



# SNAP in Schools

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## Outreach Toolkit



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[2harvest.org/SNAP](https://2harvest.org/SNAP)

# What is SNAP?

The Supplemental Nutrition Assistance Program, or SNAP, is a federally funded, USDA sponsored nutrition assistance program that provides families with their basic nutritional needs to get them through temporary hard times. SNAP recipients receive benefits on an Electronic Benefit Transfer (EBT) card and can only be used to purchase food items from grocery stores, farmers' markets and other food retailers—making it an effective way for low-income families to put enough food on the table.

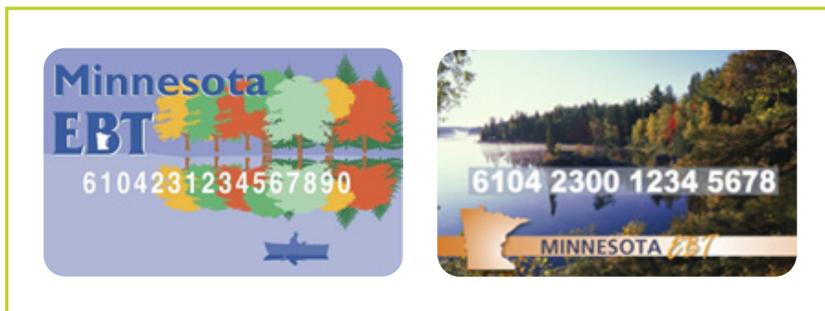


Eligibility for SNAP in Minnesota is limited to people with gross incomes up to 165% of the federal poverty guidelines—meaning a family of four can make no more than 3,452 dollars a month (41,424 annually) to receive SNAP benefits. With nearly 20 million children in the US relying on SNAP every year in the United States, SNAP is one of the most powerful tools we have to end childhood hunger. Not only does SNAP lift more than 2 million children out of poverty every year, children receiving SNAP benefits are also more likely to have lower levels of obesity, risk of anemia, fewer doctor visits/hospitalizations, and are even 18% more likely to graduate from high school than other low-income kids that do not receive SNAP benefits. (Source: [No Kid Hungry: SNAP, A Powerful Tool to End Childhood Hunger](#))

However, there are many reasons that eligible families do not receive benefits. There are language and cultural barriers, low program awareness and stigma, and confusion on the eligibility requirements and application process.

Second Harvest Heartland helps families and individuals in Minnesota break through the barriers to accessing SNAP by offering:

- Application screening and assistance, over the phone or in person (with multilingual assistance)
- Post-application follow-up with counties
- Information on additional food resources, such as nearby food shelves and dining sites



# Second Harvest Heartland and SNAP Outreach

An added benefit to a household receiving SNAP benefits is that the children are “directly certified”, or automatically eligible, for free school meals without having to fill out the Free/Reduced Price School Meal Application. Meals served to students directly certified for free meals through this method are claimed at the federal “free” rate—the highest reimbursement level allowable for school meals. Maximizing the number of families receiving SNAP in your school is a win-win for both families and the school district.



The Child Hunger Initiative at Second Harvest Heartland seeks to close the gap of families that are eligible for SNAP but not accessing benefits by integrating SNAP outreach within schools. We partner with school staff to provide the tools and training necessary to identify and respond

to food insecurity by establishing a SNAP referral stream with a regional Second Harvest Heartland SNAP Outreach Specialist. SNAP Outreach Specialists will treat referred families from your school with dignity and respect, helping them apply for SNAP and connecting them to additional food resources.

The following pages include sample SNAP in School outreach materials. Please feel free to customize these assets with local details and specifics that best serve your community.

**Dr. David Webb, superintendent of the South Saint Paul School District, wants to remove the stigma and get more families on board.**

“Some families aren’t aware that [SNAP] benefits even exist,” he said. “Another reason for the lack of participation is that in the past we just didn’t have enough support for families—the lines were too long, and the forms took too long to complete, and there’s a stigma attached.”

**Second Harvest Heartland can help.**

# Recommended SNAP Outreach Materials for **District or Network-level SNAP Champions**

## School Board Members, Superintendents, Food and Nutrition Services Department and Others

### 6 | Verbal Script

Share information about SNAP via robocall or use the script for a phone 'on-hold' message.

