented.			
Staffing	The number of personnel used to perform this activity			
Evaluation	Explain how the project will be evaluated. Note if your evaluation will be able to assess how many people reached by the outreach activities were certified or denied for SNAP benefits.			

Example

Non-Profit from Prince Georges County submits proposal to be in the MD State SNAP Outreach Plan. Proposal includes allowable SNAP Outreach Activities. Prince Georges County will have 1 dedicated staff member spending 40% of his time performing SNAP Outreach. His annual salary is \$30,000.



- Staff salary is from a Non-Federal Source**
\$30,000 annual salary
- Salary spent on SNAP Outreach**
• \$12,000 = 40% X \$30,000
- Benefits rate = 20% (\$2,400 = 20% of \$12,000)**
- Total amount Non-Profit will spend on personnel expenses for SNAP Outreach project = \$12,000 & \$2,400 = \$14,400**

Staffing Example

Project Number	#1 Application Assistance						
Staff Person Title	Name of Staff Person	(a) Full Time Equivalent spent on SNAP Outreach	(b) Salary	(c=aXb) Outreach Salary	(d) Benefits Rate	(e=cXd) Outreach Benefits	(f=c+e) Total
Outreach Worker	I . Cando	.4	\$30,000	\$12,000	20%	\$2,400	\$14,400

\$14,400 is the total personnel costs (column f) associated with this outreach project.

Prince Georges Non Profit Sample Budget

Expenses	
Personnel Activity <u> 1 </u> \$14,400	
Personnel Sub-Total	\$14,400
Other Direct Costs-add or delete items listed as needed	
Copying/Printing/Materials	
Postage	
Telephone	
Supplies	
Direct Cost Sub-Total	\$14,400
Travel	
Travel Cost Sub-Total	
Total Personnel, Direct Costs, and Travel,	
Indirect costs	
TOTAL	\$14,400
Federal Share	\$ 7,200
Non-Federal Share	\$7, 200

Federal Reimbursement
drawn down from
USDA, through State, to
partner organization

The non-profit budgets for the
State's share when State funds
are not offered

Complex Sample Budget

Expenses	
Personnel	
Activity <u> 1 </u> \$33,880.22	
Activity <u> 2 </u> \$34,133.17	
Activity <u> 3 </u> \$1,201.89	
Personnel Sub-Total	\$69,215.28
Other Direct Costs-add or delete items listed as needed	
Copying/Printing/Materials	\$100
Postage	
Telephone	\$217.98
Supplies	
Direct Cost Sub-Total	69,533.26
Travel	\$165
Travel Cost Sub-Total	
Total Personnel, Direct Costs, and Travel,	69,698.26
Indirect Costs @ 10%	6,969.83
TOTAL	76,668.09
Federal Share	38,334.04
Non-Federal Share	38,334.05

Federal Reimbursement
drawn down from
USDA, through State, to
partner organization

The non-profit budgets for the
State's share when State funds
are not offered

Budget Definitions



- **Public Cash-** Cash received from state or local gov'ts.
- **Public In-Kind –** Only Gov't organizations may claim in-kind (no cash transfer) contributions as allowable outlays.
- **Private Cash- Non-Federal, non-public cash used to pay the state share. Examples:** United Way funds, charitable contributions etc.
- **Direct Costs –** Costs chargeable to one program or activity.
- **Indirect Costs-** Overhead or shared costs chargeable to two or more programs or agencies.
- **Budget Narrative-** A written outline providing explanations as to the funds being charged to the grant activity.

Important Dates



- Maryland establishes its own due date for outreach partners to submit their outreach project proposals: June 1, 2013
-
- Projects are budgeted for all or part of the Federal Fiscal Year.
 - FFY 2014: October 1, 2013 through September 30, 2014
- The due date for Maryland to submit its FFY 2014 State Outreach Plan to MARO is August 2013.
- MARO goal: to approve the plan by October 1 if the plan was submitted by August and all MARO comments were satisfactorily addressed.
- Plans or projects that involve 12 months of activities and are received by MARO on/after Oct 1 will not be approved for 12 months funding: lose 1 month of federal funds if received in Oct, lose 2 months if received in Nov, etc.

