

The Food Supplement Program State Outreach Plan

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Webinar Agenda

- Introductions
- Experiences and Promising Practices of Current Outreach Plan Partners
- Food Stamp Outreach and how you can become a partner
- Resources
- Q&A

Webinar will end with Q&A Session

Questions can also be entered into the **chat box** throughout the presentation



- Founded by the Food Research and Action Center in 2007
- Our mission:
 - ❖ 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.

“Have there been times in the past twelve months when you did not have enough money to buy food that you and your family needed?”

Maryland Food Hardship Rate:

- ▶ 2008-2009: 15.3% (1 in 7)
- ▶ 2009-2010: 16.5% (1 in 6)



http://www.mdhungersolutions.org/press/md_food_hardship_march2011.shtm

The Food Supplement Program

- Different names for the program:
 - National: Supplemental Nutrition Assistance Program (SNAP)
 - Maryland: Food Supplement Program (FSP)
 - Formerly “Food Stamps”
- Administered by United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) Branch
- April 2011: **676, 770 participants** (11% of Marylanders)
- Nationally, **one in three** eligible people not participating
 - Low-income workers
 - Elderly individuals
 - Latinos



**Governor O’Malley’s Strategic Policy Goal:
End Childhood Hunger in Maryland by 2015**

- *Strategies:*
 - ❖ **Ensure all eligible families have access to, and are taking advantage of, the Food Supplement Program;**
 - ❖ Provide all school children in Maryland with access to a healthy breakfast;
 - ❖ Expand summer meals programs so that they are within reach of all children in need;
 - ❖ Expand access to nutritious food through WIC, CACFP, and Afterschool Meals; and
 - ❖ Enhance working families’ economic security through expanded utilization of EITC and other programs

<http://www.gov.state.md.us/statestat/GDUhunger.asp>



Family Investment Administration

- ❖ **Administers the Food Supplement Program**
- ❖ **Oversees FSP Outreach**
- ❖ **Collaborates with community and faith-based organizations (CBO’s)**

Outreach Plan Partners

- Cindy Freeman, Director of Workforce Development Goodwill Industries of Monocacy Valley, Frederick, Maryland
- John Shaia, Director of Programs and Network Service for the Maryland Food Bank, Baltimore, Maryland since 2008.

Goodwill Program Goals October 1, 2010 - September 30, 2011

- Conduct a minimum of 50 Outreach trainings that will reach a minimum of 1,000 individuals
- Assist a minimum of 150 individuals to file an application for benefits
- Distribute informational material to staff at a minimum of 12 religious organizations and 1 Latino populations in each county
- Distribute informational material at all Goodwill programs and retail stores
- Achieve media coverage
- Conduct 4 nutrition classes at partner locations



Data Through April 2011

- 34 Outreach training events occurred in Carroll and Frederick Counties MD that have reached 1,000 or more individuals potentially eligible for food stamps
- 56 families and/or individuals have applied for benefits using services from Goodwill's Outreach Worker
- Provided outreach efforts to 2 religious organizations and 1 Latino organization
- Informational material remain at all Goodwill retail locations throughout the year
- Media coverage was achieved in the early stages of the program.
- 1 formalized nutrition class occurred in Frederick County, MD with informal trainings occurring with each applicant during intake



Practices Currently Used

- ❖ Moved Outreach Worker out of the office, and offered flexible hours to meet community needs
- ❖ Hired a bi-lingual staff to address communication barriers
- ❖ Provided a wireless laptop so applicants could apply in convenient locations
- ❖ Included S.N.A.P. information on agency's website
- ❖ Used other funding opportunities to meet financial match i.e. grants, retail, and fundraising
- ❖ Added S.N.A.P. question on CARES certificates given to community partners
- ❖ Trained/Required Workforce Development staff to inquire about food stamps during intakes
- ❖ Utilize brochures/handouts directly from U. S. Department of Agriculture's SNAP website since all materials are free



Practices that Yielded Best Results

- Senior Center (Taney Drive) resulted in most applicants applying for services
- Setting up booths at Public Schools provided increased interest among parents (Informational Fairs)
- Headstart program in Frederick County MD provided numerous opportunities to outreach to single mothers and families that were currently involved in other public assistance programs
- Increased the number of Latino applicants by having a bi-lingual staff, and developed a relationship with a Human Service organization serving Latino population



Program Challenges

- Staff wages – only paying \$12.50 per hour in order to keep costs low because of the requirement of matching 50% of program costs
- Independent work – difficult to monitor staff progress on outcomes with all work being done in community settings
- Inability to print materials when client applies in community setting



Analysis of Data

- As Goodwill has marketed FSP and provided outreach, more individuals are using the information to access the SAIL website independently
- Although many individuals access SAIL directly without Goodwill assistance, the education and outreach is meeting the overall goal of introducing food stamps to populations that have significant issues with going to the Dept of Social Services office to apply
- Certain agencies such as senior centers have asked the outreach staff to return to help new clients due to their satisfaction with our services




John Shaia, Maryland Food Bank

The Food Bank's focus is on providing outreach to senior facilities in the Baltimore Metropolitan area. Outreach conducted at 45 facilities in 2010.


