

PROJECT BREAD INFORMATION & COMMUNITY OUTREACH

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June 14, 2024

Agenda

- Mission & Approach
- Food Insecurity in Massachusetts & Barriers to Food Access
- The Walk for Hunger
- Policy & Advocacy
- FoodSource Hotline
- Child Nutrition Outreach Programs
- Summer Eats
- How you can help!
- Questions?



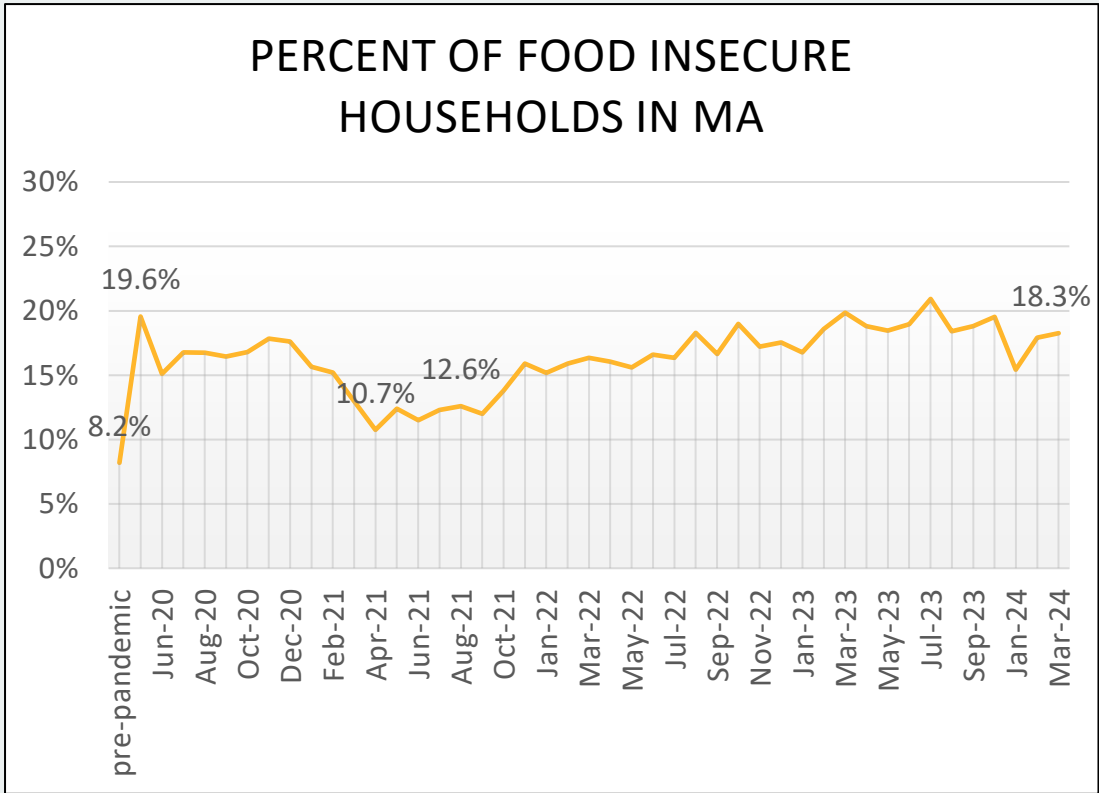


Project Bread connects people and communities in Massachusetts to reliable sources of food while advocating for policies that make food more accessible—so that no one goes hungry.

We center our food access efforts primarily on federal nutrition programs since they have the largest reach statewide.



Rates of Food Insecurity in Massachusetts



Data come from the U.S. Household Pulse Survey weeks 2-63 & Phase 4.0

March 2024

18.3%

Food Insecurity: All Households

As of March 2024, over 1 in 6 households in MA were food insecure.

22.6%

Food Insecurity: Households with Children

As of March 2024, over 1 in 5 households with children in MA were food insecure.

Barriers to Affording Groceries

Food insecure individuals surveyed were asked about the barriers they face in affording food and the issues they recommend focusing on to address the problem.

