

CalFresh Outreach

Resources to Reach Families during the Pandemic

CalFresh is California’s Supplemental Nutrition Assistance Program, or SNAP, and it is one of the most effective ways to ensure kids have access to healthy food. The benefit provides about \$1.40 per meal per person and is uploaded to an Electronic Benefits Transfer (EBT) card that can be used to purchase food at places like grocery stores and farmers markets.

Schools and community organizations are trusted messengers and an important source of information for families. Please use this toolkit to help connect families in your community to the vital resources that CalFresh provides.



To download free social media graphics in English and Spanish, copy/paste this link into your browser: <https://wp.sbcounty.gov/tad/>

Anyone can apply for CalFresh Online:

www.benefitscal.com

(English, Spanish, and 10 additional languages)

By Phone: Text "Food" to 74544 or Call 2-1-1

What’s Inside this Toolkit?

Tools to Connect Families to CalFresh

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CalFresh Outreach is Important for Students

When kids are enrolled in CalFresh, they get the food they need to succeed both at home and school. But many newly eligible families may not know they qualify or how to sign up.

CalFresh helps kids at home: California families with children receive an average of \$373 a month to help parents afford groceries, pre-COVID. During the pandemic, a family of four receives \$939 a month.

CalFresh helps kids at school: Students enrolled in CalFresh are directly certified for free school meals.

Please Note: Immigrant families may be hesitant to enroll in CalFresh

[Learn more in this guide for immigrants](#)

and share community-facing resources from Protecting Immigrant Families at: <https://protectingimmigrantfamilies.org/>

Text "Benefits" to 650-376-8006 to learn more about how people with different immigration statuses could be affected by CalFresh eligibility.

CalFresh helps kids in the classroom: When students consistently get the food they need, it leads to lower rates of chronic absenteeism, stronger test scores and fewer disruptions caused by behavior or trips to the nurse.

CalFresh Outreach is Important for Schools

CalFresh helps school nutrition budgets: Students enrolled in CalFresh are automatically certified for free school meals. That means fewer school meal applications to process and fewer unpaid meal charges.

CalFresh helps schools qualify for more programs: When CalFresh reaches more eligible students, it improves a school's ability to operate free summer and afterschool meal programs and to adopt the Community Eligibility Provision (CEP), which enables eligible schools to serve meals to all students at no cost to families.

[Learn more about CEP.](#)

Sample Language to Copy and Paste: English

Newsletter or Website Post

The COVID-19 pandemic has hurt many families in our community. If you have recently lost income, you may be eligible for CalFresh. CalFresh benefits are uploaded to an Electronic Benefits Transfer (EBT) card and can be used to purchase food at places like grocery stores and farmers markets. Applying for CalFresh is confidential. Apply at www.benefitscal.com or call 2-1-1.

Email or Letter to Families

Dear Families,

The coronavirus pandemic continues to impact families in our community with job layoffs and income loss. I'm writing because you may be eligible for a benefit called CalFresh.

CalFresh provides money for food on an Electronic Benefits Transfer (EBT) card that can be used like a debit card to buy food at grocery stores and farmers markets. The card is mailed to your house and benefits are uploaded each month directly on the card.

Because of the pandemic, a family of four currently receives \$939 every month to purchase food.

Please visit www.benefitscal.com or call 2-1-1 to apply for CalFresh.

Robocall Script

Hello, this is [Name of superintendent or principal]. The coronavirus pandemic continues to hurt our families in many ways, but there are programs that can help.

If you or your family could use support buying groceries, you may be eligible for CalFresh, a program that helps millions of people all across the country. You can apply for CalFresh today at www.benefitscal.com.

Because of the pandemic, a family of four can receive more than \$900 every month to purchase food with their CalFresh card.

Don't forget that families can also pick up free meals for kids. Send a text message with the word "FOOD" or "COMIDA" to 877-877 to get information about free meals available near you.

For more information, please visit our website at <https://wp.sbcounty.gov/tad/> or call 1 (877) 410-8829.

Again, the website to apply for CalFresh is www.benefitscal.com.

Sample Language to Copy & Paste: Spanish

Newsletter or Website Post

La pandemia de COVID -19 afectó a muchas familias en nuestra comunidad. Si perdió ingresos recientemente, puede que cualifique para CalFresh. Todos los beneficios de CalFresh se cargan en una tarjeta de Transferencia Electrónica de Beneficios (EBT) que se puede usar en lugares como supermercados y mercados de agricultores. La solicitud de CalFresh es confidencial. Solicítela en www.benefitscal.com o llamando al 2-1-1.

Email or Letter to Families

Queridas Familias,

La pandemia del coronavirus sigue impactando a las familias en nuestra comunidad con despidos y pérdida de ingresos. Le escribo porque puede que cualifique para un beneficio llamando CalFresh.

CalFresh le da dinero para comida en una tarjeta de Transferencia Electrónica de Beneficios (EBT) que se puede usar como una tarjeta de débito para comprar comida en supermercados y mercados de agricultores. La tarjeta le llega a su casa y los beneficios se cargan mensualmente directamente en la tarjeta.