Staff processed and forwarded to the local department of social services 870 applications **697** were approved for benefits.






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Maryland Food Bank SNAP Senior Outreach Program




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Start Up Analysis

- Different Types of Outreach
 - Materials Distribution
 - Screening
 - Application Assistance
- Target
 - Everyone
 - Seniors Population
 - Hispanic Population
 - Children
- Stake Holders
 - Other NGO's
 - State/County DSS
 - USDA



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Objective

- Application Assistance
 - ✓ One on One (privacy)
 - ✓ Be personal
 - ✓ Time is of the essence
 - ✓ Assure security of information



FEEDING
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- Target (Seniors and Disabled)
 - ✓ Resident Housing
 - ✓ Senior Centers
 - ✓ Faith Based Organizations
 - ✓ Word of Mouth



FEEDING
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Outreach Events

- Incentives
- Materials
- Presentation (timing is everything)
- Follow Up
- Volunteer Support



Outreach Events

- Set Up (pre-meetings)
- Incentives
- Materials
- Presentation (timing is everything)
- Follow Up
- Volunteer Support



Collaborations

- AARP
- Baltimore City Housing (Social Workers)
- Residents Councils
- MD DHR (State Plan)



Crossroads Farmers' Market

- The Crossroads Farmers Market, a small non-profit based in Takoma Park, began SNAP outreach in June 2010 with one part-time staff person.
- Over a four-month period the SNAP program was promoted to over 1091 potential participants, conducted 535 eligibility pre-screenings, and assisted with the completion of 114 applications.

State Outreach Plan Partners, 2011

Title	Geographic Area	Target Audience
Structured Economic Employment Development Corp. (SEEDCO)	Metropolitan Baltimore	Potentially eligible non-participating Food Supplement populations in partnership with CBOs
Maryland and Capital Area Food Banks	Baltimore City Baltimore County Prince George's County Montgomery County	MD Food Bank- Seniors Capital Area Food Bank-general outreach
Catholic Charities of the Archdiocese of Washington, D.C.	Prince George's and Montgomery Counties	Latinos and Working Poor
Goodwill Industries of Monocacy Valley	Frederick and Carroll Counties	Recipients of Goodwill program services Customers that shop/work at Goodwill

State Outreach Plan Partners, 2011 (Cont.)

Title	Geographic Area	Target Audience
Humanim	Central Maryland and Eastern Shore	Homeless, near homeless vulnerable low income seniors and disabled adults; low income populations
Associated Catholic Charities	Baltimore City, Anne Arundel, Baltimore, Harford, and Garrett Counties	Individuals and families that receive Catholic Charities program services at Our Daily Bread, My Sister's Place Women's Center, Esperanza Center, etc.
Crossroads Farmers Market	Prince George's and Montgomery Counties	Low income market shoppers

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 a Partner!

Increase access to SNAP:

- Conduct traditional outreach with flyers
- Prescreen potential SNAP participants

Most importantly:

- Assist potential participants file a SNAP application



Outreach is a Win Win Activity for...

Clients you serve:

- Improve health and economic security
- Strengthen relationships
- Dispel myths and build trust



Non-Profits

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

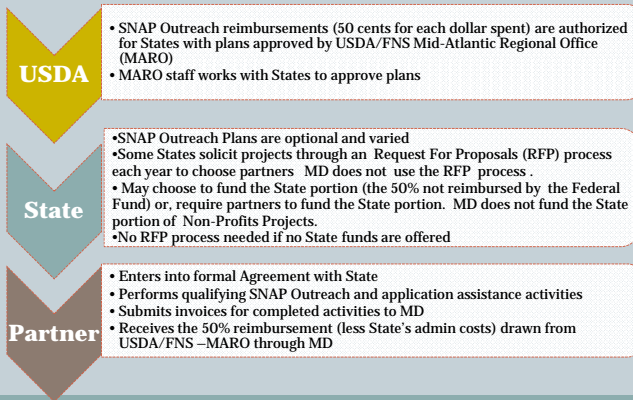
Maryland's FY 2011 SNAP Outreach Plan

- Maryland's Plan is the second largest in the Mid-Atlantic Region.

- MD Plan funding total = \$1,017,476
- Non-federal share = \$508,739 &
- Federal share = \$508,737

- Plan targets elderly, non-English-speaking, Spanish-speaking, disabled individuals; working families and the general public.

Accessing Federal Funds How Does It Work?