1. High inflation & rising food costs	→	73%
2. High cost of rent or a mortgage	→	55%
3. Too many low-wage jobs	→	40%
4. Job loss or unemployment	→	33%
5. Limited transportation options	→	20%

Massachusetts experienced the **sixth-highest grocery price increase (6.6%)** in the country from 2022 to 2023 according to Consumer Affairs



Source: Greater Boston Food Bank's 2024 Food Equity & Access in Massachusetts: Voices and Solutions from Lived Experience Report



Federal Nutrition Programs Available

Program	Overview
Supplemental Nutrition Assistance Program (SNAP)	<ul style="list-style-type: none">• Provides eligible recipients with a monthly cash benefit to purchase groceries, on an EBT card.• Eligibility is based on several factors including household size, income and immigration status.• Apply online, at a local office, by mail, or over the phone with Project Bread• As of April 2024, 678,800 households on SNAP in MA representing 1,115,604 individual MA residents on SNAP• Grocery delivery through SNAP retailers is now available• Healthy Incentive Program (HIP) allows SNAP participants in MA to make purchases of fruits and vegetables at farmers markets and farmstands and get reimbursed
Women, Infant, and Children (WIC)	<ul style="list-style-type: none">• For low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk. Includes supplemental food and nutrition education.• Grandparents raising grandchildren, single dads, foster parents, and more can also access WIC• Enroll through a WIC Office in MA or submit inquiry form online (www.mass.gov/wic).• In 2022, there were 114,105 residents of MA enrolled in WIC

Coming Soon - Summer EBT!

- Goal is to support families whose children are missing meals because school is out for the summer
- \$120 per eligible child for Summer 2024
- Funds issued in 1 payment sometime between July and September
- For families on SNAP, funds will get deposited onto existing EBT cards
- Non-SNAP households will be provided an EBT card exclusively for this program
- Some families will automatically qualify for the program while others will need to submit an application & there are income limits
- <https://www.mass.gov/info-details/summer-ebt-faq>



Barriers to SNAP Access: Boston Survey Spring 2021

5 MOST COMMON BARRIERS

- Misinformation About the Program*
- Lacking Computer Access
- Stigma*
- Challenges Completing Application
- Lack of Awareness and Understanding about SNAP*

BARRIERS FOR BIPOC RESPONDENTS

- Uncertainty Regarding SNAP & Impacts on Immigration Status*
- Ability to Apply in a Non-English Language
- Stigma*

Greater Boston Food Bank's 2024 Food Equity & Access in Massachusetts: Voices and Solutions from Lived Experience Report





THE WALK FOR HUNGER

The Walk for Hunger



- In 1969, The Walk for Hunger was founded by Patrick Hughes and was the first pledge walk in America
- It was a grassroots initiative for advocacy around the issue of hunger and a way to raise funds for hunger relief initiatives in Massachusetts
- It featured a 20-mile route throughout Boston and nearby communities
- Project Bread was founded out of the Walk for Hunger in 1974 to help shepherd it.



1999 – a huge crowd waits to register on the Common.



1980 – the streets are packed with walkers



Walk for Hunger Today

- First Sunday in May – Next Up: **Sunday, May 4th 2025**
- 3 Mile walk around the Boston Common or Walk at Home Option
- **The Commonwealth Program**
 - Massachusetts-based organizations and programs making healthy food more accessible and/or affordable to low-income residents.
 - Teams participating in The Commonwealth must reach the minimum fundraising requirement of \$500 to be eligible for the 60/40 split in funds raised.



Walk for Hunger 2023





POLICY & ADVOCACY

Spearheading Policy Change



The Feed Kids Coalition – Free School Meals for All

- Launched in 2021
- As of August 2023, Massachusetts became the 8th state to make Free School Meals for All Students Permanent!

Make Hunger History in Massachusetts

- Vision: Imagine a Massachusetts where no family goes hungry, where every child has access to nourishing food, and where hunger is a thing of the past.
- Strategy: Building a cross-functional coalition of advocates, policymakers, businesses, service providers, and individuals with lived experience to craft innovative policies and build a grassroots movement to change the system that leaves too many without the resources they need to feed themselves and their families.
- Food Bank of Western Massachusetts's own, Andrew Morehouse, is a Steering Committee Member

Joining Advocacy Efforts – Feeding Our Neighbors Coalition

- Campaign seeks to restore basic food assistance (SNAP) to legally-present immigrants and cash benefits to families with minor children.
- Will serve immigrants **ineligible for federal benefits**.
- MA provided similar state funded benefits from 1997 to 2002 after 1996 Welfare Reform Law changed eligibility rules for SNAP.
- State supplemental budget provided temporary benefits to help **around 5,000 families in MA** get state SNAP from December 2023-April 2024
- **More info:** Pat Baker, MLRI, pbaker@mlri.org or Lina Tabar, La Colaborativa, ltabar@la-colaborativa.org





