




second harvest
HEARTLAND[®]

SNAP in Schools

Outreach Toolkit



2harvest.org/SNAP



Having enough to eat is as important to kids' learning as great teachers and safe schools. But today, **too many kids are hungry, right here in our community.**

At Second Harvest Heartland, we're on a mission to end hunger together. Through our food bank operations and upstream programming, **we fight hunger through partnerships**, providing more than 105 million meals to community in 2020.

With 1 in 7 children facing food insecurity in Minnesota today, raising awareness and addressing child hunger is of particular focus. And because schools and teachers are trusted most, we bring hunger-fighting resources to families through partnerships with schools, districts, community partners and other stakeholders. One of those resources—SNAP—is one of the most important tools in keeping families fed.

These materials were developed by Second Harvest Heartland and are intended for wide distribution and use.



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Part 1: Schools and SNAP

What is SNAP?

● **SNAP, or the Supplemental Nutrition Assistance Program, is one of the most effective tools to combat hunger in our community.**

- SNAP is a U.S. Department of Agriculture program run by the State of Minnesota's Department of Human Services at the local county level. Eligibility and financial benefit are based on income and household size.
- Participants receive a modest monthly financial benefit on an EBT card, and benefits are automatically loaded to cards each month for as long as participants remain eligible.

● **SNAP allows households to stretch their food budget and fill their fridge with the groceries and ingredients that they know and love.**

- EBT card funds can be used to purchase food at local grocery stores, farmer's markets, convenience stores, and even through online retailers, some who offer delivery.
- Access to fresh, familiar food keeps them healthy, and the money supports local businesses.

● **There is no risk or penalty in exploring SNAP eligibility.**

- Currently, half a million Minnesotans participate in SNAP, and one in four of us live with someone who has used SNAP at some point. It's a program that can help at the moment it's needed.
- SNAP has one of the most rigorous upfront eligibility determination systems of any public benefit program, with less than one percent of benefits going to people who are not eligible.

● **Free help is available in applying for SNAP.**

- Many families are barriered from applying for and enrolling in SNAP, be that by language, culture, awareness, stigma, confusion or fear. That's where referral partnerships like those between your school and Second Harvest Heartland come in.
- Our team helps individuals and families with eligibility screening (over the phone or in person, with interpreter services, if needed), post-application follow-up with counties, and information on additional food resources, such as nearby food shelves and meal sites.

Why do SNAP Outreach in Schools?

- Schools are trusted community stakeholders that often act as a resource hub for families.
- School staff are well positioned to share messaging because of high engagement, deep relationships, and frequent communication with families.
- Schools see hunger up close and personal. When a student is experiencing food insecurity, they don't have a fair chance at learning.
- Households that receive SNAP benefits are “directly certified”, or automatically eligible, for free school meals without having to fill out the free/reduced-price meal form.
- Meals served to students that are directly certified are claimed at the federal “free” rate, which is the highest reimbursement level allowable for school meals. This means that the more families enroll in SNAP, the more resources the district receives.
- Second Harvest Heartland seeks to close the gap among families who are eligible for but not yet accessing SNAP benefits. By leveraging our SNAP outreach resources and referral services, more families can receive the food support they need.

Partner Spotlight

“Some families aren’t aware that [SNAP] benefits even exist. 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.”

– **Dr. David Webb**, superintendent of the South Saint Paul School District, on why SNAP outreach and referral assistance is so important for families.



SNAP Outreach in Practice: School Year Timeline

It's important to conduct SNAP outreach throughout the year, as family circumstances, and therefore eligibility, may change. Repetitive messages through a variety of channels and messengers also helps reinforce what resources are available and ultimately encourage referrals.

Here are some timing ideas to get your SNAP outreach started:

»»» September

Place SNAP posters in high-visibility areas that are frequented by parents, such as the main office or pick-up and drop-off waiting areas.

»»» October/November

Include blurb about SNAP in communication going home to families, such as report card mailings or with free/reduced price meal forms.

»»» Winter Break

Promote SNAP by using our verbal script in a robocall or text home to families before the winter break.

»»» February/March

Provide multilingual SNAP booklets to teachers during parent/teacher conference night and encourage them to share with every household.

»»» April

Connect with school counselors to share SNAP brochures with graduating seniors that are in need of resources.

»»» May

Use the verbal script to share information about SNAP in your calls home to parents before the school year ends.

»»» June/July

Share a post on Facebook or Twitter to get the word out about SNAP while students are out of the building for summer break.

»»» August

Promote SNAP by including a social media graphic in your Back to School bulletin or newsletters.

Snap Outreach in Practice: School Staff Roles

Any school staff member can share messaging about SNAP.
Here are some examples of specific messages by role:

Principals

Post blurb ([page 11](#)) about SNAP to platforms like SeeSaw, PeachTree or SchoolConnect.