### 6 | SNAP Blurb

Include information about SNAP in a newsletter, blog, or online bulletin.

### 7 | Letter to Families

Include information about SNAP in school or district mailing packages.

### 8 | SNAP Social Media Images

Upload these images to promote SNAP on social media, websites, or other digital communication channels.

### 9 | SNAP Brochures

Post these in high visibility areas, distribute among staff (social workers, nurses, cultural liaisons, etc.) and make them available to pick up from resource tables, bulletin boards, and reception areas.

- Available in English, Somali, Hmong and Spanish

### 10 | SNAP Outreach Videos

Use these 1-2 minute videos on lobby TV screens, online parent portals, social media posts, or on your school website.

- Available in English, Somali, Hmong and Spanish

### 15 | SNAP Social Media Post Templates

Example copy for Facebook and Twitter posts.

- Available in English and Spanish

# Recommended SNAP Outreach Materials for In-building SNAP Champions

## Principals, Office Administration, Social Workers, Nurses and Others

### 9 | SNAP Brochures

Post these in high visibility areas, distribute among staff (social workers, nurses, cultural liaisons, etc.) and make them available to pick up from resource tables, bulletin boards, and reception areas.

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### 10 | SNAP Outreach Videos

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- Available in English, Somali, Hmong and Spanish

### 11 | SNAP Referral Form

- Electronic: Share [this link](#) with individuals or families that are interested in being screened online for SNAP. If eligible, a referral will be sent automatically to Second Harvest Heartland SNAP Outreach Specialists for application assistance.
- Paper: Use these referral forms to screen individuals or families for SNAP eligibility and send them to a Second Harvest Heartland SNAP Outreach Specialist for application assistance.

### 12 | SNAP Myths and Facts Handout

Share this resource with individuals or families that want more information about SNAP.

- Available in English and Spanish.

### 13 | EBT Cardholder Resources and Benefits Handout

Share this resource with individuals or families that want more information about SNAP.

### 14 | EBT Visual

Use this visual at conferences, events, resource tables, etc. to ask “Do you have an active EBT card?”

- Available in English and Spanish.

### 15 | SNAP Social Media Post Templates

Example copy for Facebook and Twitter posts.

- Available in English and Spanish.

# Verbal Script

Share information about SNAP via robocall or use the script for a phone 'on-hold' message.

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Dear families of \_\_\_\_\_:

During this uncertain time, it's important to make sure your family stays healthy by having regular access to food. Our partners at Second Harvest Heartland can help you apply for the Supplemental Nutrition Assistance Program, which provides monthly benefits to income-eligible individuals and families on an EBT card, that helps pay for your groceries. For help, call 651-209-7963 to be contacted by a SNAP Outreach Specialist or visit [2harvest.org/SNAP](https://2harvest.org/SNAP). Application assistance is completed over the phone, with multilingual interpreter services available.

Thank you,

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## SNAP Blurb

Include this information about SNAP in a newsletter, blog, or online bulletin.

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### **Stretch Your Food Dollars!**

SNAP is intended to supplement food and nutrition needs for people of all ages. Eligibility is based on your household size and income. With SNAP, you can stretch your monthly food dollars and choose your own food.

Second Harvest Heartland SNAP Outreach Specialists assist with eligibility screenings, applications, and finding resources in your community. If you have an active card, we can assist with the recertification process. For more information and for help applying for SNAP benefits, call the Second Harvest Heartland SNAP Outreach Team at 651-209-7963 or click [HERE](#) to fill out an inquiry form.

# Letter to Families

Customize this template and print it on your letterhead to send in school or district mailing packages.

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Dear District \_\_\_\_\_ Families,

Due to the coronavirus pandemic, growing unemployment has triggered rising levels of food insecurity in our community. Families who may never have sought help with food are now in need of assistance. Others who were already struggling are now more vulnerable to hunger.

When children are hungry, learning is compromised and physical and mental development can be affected. We recognize that hunger negatively impacts a child's day-to-day life and that it's also detrimental to their long-term ability to succeed. We're committed to supporting our students and their families during this challenging time and are writing to inform you of an important resource that can help benefit you, your children, and our school.