MD DHR Responsibilities



- **Overall responsibility for the Plan contents and implementation.**
- **Making allowable cost determinations.**
- **Monitoring to ensure funds are spent appropriately.**
- **Repayment of Federal funds should costs later be determined unallowable.**
- **Providing guidance to outreach partners.**
- **Reviewing proposals for allowable costs prior to submission to MARO.**

Cost Policy



- **Equipment purchased with SNAP outreach funds must undergo a physical inventory (including sub-contractors). These records must be available for MARO review or audit for a retention period of 3 years.**
- **Staff must record time and records made available for 3 years for MARO audit.**
- **All costs used as the State agency share cannot be used as match for any other Federal grant.**

Indirect Cost Rates: 1 choice annually



- If an approved Indirect Cost Rate from a cognizant agency is included in the project proposal, include a copy of the agreement. Use that rate in the Budget 'item s' to calculate the indirect cost amount.
- If your Non-Profit has no approved Indirect Cost Rate from a cognizant agency; use the standard default rate of **10%**; or
- develop a rate to be approved by MD and submit supporting documentation of the calculation; or
- choose \$0 if no reimbursement is wanted. If choosing no reimbursement, add this statement in your Project Narrative, "We choose no reimbursement of indirect costs ."

Tips



- Both MD DHR program staff and the fiscal officer will review your outreach project to verify all activities are allowable, reasonable and necessary.
- Use all of the Outreach templates from the *FNS Outreach Guidance*.
- Provide clear and concise descriptions and justifications for each section.
- Include calculations for building costs, supplies, travel, etc in narratives.

Tips



- **For each staff member in the plan, specify his/her SNAP outreach duties in the narrative.**
- **If the proposal include sub-grantees who will receive Federal funds, the name of each sub-grantee as well as budget, narrative, costs, etc must be included in the proposal.**

Tips



- **Goals and objectives of the plan should not outweigh the scope of the plan.**
- **Each project should contain clearly defined goals.**
- **Each activity and partner role should facilitate reaching the plan goals.**
- **The evaluation piece should measure the effectiveness of the activities and assess whether the project met its goals.**

Tips



- **Use the Excel template for the Budget Summary.**
- **Ask someone who did not prepare the Budget to use a printing calculator and check the arithmetic. Arithmetic errors delay approval of projects.**
- **The faster the organization responds to comments to budgets, narratives, requests for documents, etc, the faster the project will be approved.**

Outreach Plan Amendments



- **If significant changes occur after the project has been developed, the organization needs to submit an amendment to MD.**

Significant changes are:

A change in the scope of a project's activities; or

An increase in the project's budget by 5 percent or

\$100,000, whichever is less.

Developing Outreach Materials



- **Outreach materials should contain the nondiscrimination statement and a credit statement that the materials were funded in part by USDA.**
- **Develop materials at a low literacy reading level, no higher than 5th grade, to ensure information is understood. (Microsoft Office Word has a free Flesch-Kincaid Grading grammar feature for text in any Word document.)**
- **Materials developed for older adults or the visually disabled should be in size 16 font or larger font.**

Nondiscrimination Statement



- The U.S. Department of Agriculture (USDA) prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal and, where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or if all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)
- If you wish to file a Civil Rights program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.
- Individuals who are deaf, hard of hearing, or have speech disabilities and wish to file either an EEO or program complaint please contact USDA through the Federal Relay Service at (800) 877-8339 or (800) 845-6136 (in Spanish).
- Persons with disabilities who wish to file a program complaint, please see information above on how to contact us by mail directly or by email. If you require alternative means of communication for program information (e.g., Braille, large print, audiotape, etc.) please contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).
- USDA is an equal opportunity provider and employer.

Declaración de no discriminación



- El Departamento de Agricultura de los Estados Unidos (por sus siglas en inglés “USDA”) prohíbe la discriminación contra sus clientes, empleados, y solicitantes de empleo a base de raza, color, origen nacional, edad, discapacidad, sexo, identidad de género, religión, represalias y, según corresponda, convicciones políticas, estado civil, estado familiar o paternal, orientación sexual, o si los ingresos de una persona provienen en su totalidad o en parte de un programa de asistencia pública, o información genética protegida de empleo o de cualquier programa o actividad realizada o financiada por el Departamento. (No todos los criterios prohibidos se aplicarán a todos los programas y/o actividades laborales).
- Si desea presentar una queja por discriminación del programa de Derechos Civiles, complete el [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html) (formulario de quejas por discriminación del programa del USDA), que puede encontrar en internet en http://www.ascr.usda.gov/complaint_filing_cust.html, o en cualquier oficina del USDA, o llame al (866) 632-9992 para solicitar el formulario. También puede escribir una carta con toda la información solicitada en el formulario. Envíenos su formulario de queja completo o carta por correo postal a U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, por fax al (202) 690-7442 o por correo electrónico a program.intake@usda.gov.
- Las personas sordas, con dificultades auditivas, o con discapacidad del habla que deseen presentar sea una queja de EEO (Igualdad de Oportunidades en el Empleo) o del programa, por favor contacte al USDA por medio del Federal Relay Service (Servicio federal de transmisión) al (800) 877-8339 o (800) 845-6136 (en español).
- Las personas con discapacidades que deseen presentar una queja del programa, por favor vea la información anterior acerca de cómo contactarnos directamente por correo postal o por correo electrónico. Si necesita medios alternativos de comunicación para obtener información acerca del programa (Braille, caracteres grandes, cinta de audio, etc.) por favor contacte al Centro TARGET del USDA al (202) 720-2600 (voz y TDD).
- El USDA es un proveedor y empleador que ofrece igualdad de oportunidades.