Social Workers

If a student or parent talks about facing financial challenges, ask if they would like to be referred to Second Harvest Heartland for a SNAP eligibility screening ([page 18](#)).

Teachers

Include SNAP social media graphics in e-newsletters to families ([page 12](#)).

Superintendents

Share this SNAP in Schools toolkit with other district-level colleagues, like your Equity Liaison, Schools Business Official, or Enrollment Specialists.

Food and Nutrition Service Staff

Include SNAP blurb ([page 11](#)) on Food and Nutrition Services webpage.

School Nurses

If a student or parent shows signs of food insecurity, ask if they would like to be referred to Second Harvest Heartland for a SNAP eligibility screening ([page 18](#)).

Community Education

Include SNAP rack cards ([page 16](#)), multilingual booklets ([page 15](#)), or flyers ([page 14](#)) on resource tables with other programming literature.

Part 2: Outreach Materials

Verbal Script

Consider sharing SNAP information via a robocall to families or use as your school's 'on hold' message.

Dear _____,

If you're having a hard time accessing enough food right now, you're not alone, and the Supplemental Nutrition Assistance Program—known as SNAP—might help.

SNAP provides a monthly financial benefit to income-eligible individuals and families through an EBT card, which you can then use to purchase groceries. Our partners at Second Harvest Heartland can explain SNAP eligibility and provide application assistance. There's no risk or penalty in seeing if you are eligible.

To learn more, contact Second Harvest Heartland by phone at 651-209-7963 or toll-free at 844-764-5513. Or by email to [foodhelp \[at\] 2 harvest \[dot\] org](mailto:foodhelp@2harvest.org). Please include your name, preferred language and contact method, and mention that you were referred from your school.

Thank you, _____

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.

[Click here to download.](#)

SNAP Blurb

Consider sharing SNAP information in a newsletter, blog post, or online bulletin.

Stretch Your Food Dollars Further!

The Supplemental Nutrition Assistance Program, known as SNAP, is a monthly financial benefit that helps individuals and families afford groceries. It's a program for people of all ages—individuals and families—and eligibility is based on your household size and income.

With SNAP, you can stretch your monthly food dollars while choosing the ingredients and foods you know and love.

Our partners at Second Harvest Heartland assist with eligibility screenings, applications, and finding food resources in your community. If you already participate in SNAP, we can assist with the recertification process.

For more information and for help applying for SNAP benefits, call Second Harvest Heartland's SNAP Outreach team at 651-209-7963 or toll-free at 844-764-5513. You may also use their online screening tool at 2harvest.org/snap-tool.

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.

[Click here to download.](#)

Social Media Graphics and Copy

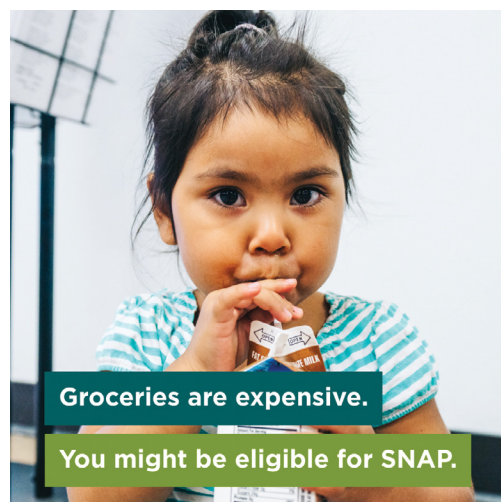
Upload these graphics, along with suggested post copy, to promote SNAP on your social media channels. Social media posts containing graphics tend to perform better than copy-only posts.

These graphics can also be used on websites, e-newsletters and in other digital communications—just make sure the graphic has appropriate placement and copy to best educate the audience.

Suggested Copy for Social Media Posts

- Summer can mean more expensive grocery bills. You may be eligible for SNAP, a monthly financial benefit, that helps you fill your fridge. Our partners at @2harvest can see if you're eligible and help you enroll. Visit 2harvest.org/snap-tool.
- Did you know that up to a third of Minnesotans are eligible for help paying for groceries, but haven't applied? Our partners at @2harvest will provide you free screening and application support if you're eligible. Visit 2harvest.org/snap-tool.
- Currently half a million Minnesotans participate in SNAP, a program that helps households pay for the groceries they know and love. There's no risk or penalty in seeing if you're eligible. Visit 2harvest.org/snap-tool.
- If your income or household circumstances have changed, SNAP can help with groceries. There's no risk or penalty in seeing if you're eligible. Visit 2harvest.org/snap-tool.

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese. [Click here to download.](#)



Poster

Post these in high-visibility areas, like parent waiting rooms, pick-up spots, resource rooms, or the principal's and social worker's office.

do you need more money for food?