SNAP (Supplemental Nutrition Assistance Program) is a federally funded, USDA sponsored program that provides monthly benefits to income-eligible individuals and families on an Electronic Benefit Transfer (EBT) card. These benefits can only be used to purchase food items from grocery stores, farmers' markets and other food retailers, making it an effective way for families to put enough food on the table when going through hard times.

When you receive SNAP benefits, your children are "directly certified", or automatically eligible, for free school meals without having to fill out the Free/Reduced Price School Meal Application. Meals served to students through this method are claimed at the federal "free" rate, which is the highest reimbursement level allowable for school meals. This means that maximizing the number of families receiving SNAP in our schools is beneficial for both families and our school district.

We have partnered with the Second Harvest Heartland SNAP Outreach team to provide confidential and free SNAP screening and application assistance with multilingual interpreter services available. The SNAP Outreach Specialists from Second Harvest Heartland help people navigate the application process over the phone and will send your completed application to the appropriate county office, as well as follow up with county workers as needed. If you do not qualify for SNAP, you will receive more information about other food resources, such as nearby food shelves and free produce giveaways.

Contact a SNAP Outreach Specialist for more information, to be screened for eligibility, for help completing the application, or for more information on other food resources:

- Email your name, contact information and preferred contact method to [snaprefer@2harvest.org](mailto:snaprefer@2harvest.org).
- Call 651-209-7963 or toll-free at 1-844-764-5513.
- Visit [2harvest.org/SNAP](http://2harvest.org/SNAP) to fill out an online contact form

Sign-off of your choice,

\_\_\_\_\_

To download the Word document, [click here](#).

# Social Media Images

Upload these images to promote SNAP on social media, websites, or other digital communication channels.



Instagram or square digital ad



Facebook or digital ad



Twitter or horizontal digital ad

To download all images, [click here](#).

# SNAP Brochures

Post these in high visibility areas, distribute among staff (social workers, nurses, cultural liaisons, etc.) and make them available to pick up from resource tables, bulletin boards, and reception areas.

**SNAP**

Minnesota EBT 6104231234567890

6104 2300 1234 5678

**Stretch your food dollars**

Get help applying for **SNAP** benefits:

**651-209-7963**  
**844-764-5513**

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Food changes everything.™

**USDA**  
**SNAP** Supplemental Nutrition Assistance Program  
Putting Healthy Food Within Reach

Font side

**Who can use SNAP?**  
SNAP is intended to supplement food and nutrition needs for people of all ages. Eligibility depends on your household's size and income. See chart below for income guidelines:

**Income guidelines for SNAP**

Household size	Family Monthly Income (Before Taxes = Gross)	Seniors (60+) and Disabled (After Taxes = Net)
1	\$1,755	\$1,064
2	\$2,371	\$1,437
3	\$2,987	\$1,810
4	\$3,603	\$2,184
5	\$4,219	\$2,557
For each additional household member add:	+\$616	+\$374

\*Income guidelines valid through 9/30/2021.

**We can help!**  
Our SNAP outreach specialists are trained and ready to help you with applying!

**snaprefer@2harvest.org**  
**1-844-764-5513**  
**2harvest.org/SNAP**

Second Harvest Heartland  
7101 Winnetka Ave N,  
Brooklyn Park, MN 55428  
2harvest.org

This institution is an equal opportunity provider.