FOODSOURCE HOTLINE

Project Bread's FoodSource Hotline

- One-stop-shop for food assistance in Massachusetts.
- Comprehensive list of all available resources.
- Free & confidential
- Residents can Live Chat a counselor online in English or Spanish:
 - [GettingSNAP.org](https://www.gettingsnap.org)
 - [Projectbread.org/get-help](https://www.projectbread.org/get-help)



PROJECT BREAD'S FOODSOURCE HOTLINE

1.800.645.8333

Food assistance in 180 languages

HOTLINE HOURS

Mon-Fri

8am-7pm

Sat

10am-2pm

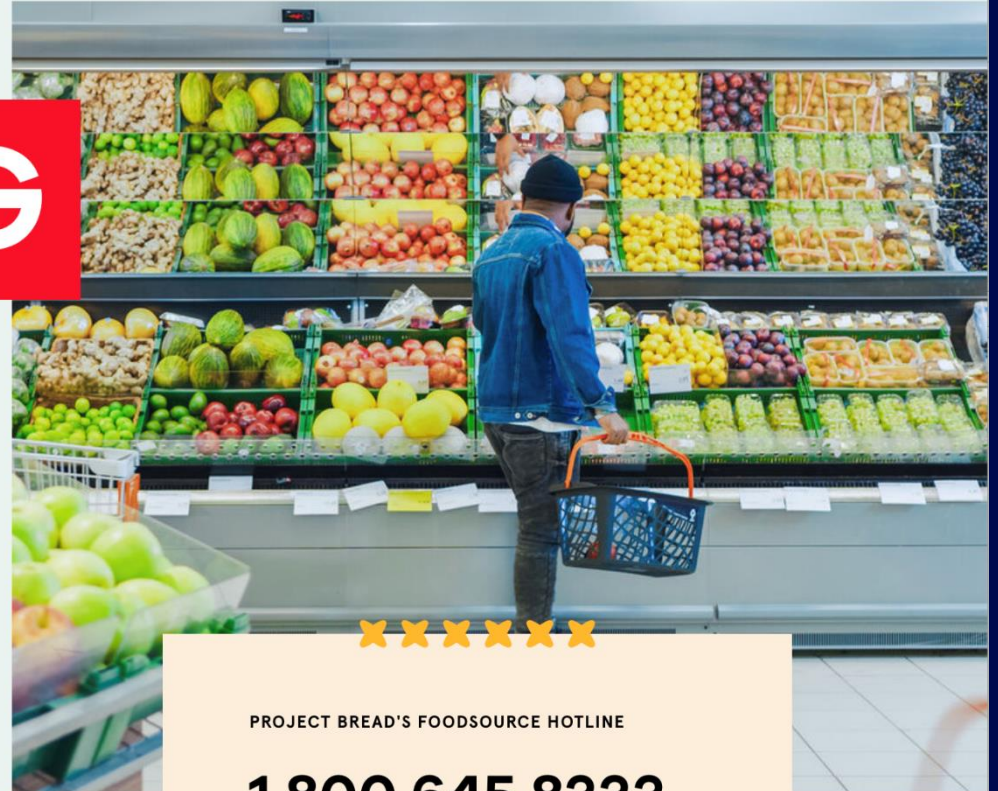
www.GettingSNAP.com

Ver en Español

[How to Apply](#) [Who is Applying](#) [About SNAP](#) [FAQs](#) [SNAP Updates](#) [More Food Resources](#)

GETTING SNAP

Serving Massachusetts residents.



PROJECT BREAD'S FOODSOURCE HOTLINE

1.800.645.8333

Food assistance in 180 languages

HOTLINE HOURS

START A CHAT WITH OUR COUNSELORS

Could you be

LET'S TALK!