SNAP is a monthly financial benefit that helps students and their families purchase food at local stores, farmer's markets and even online.

Do you qualify for SNAP?

Eligibility is based on monthly income and household size.

Scan the QR code to learn about SNAP eligibility and get help applying:



Or contact Second Harvest Heartland for SNAP application assistance:

Call **651-209-7963** (toll-free at **844-764-5513**) or email **foodhelp@2harvest.org** and leave a message with your name, preferred language and contact method—mention you were referred from your school.



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 **SNAP** Supplemental Nutrition Assistance Program

2harvest.org/SNAP

Second Harvest Heartland SNAP
651-209-7963 or 1-844-764-5513
Zharvest.org/SNAP

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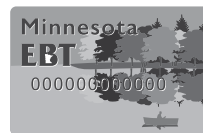
Second Harvest Heartland SNAP
651-209-7963 or 1-844-764-5513
Zharvest.org/SNAP

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.
[Click here to download.](#)

Place 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.

do you need more money for food?

SNAP is a monthly financial benefit that helps students and their families to purchase food at local stores, farmer's markets and even online.



Do you qualify for SNAP?

Eligibility is based on monthly income and household size:

Household size	Family Monthly Income	Seniors (60+) and Disabled
	165% FPG (Before taxes = Gross)	100% FPG (After taxes = Net)
1	\$1,771	\$1,074
2	\$2,396	\$1,452
3	\$3,020	\$1,830
4	\$3,644	\$2,209
5	\$4,268	\$2,587
For each additional household member add:	+\$625	+\$379

Income guidelines valid through 9/30/2022.

Contact Second Harvest Heartland for SNAP application assistance:

Call **651-209-7963** (toll-free at **844-764-5513**) or email **foodhelp@2harvest.org** and leave a message with your name, preferred language and contact method—mention you were referred from your school.




2harvest.org/SNAP



Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.
[Click here to download.](#)

Multilingual Booklet

Place 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.



do you need more money for food?

koj puas muaj nyiaj txaus yuav noj yuav

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ma u baahan tahay lacag dheeraada oo cunto

¿necesita más dinero para la comida?

quý vj có cần thêm tiền mua thực phẩm không?

household size:

Seniors (60+) and Disabled
100% FPG (After taxes = Net)
\$1,074
\$1,452
\$1,830
\$2,209
\$2,587
+\$379

koj puas muaj nyiaj txaus yuav noj yuav

SNAP yog ib txojkev pab nyiaj txiag txhua lub hlis uas pab cov tub kawm ntawv thiab lawv tsev neeg kom yuav tau zaub mov noj tom tej khw, kiab khw tshav puam thiab hauv is taws nej los tau.

Koj puas tsimnyog tau SNAP?

Qhov uas yuav tau thiab tsis tau nyob ntawm seb ib hlis no koj khwv tau nyiaj ntau npaum li cas thiab koj tsev neeg muaj pestsawg leej:

Tsev neeg muaj pestsawg leej	Tsev neeg khwv tau nyiaj npaum li cas	Cov laus (60 xyoo rov sau) thiab Cov Tsis Taus
	165% FPG (Ua nte) them se = Gross	100% FPG (Tom qab) them se = Net
1	\$1,771	\$1,074
2	\$2,396	\$1,452
3	\$3,020	\$1,830
4	\$3,644	\$2,209
5	\$4,268	\$2,587
Rau txhua tus neeg hauv yim neeg ntxiv:	+\$625	+\$379

Cov kev taw qhia txog cov nyiaj khwv tau zoo mus txog 9/30/2022.

Tiv tauj Second Harvest Heartland mus rau npe thov SNAP:

Hu 651-209-7963 (hu-dawb ntawm 844-764-5513) lossis email foodhelp@2harvest.org thiab kaw koj lub npe, seb koj hais yam lus twg thiab yuav tiv tauj koj li cas—qhia tias koj lub tsev kawm ntawv hais kom koj hu.

Contact Second Harvest Heartland for SNAP application assistance:

Call 651-209-7963 (toll-free at 844-764-5513) or email foodhelp@2harvest.org and leave a message with your name, preferred language and contact method—mention you were referred from your school.

Booklet includes pages in English, Hmong, Karen, Somali, Spanish, and Vietnamese. [Click here to download.](#)

Rack Card

Place 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.

**stretch your
FOOD
DOLLARS**

SNAP BENEFITS

SNAP is a monthly financial benefit that helps you and your family purchase food at local stores, farmer's markets and even online.

**Get help applying for SNAP:
651-209-7963 or 844-764-5513**

Front

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 165% FPG (Before Taxes = Gross)	Seniors (60+) and Disabled 100% FPG (After Taxes = Net)
1	\$1,771	\$1,074
2	\$2,396	\$1,452
3	\$3,020	\$1,830
4	\$3,644	\$2,209
5	\$4,268	\$2,587
For each additional household member add:	+\$625	+\$379

*Income guidelines valid through 9/30/2022.