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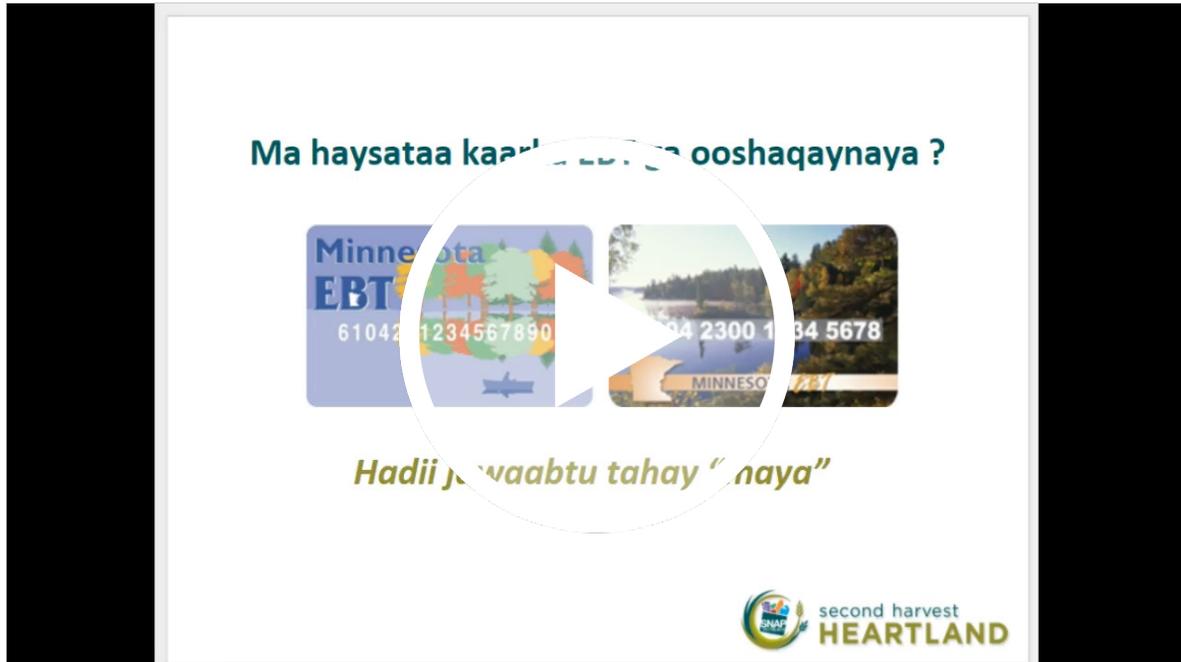
Back side

Available in [English](#), [Somali](#), [Hmong](#) and [Spanish](#).

# SNAP Outreach Videos

Use these 1-2 minute videos on lobby TV screens, online parent portals, social media posts, or on your school website.

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Available in [English](#), [Somali](#), [Hmong](#) and [Spanish](#).

# SNAP Referral Form

## Electronic

Share [this link](#) with individuals or families that are interested in being screened online for SNAP. If eligible, a referral will be sent automatically to Second Harvest Heartland SNAP Outreach Specialists for application assistance.

## Paper

Use these referral forms to screen individuals or families for SNAP eligibility and send them to a Second Harvest Heartland SNAP Outreach Specialist for application assistance.

### SNAP/EBT Referral

Site Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please Note: You are giving permission for a SNAP Outreach Specialist to call and arrange for personalized assistance for you. Be sure your phone number and address is complete and legible.

Your name: \_\_\_\_\_ Date of birth: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

Street address: \_\_\_\_\_ City: \_\_\_\_\_

Zip code: \_\_\_\_\_ Okay to text message?  Yes  No

Comments/Language: \_\_\_\_\_

Household size: \_\_\_\_\_ Children (#): \_\_\_\_\_ Seniors, 60+ (#): \_\_\_\_\_

**SNAP Outreach and food support:  
612-247-1446 or 1-844-764-5513**

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Site Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please Note: You are giving permission for a SNAP Outreach Specialist to call and arrange for personalized assistance for you. Be sure your phone number and address is complete and legible.

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To download the paper version, [click here](#).

# SNAP Myths and Facts Handout

Share this resource with individuals or families that want more information about SNAP.

## How Would it Affect my Family if I Apply for **Food Stamps**?

Food stamps (also known as SNAP) work as cash to buy food. Healthy food is quite expensive in the U.S., and this benefit can help.



We know that it is scary to apply for this program, given the political change we have seen. We want to combat some of the myths about the SNAP program, so you can get food support for your family.

### **Myth 1:** If I apply for food stamps, it will hurt my children.

- The program is confidential
- It does not affect children in the future if they apply for a job or scholarship from the school
- They will not have to pay the money back when they turn 18

### **Myth 2:** If I apply for food stamps, I must return the money I receive.

- If you report all your household's income and expenses to the county, even when they change, you will not have to pay back the money.
- Payback only happens if you do not report an increase in income to the county.