OUR SERVICES

Screenings for SNAP/Food Stamp eligibility

Over-the-phone SNAP application assistance and follow up with applicants throughout the process

Provide general information to pending or current SNAP recipients and those who are hesitant to apply

Referrals to community food programs

Referrals to other assistance programs such as WIC, school meals, housing, and utility assistance

Information on the Healthy Incentives Program (HIP) for SNAP recipients and how to utilize the program

Healthy Incentives Program (HIP)

- HIP is a year-round reimbursement program for SNAP recipients.
- It puts money back on EBT cards when clients use SNAP funds to buy fresh produce from HIP approved vendors.
- Farm vendor locations are typically found at farmer's markets, farm stands, mobile farmer's markets, and some farms that run seasonal CSAs.
- The monthly maximum amount reimbursed depends on household size:
 - 1-2 – \$40
 - 3-5 – \$60
 - 6+ – \$80



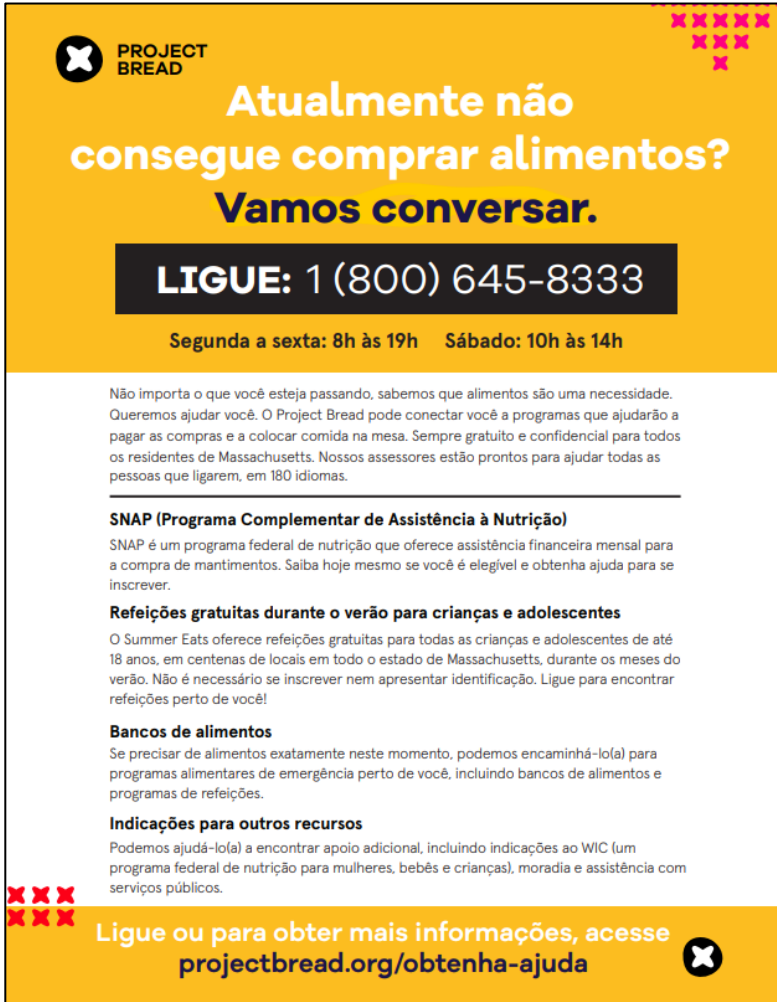
Spreading the Word on Food Resources

- When it comes to combating food insecurity, awareness is everything and we want to help community partners get our information out in the world.
- Partners can use www.projectbread.org/resource-directory to find digital resources, printable materials, social media toolkits, and order printed materials for their community
- Resources are available in 13 languages

Arabic	Cape Verdean	Chinese	Haitian Creole
Khmer	Nepali	Pashto	Portuguese
Russian	Somali	Spanish	Vietnamese



SNAP & Hotline Outreach Materials Part 1



PROJECT BREAD

Atualmente não consegue comprar alimentos? Vamos conversar.

LIGUE: 1 (800) 645-8333

Segunda a sexta: 8h às 19h Sábado: 10h às 14h

Não importa o que você esteja passando, sabemos que alimentos são uma necessidade. Queremos ajudar você. O Project Bread pode conectar você a programas que ajudarão a pagar as compras e a colocar comida na mesa. Sempre gratuito e confidencial para todos os residentes de Massachusetts. Nossos assessores estão prontos para ajudar todas as pessoas que ligarem, em 180 idiomas.

SNAP (Programa Complementar de Assistência à Nutrição)
SNAP é um programa federal de nutrição que oferece assistência financeira mensal para a compra de mantimentos. Saiba hoje mesmo se você é elegível e obtenha ajuda para se inscrever.