Por la pandemia, una familia de cuatro actualmente recibe \$939 cada mes para comprar comida.

Visite por favor www.benefitscal.com o llame al 2-1-1 para solicitar CalFresh.

Robocall Script

Hola, soy [Nombre del superintendente o director]. El coronavirus sigue afectando a nuestras familias de muchas maneras, pero hay programas que pueden ayudar.

Si su familia o usted necesitan ayuda para comprar comida, puede que cualifiquen para CalFresh, un programa que ayuda a millones de personas en todo el país. Puede solicitar Calfresh hoy en www.benefitscal.com.

Por la pandemia, una familia de cuatro puede recibir más de \$900 cada mes para comprar comida con la tarjeta de CalFresh.

No olvide que las familias también puede obtener comidas gratis para los niños. Envíe un mensaje de texto con la palabra "COMIDA" al 877-877 para obtener información sobre comidas gratuitas cerca de usted.

Para más información, visite por favor nuestra página web <https://wp.sbcounty.gov/tad/> o llame al 1 (877) 410-8819.

De nuevo, la página web para solicitar CalFresh es www.benefitscal.com.

English

If you could use some extra help putting food on the table for your kids, you're not alone. Learn more about how CalFresh can help your family:

<https://wp.sbcounty.gov/tad/>

Need some help buying groceries? Learn more about CalFresh:

<https://wp.sbcounty.gov/tad/>

Because of the pandemic, a family of four receives more than \$900 every month to purchase food from CalFresh. <https://wp.sbcounty.gov/tad/>

If your income has changed recently, CalFresh can help with groceries. Learn more here: <https://wp.sbcounty.gov/tad/>

Text "Benefits" to (650)376-8006 to learn more about how people with different immigration statuses could be affected by CalFresh eligibility.

Spanish

Si necesita ayuda extra para poner comida en la mesa para los niños, no está solo. Aprenda más sobre cómo CalFresh puede ayudar a su familia:

<https://wp.sbcounty.gov/tad/>

¿Necesita ayuda para comprar comida? Aprenda más sobre CalFresh:

<https://wp.sbcounty.gov/tad/>

Por la pandemia, una familia de cuatro recibe más de \$900 de CalFresh cada mes para comprar comida. <https://wp.sbcounty.gov/tad/>

Si sus ingresos cambiaron recientemente, CalFresh puede ayudar con la comida. Aprenda más aquí: <https://wp.sbcounty.gov/tad/>

Envíe la palabra "Beneficios" al (650)376-8006 para aprender más sobre cómo la elegibilidad para CalFresh puede afectar a las personas con diferentes estatus migratorios.

To download free graphics (in both English and Spanish) to use on social media, copy/paste this link into your browser:

<https://wp.sbcounty.gov/tad/>



Sample Language to Copy & Paste: Spanish

ADELANTO	10875 Rancho Road, Adelanto
APPLE VALLEY	13886 Central Road, Apple Valley
BARSTOW	1900 E. Main Street, Barstow
COLTON	1900 W. Valley Blvd, Colton
DEL ROSA	1895 Del Rosa Ave, San Bernardino
FONTANA	7977 Sierra Ave, Fontana
HESPERIA	9655 9th Street, Hesperia
NEEDLES	1090 E. Broadway Street, Needles
ONTARIO	1647 E. Holt Blvd, Ontario
ONTARIO (Medi-Cal)	1627 E. Holt Blvd, Ontario
RANCHO CUCAMONGA	10825 Arrow Route, Rancho Cucamonga
REDLANDS	1811 W. Lugonia Ave, Redlands
RIALTO	1175 W. Foothill Blvd, Rialto
SAN BERNARDINO 01	265 E. 4th Street, San Bernardino
SAN BERNARDINO 02	2740 Little Mountain Dr, San Bernardino
TWENTYNINE PALMS	73629 Sun Valley Dr, Twentynine Palms
VICTORVILLE	15010 Palmdale Road, Victorville
YUCAIPA	32353 Yucaipa Blvd, Yucaipa
YUCCA VALLEY	56357 Pima Trail, Yucca Valley

Increase Your Reach

Parents regularly look to schools as a trusted source of information. Help your families connect to CalFresh by adding a link to your district, school and nutrition department websites. CalFresh graphics and links are free to use and promote through your networks. No need to connect to Social Services for permission! Here is how to get started:

1. Contact your website administrators and ask them to add a link to BenefitsCal using the link www.benefitscal.com
2. Consider using language from our social media posts (page 5).
3. Add a colorful “button” to your website to use as a link to the CalFresh application page.



NEED HELP BUYING FOOD FOR YOUR FAMILY?

CALFRESH CAN HELP

Insert Custom Text

Insert Custom Text

Insert Custom Text



Transitional Assistance



¿NECESITA AYUDA PARA COMPRAR COMIDA PARA SU FAMILIA?

CALFRESH PUEDE AYUDAR

Insert Custom Text

Insert Custom Text

Insert Custom Text



Transitional Assistance