### **Myth 3:** If I get food stamps, it will be more difficult to obtain a visa or citizenship.

- Food stamp benefits are only for people who have citizenship or 5+ years of legal permanent residence. Non-citizens do not receive benefits, so it will not harm them if they apply for citizenship.
- For example, if parents do not have citizen documents but their children were born in the U.S., only their children would apply and receive food stamp benefits.

If you have any questions, or want to apply for food stamps/EBT, call 651-209-7963 to reach an English or Spanish speaking Specialist.



## ¿Cómo afectaría a mi familia si aplico para las estampillas de comida?

Las estampillas de comida (también conocidas como SNAP) funcionan como efectivo para comprar la comida. Comida saludable es bastante cara en los EEUU, y este beneficio puede ayudar.

Ya sabemos que da miedo aplicar para este programa, especialmente con los cambios políticos que hemos visto. Queremos combatir algunos de los mitos acerca del programa SNAP para que usted pueda obtener apoyo alimentario para su familia.

### **Mito 1:** Si aplico para las estampillas de comida, perjudicaré a mis hijos.

- El programa es confidencial.
- No afecta a los hijos en el futuro si ellos quieren aplicar para algún trabajo o beca de la escuela.
- Ellos no van a tener que pagar el dinero de vuelta cuando cumplen los 18 años.

### **Mito 2:** Si aplico para las estampillas de comida, tengo que devolver el dinero que recibo.

- Si usted reporta todo el ingreso y los gastos del hogar al condado, incluso si cambian, no van a tener que devolver ni un centavo.
- Esto solo pasa si usted no reporta un aumento en los ingresos al condado.

### **Mito 3:** Si obtengo las estampillas, sería más difícil obtener un visa/ciudadanía.

- Los beneficios están solamente para las personas que tengan la ciudadanía o 5+ años de residencia permanente legal; técnicamente ninguno de los no-ciudadanos recibirían los beneficios, entonces no les va a perjudicar si aplican para la ciudadanía.
- Por ejemplo, si los padres no tienen documentos, pero los hijos nacieron en los EEUU, sólo los hijos aplican y reciben los beneficios.

Si usted tiene alguna pregunta, o quiere aplicar para EBT, llame a 651-209-7963 (Hay especialistas que hablan Español.)



Available in [English](#) and [Spanish](#).

# EBT Cardholder Resources and Benefits Handout

Share this resource with individuals or families that want more information about SNAP.

## Reduced Prices and Discounts for EBT Cardholders

### Free and Discounted Museums

With SNAP/EBT, MFIP, WIC, Medicaid. Please check each location for information you need to bring with you to qualify to receive these discounts.

#### Minnesota Historical Society - \$4 for adults, free for children under 18

Must have Minnesota ID card with qualifying document. 26 sites in Minnesota. [mnhis.org](http://mnhis.org)

#### Minnesota Zoo - Free admission

Must have Minnesota ID card with qualifying document. This covers the immediate family. It does not include parking fees (\$7), special exhibits, or additional program fees. [mzoo.org/us/freetoexplore](http://mzoo.org/us/freetoexplore)

#### Stages Theater Company - Free or low cost

Low income families can receive free or low cost tickets, and can visit up to three pay-what-you-can performances each year. They also offer bus subsidies and tuition assistance through the Stages Theatre Company's Open Door Program if you are interested in performing. [stages theatre.org](http://stages theatre.org)

#### Children's Theater Company - \$5 tickets

Each season, the Children's Theater Company provides financial assistance to over 1,000 low income families who would otherwise not be able to attend performances, classes, and camps. Their program is known as ACT PASS and provides up to six tickets per household at \$5 each. [childrensperformingarts.org](http://childrensperformingarts.org)

#### Guthrie Theater (Minneapolis) - \$5 tickets

The Guthrie Theater offers \$5 tickets for low income patrons. The tickets cost \$5 each and are available to adults (18+) who are enrolled in MN EBT, TANF, WIC, Section 8, SSDI, SSI or other government benefit programs. Up to 4 tickets may be purchased for select performances. [guthrietheater.org/shows-and-tickets](http://guthrietheater.org/shows-and-tickets)