MD SNAP Outreach Plan Important Items for Non-Profits to Know

- **Funds accessed must be from a Non-Federal Source**
 - DHHS grant, HUD grant = Federal source
 - State/Local funding = non-Federal source
 - Charitable Contributions = non-Federal source
 - Grants = non-Federal source
- **Federal reimbursement is up to 50%**
- **Sign formal agreement with MD Dept of Human Resources (DHR)**
- **Quarterly Invoices and supporting documentation is submitted to DHR.**

Allowable Activities

Allowable Activity	Example
Costs must adhere to OMB Circulars and meet "reasonable and necessary" test.	
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.
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 associated with SNAP-Ed
 - ✘ 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 senior housing complex residents during FY2012.
 - ✘ Costs outside of Federal Fiscal Year (Oct 1 – Sep 30)

- ## Components for Non-Profits' Projects in the MD SNAP Outreach Plan
- Cover Page
 - Partner Organization – Information
 - Summary of Outreach Activities to be performed
 - Staffing Details
 - Budget Details
 - Budget Narrative

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 Wicomico County submits proposal to be in the MD State SNAP Outreach Plan. Proposal includes allowable SNAP Outreach Activities. Wicomico County will have 1 dedicated staff member spending 50% of his time performing SNAP Outreach.

- **Staff salary is from a Non-Federal Source**
- **\$40,000/salary (\$20,000 = 50% of time spent on SNAP Outreach)**
- **Benefits rate = 20% (\$4,000)**
- **Total amount eligible for Federal reimbursement = \$24,000**

**USDA reimburses up to 50%
Non-Profit from Wicomico County = \$12,000 Federal Share**

Staffing Example

Project Number	#1 Application Assistance						
Staff Person Title	Name of Staff Person	(a) FTE Outreach	(b) Salary	(c=aXb) Outreach Salary	(d) Benefits Rate	(e=cXd) Outreach Benefits	(f=c+e) Total
Outreach Worker	J. Smith	.5	\$40,000	\$20,000	20%	\$4,000	\$24,000

\$24,000 is the total salary (column f) eligible for reimbursement

Sample Budget

Expenses	
Personnel	
Activity _1	\$24,000
Personnel Sub-Total	\$24,000
Other Direct Costs-add or delete items listed as needed	
Copying/Printing/Materials	
Postage	
Telephone	
Supplies	
Direct Cost Sub-Total	\$24,000
Travel	
Travel Cost Sub-Total	
Total Personnel, Direct Costs, and Travel, Indirect costs	
TOTAL	\$24,000
Federal Share	\$12,000
Non-Federal Share	\$12,000

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

Sample Budget

Expenses	
Personnel	
Activity _1	\$33,880.22
Activity _2	\$34,133.17
Activity _3	\$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, 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's submission deadline for outreach proposals is **July 1, 2011**
- Projects are budgeted for all or part of the Federal Fiscal Year.
 - FFY2012: **October 1, 2011 through September 30, 2012**
- The due date for Maryland to submit its FFY2012 State Outreach Plan to MARO is **August 15, 2011**.
- MARO goal: to approve the plan by **October 1** if the plan was submitted by **August 15** 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 Policy

- 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; 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 ."

Plan 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.

Plan 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.

Plan 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.

Plan 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.**
- **The faster the Non-Profit 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 Non-Profit 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 the elderly or the visually disabled should be in size 16 font or larger font.**

Promising Practices

- **Promising practices are positive examples of SNAP outreach. It could be anything.**
- **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/SNAP/outreach/promising/Default.htm> and select Promising Practices.

Promising Practices

- Section E of the *FNS Outreach Guidance* has a suggested format to report promising practices and lessons learned via the State outreach plan to FNS.
- Please add to FNS' library of resources and aids for others doing outreach.

Maryland SNAP Outreach Plan Contacts

If your Non-Profit is interested in becoming an outreach partner and receive federal reimbursement for its SNAP outreach activities, please contact:

Deborah Weathers, FSP Program Manager
dweather@dhr.state.md.us
(410) 767-7994

Leah Hinson, FSP Outreach Plan Manager
lhinson@dhr.state.md.us
(410) 767-8820

Resources

- *FNS SNAP Outreach Guidance* with project templates and spreadsheets for outreach project proposals:
<http://www.fns.usda.gov/snap/outreach/guidance/stateplan.htm>
- To join FNS' Outreach Coalition listserv and be invited to webinars and conference calls concerning SNAP, please send an email to OutreachCoalition@fns.usda.gov



1-800-221-5689
www.fns.usda.gov/snap

More Resources

USDA FNS provides:

- Outreach Toolkits
- Outreach materials
- 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

MDHS/FRAC Outreach Guides

- *SNAP/Food Stamps Outreach and Access Toolkit*, Food Research and Action Center, May 2010
 - http://frac.org/wp-content/uploads/2009/09/snap_outreach_access_toolkit.pdf
- *Getting Food Stamps in Maryland*, Maryland Hunger Solutions, March 2011
 - http://mdhungersolutions.org/pdf/maryland_getting_foodstamps_guide_2011.pdf



Q&A

Please use the * **button** on your **phone** to ask a question.
 Questions will be taken in the order they are received.

You may also type your question into the chat box

Thank you for participating in today's webinar!
 This PowerPoint will be posted online at www.mdhungersolutions.org