Abbreviated Statement



If the material is too small to permit the full statement to be included, use the abbreviated statement:

This institution is an equal opportunity provider and employer.

Spanish:

- **El USDA es un proveedor y empleador que ofrece igualdad de oportunidades.**

Credit Statement



**This material was funded by USDA's
Supplemental Nutrition Assistance Program.**

Spanish:

**Este material se desarrolló con fondos
proporcionados por el Supplemental
Nutrition Assistance Program (SNAP en
inglés) del Departamento de Agricultura de
los EE.UU. (USDA siglas en inglés).**

Promising Practices



Promising practices are positive examples of SNAP outreach.

By sharing strategies, others can use that information to implement a project in their own community.

Promising Practices



Example: To reach Hispanic low-income families, the Hunger Action Network of New York designed outreach brochures in Spanish with tear-off tabs containing the Network's outreach phone number. These were posted on bulletin boards in places frequented by low-income families, such as bodegas, libraries and coin-operated laundry facilities. The Network also partnered with churches, food pantries and Head Start programs to distribute brochures to parishioners and clients.

For more examples, visit:

<http://www.fns.usda.gov/outreach/promising/>

SNAP Process & Technology Improvement Grant Opportunity : May 6, 2013 deadline



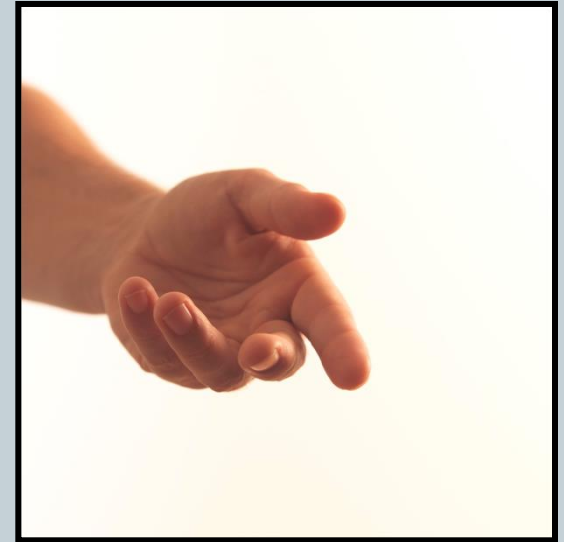
- Grant proposals should focus on improving the quality and efficiency of operations & processes within the SNAP office. FNS is interested in initiatives that use new technologies or examine office processes in order to improve application processing timeliness for initial applications or re-certifications. FNS is also interested in proposals that aim to increase the effectiveness of employment and training (E&T) activities.
- link to grant 2013 grant announcement:
<http://www.fns.usda.gov/snap/government/program-improvement.htm>

Food and Nutrition Coalition



To join the independent Food and Nutrition Coalition and a specialty committee (replaced FNS' Outreach Coalition effective December 2012) and be invited to webinars and conference calls concerning FNS programs, please register :

<https://vovici.com/wsb.dll/s/17fb9g4d4c4>



Resources



FNS' SNAP Outreach Plan
Guidance with project templates
and spreadsheets for outreach
project proposals:



<http://www.fns.usda.gov/snap/outreach/guidance/stateplan.htm>

More Resources

USDA FNS provides:

- Community Partner Outreach Toolkit
- Outreach materials (pre-printed and diy print)
- Public Service Announcements
- Radio Announcements
- Promising Practices
- Ideas for SNAP outreach



All are available on the SNAP outreach web page:

www.fns.usda.gov/snap/outreach/default.htm

Resources, Questions & Answers