#### Minnesota Children's Museum - Free and reduced-price memberships

MCM provides free and reduced-price memberships to families that live at or below 200% of the federal poverty level. Families must provide proof of assistance (such as SNAP/EBT or Medicaid) for the last three months or a photocopy of their most recent federal or state tax return to qualify. You can find the application on their website. [mcm.org](http://mcm.org)



#### Science Museum of Minnesota (St. Paul) - \$3 per person

Low income guests can receive discounted admission. There are four tiers of admission prices depending on what you want to see but they do not include parking. \$3 for museum admission, \$5 for Omnitheater access and museum admission, \$7 for Mummies and museum admission, \$9 for Mummies, Omnitheater access and museum admission. [smm.org/great-tix](http://smm.org/great-tix)

### Amazon

\$5.99 per month Amazon Prime membership for customers that receive SNAP/EBT or Medicaid. Includes 2-day shipping and free streaming access to thousands of titles.

[amazon.com/b?ie=UTF8&node=16256994011](http://amazon.com/b?ie=UTF8&node=16256994011)

### Cell Phones and Services

Available for free or reduced prices, for families and individuals who receive EBT or Medicaid benefits.

- Assurance Wireless: [assurancewireless.com](http://assurancewireless.com)
- Q Link Wireless: [qlinkwireless.com](http://qlinkwireless.com)

### Transit Assistance

The Transit Assistance Program helps low income residents in Minneapolis and the surrounding areas. Households with the lowest income and highest fuel costs receive the highest grants. Pay just \$1 for transit fare for the rest of the year!

[metrotransit.org/tap-riders](http://metrotransit.org/tap-riders)

### YMCA

The YMCA offers discounts to low income individuals and families. If you qualify for EBT or Medicaid, you may qualify for a discounted membership. Contact your local YMCA for details. [ymcamn.org/membership/financial\\_assistance](http://ymcamn.org/membership/financial_assistance)

### Internet

Comcast Internet Essentials offers affordable high-speed internet for the home, for \$9.95 a month for customers that are EBT card holders. No contract, credit check, no installation fee. [internetessentials.com](http://internetessentials.com)



Front side

Back side

To download the document, [click here](#).

# EBT Visual

Use this visual at conferences, events, resource tables, etc. to ask “Do you have an active EBT card?”



**NEED MORE MONEY FOR FOOD?**

Get help applying for an EBT card.

Call **844-764-5513** or **651-209-7963**  
[2harvest.org/SNAP](http://2harvest.org/SNAP)



English, option 1



**NEED MORE MONEY FOR FOOD?**

We're here to talk with you about getting help to apply for an EBT card.



English, option 2



**¿NECESITA MÁS DINERO PARA LA COMIDA?**

Obtenga ayuda para aplicar para una tarjeta EBT.

Llame al **844-764-5513** o **651-209-7963**  
[2harvest.org/SNAP](http://2harvest.org/SNAP)



Spanish, option 1



**¿NECESITA MÁS DINERO PARA LA COMIDA?**

Habla con nosotros si quiere ayuda con aplicar para una tarjeta EBT.

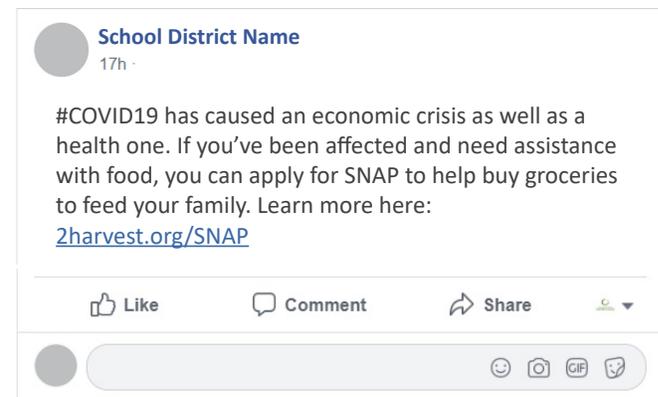


Spanish, option 2

# SNAP Social Media Post Templates

Example copy for Facebook and Twitter posts.

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Available in English and Spanish.  
To download the Word document, [click here](#).