Contact us for SNAP application assistance

Call **844-764-5513** or email snaprefer@2harvest.org and leave a message with your name, preferred language and contact method. Or scan this QR code with your phone to complete our online screening tool.

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Back

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.

[Click here to download.](#)

Part 3:
How to Become a SNAP Partner

Refer a Household to Second Harvest Heartland

There are no formal requirements for SNAP partnership with Second Harvest Heartland. It's as simple as referring potentially eligible households to our SNAP Outreach team for assistance.

To do so, please include the name of their head of household, their preferred language, and preferred contact method in your referral.

Mention which school district you are referring from so we can connect the household to the most relevant resources.

You can refer a household to our team in one of three ways:

- Call at **651-209-7963**
(toll-free at **844-764-5513**)
- Email us at **foodhelp@2harvest.org**
- Visit our Online Screening Tool at
2harvest.org/snap-tool

What Happens After a Referral is Sent to Second Harvest Heartland?

Our SNAP Outreach Specialists will contact the families you refer to us **within three business days** (or longer when call volume is high). Each family will be contacted using the contact method in which the referral was received, or using the contact method the family indicated preference to. If **interpreter services** are requested, they will be provided by a bilingual SNAP Specialist or via a third-party interpreter phone service.

The first step is to screen for potential eligibility by collecting **household size and income**.

If it's likely the household is eligible, **a Second Harvest Heartland SNAP Specialist will contact them** to complete the application for SNAP.

The **SNAP Specialist will submit the completed application** to the county in which the household is applying.

Within 30 days, applicants should expect to hear back from the county to complete a telephone interview within two weeks.

A decision is usually made on the status of their application within 30 days.

If the household needs additional guidance or assistance with paperwork to provide to the county, the SNAP Specialist can help.

Household information will remain confidential and your referred client will be **treated with dignity and respect** throughout the screening and application process.

If you would like to speak with a Second Harvest Heartland SNAP Outreach Specialist regarding a referred household, please complete the attached Permission to Share form (**page 20**) and send, scan or fax to foodhelp@2harvest.org.

We look forward to partnering with you to connect your students and families to food resources.

Permission to Share Form

Rev. 6/2020

Data Privacy & Permission to Share Information
Information Release Form



Second Harvest Heartland
7101 Winnetka Ave. N., Brooklyn Park, MN 55428
651-209-7963
Toll-Free 1-844-764-5513
Fax Number 651-484-1064

*This Institution is an equal opportunity provider.
This project is funded at least in part with
Federal funds from USDA.*

I acknowledge that Second Harvest Heartland will track personally identifiable information about my case in a securely encrypted database and that this information will be used to help me apply, determine eligibility, and enroll, or continue enrollment in the Supplemental Nutrition Assistance Program (SNAP, EBT, food stamps), unless otherwise or additionally specified below. I also give permission for Second Harvest Heartland to contact me using any of the contact information provided voluntarily on this form, including mail, email and texting. By agreeing to calling and texting, I understand that mobile devices may be used to contact me.

Applicant Name Preferred Language

Date of Birth Email Address

Phone 1 Phone 2

OK TEXT me here OK Leave a Message for me here OK TEXT me here OK Leave a Message for me here

Address

City Zip Code County

MAXIS Case # Financial Worker/Team

I give permission to the following agencies, organizations and businesses to share information about and necessary to my case with Second Harvest Heartland:

- ALL Minnesota County Human Services Departments
- Minnesota Department of Human Services
- LSAP/Legal Aid
- Employer/Former Employer
- Landlord/Roommates
- Referring Agency: _____
- Authorized Rep: _____
- Other: _____

Information that can be shared with this permission form. All allowed, unless crossed out:

1. Detailed information of what is needed to complete my application/renewal/recertification for SNAP and/or to continue enrollment, as long as I may qualify.
2. The status of my application for SNAP benefits including effective date, renewal/recertification date, amount of benefits, and MAXIS case number. And, if my application is denied, the reason I am not eligible for SNAP benefits.
3. Documentation from employer/former employer, landlord/roommates, physician, and others necessary to complete an application for benefits.
4. My name and contact information (provided above) may be shared with other Agencies, Organizations and Programs for the purpose of referral to potentially access additional help, services, and/or assistance.

I know that state & federal privacy laws protect my records, I understand why I am being asked to release this information and this is my voluntary consent. This permission form expires at the end of one year from date signed, unless withdrawn prior to expiration. I may withdraw my permission with written notice sent to Second Harvest Heartland at address above. I understand I can ask for assistance without signing this release.

Applicant/Authorized Representative Signature: Date:

Available in English, Hmong, Karen, Somali, Spanish, and Vietnamese.

[Click here to download.](#)