Refeições gratuitas durante o verão para crianças e adolescentes
O Summer Eats oferece refeições gratuitas para todas as crianças e adolescentes de até 18 anos, em centenas de locais em todo o estado de Massachusetts, durante os meses do verão. Não é necessário se inscrever nem apresentar identificação. Ligue para encontrar refeições perto de você!

Bancos de alimentos
Se precisar de alimentos exatamente neste momento, podemos encaminhá-lo(a) para programas alimentares de emergência perto de você, incluindo bancos de alimentos e programas de refeições.

Indicações para outros recursos
Podemos ajudá-lo(a) a encontrar apoio adicional, incluindo indicações ao WIC (um programa federal de nutrição para mulheres, bebês e crianças), moradia e assistência com serviços públicos.

Ligue ou para obter mais informações, acesse projectbread.org/obtenha-ajuda

Hotline Flyers



OPTIMICE SU PRESUPUESTO ALIMENTICIO

Empiece con **SNAP** y obtenga ayuda para comprar comida, para usted y cualquier persona bajo su responsabilidad.
GettingSNAP.org

CON LOS BENEFICIOS DE SNAP (PROGRAMA DE ASISTENCIA NUTRICIONAL SUPLEMENTARIA) USTED PUEDE:

- Optimizar su presupuesto alimenticio con apoyo financiero mensual que puede usar en sus sitios favoritos, en todo el estado de Massachusetts.
- Calificar automáticamente a sus hijos para que reciban comidas escolares gratuitas, sin necesidad de enviar una solicitud.
- Calificar automáticamente para participar en el Programa de Incentivos Saludables (HIP), que le permite disponer de dinero adicional para gastar en comestibles cuando compre frutas y verduras en las tiendas locales que participan en el programa HIP.
- Comprar sus alimentos favoritos, que satisfagan sus necesidades y restricciones de alergias, así como sus preferencias culturales.

Si sus recursos no le alcanzan para comprar comida, así esté empleado o no, usted podría calificar para SNAP. Visite GettingSNAP.org o llame al **1-800-645-8333** para obtener ayuda.

PROJECT BREAD **SNAP** Supplemental Nutrition Assistance Program

SNAP Flyers

SNAP & Hotline Outreach Materials Part 2



A vertical poster with a bright yellow background. In the top left corner, there is a grid of red 'X' marks. In the top right corner, the Project Bread logo (a white 'X' in a black circle) is next to the text 'PROJECT BREAD'. The main text, 'Food assistance is just one call away.', is written in large, bold, white and blue letters. Below this, a smaller line of text reads: 'Project Bread can connect you to programs that help you afford groceries and put food on the table.' At the bottom, a black rectangular box contains the phone number '1 (800) 645-8333' in white. In the bottom right corner, there are several pink 'X' marks.

PROJECT BREAD

Food assistance is just one call away.

Project Bread can connect you to programs that help you afford groceries and put food on the table.

1 (800) 645-8333

Hotline Posters



A vertical poster with a green background featuring a pattern of small white dots. The top text reads 'BOOST YOUR FOOD BUDGET' in large, bold, white and blue letters. Below this, it says 'Get help paying for food at StartWithSNAP.org or call 1-800-645-8333'. The central image shows an elderly woman in a teal jacket and a young child in a blue jacket embracing each other. To the right, there is a large yellow lemon and some blueberries. The hashtag '#StartWithSNAP' is written in white, curved text above the child. At the bottom, the Project Bread logo and the SNAP logo (with the text 'Supplemental Nutrition Assistance Program') are displayed.

BOOST YOUR FOOD BUDGET

Get help paying for food at [StartWithSNAP.org](https://www.startwithsnap.org)
or call 1-800-645-8333

#StartWithSNAP

PROJECT BREAD

SNAP Supplemental Nutrition Assistance Program

SNAP Posters



SCHOOL MEALS & SUMMER EATS

Project Bread's Child Nutrition Outreach Program (CNOP)

Our goal is to support schools and community-based organizations to reach more children and teens with nutritious meals. We partner with communities statewide and the MA Department of Education.



What we do

- During the School Year
 - We provide support services to school districts, working primarily with school food professionals on School Breakfast. Current priorities –increasing participation in breakfast, Breakfast After the Bell, and supporting CEP adoption.
- Summer Eats
 - Support services to SFSP program operators - program growth, outreach and promotion assistance, recruitment of new sites. Current priorities – program expansion and promotion, increasing participation.



SUMMER EATS



Summer Eats provides FREE meals to Massachusetts children and teens, 18 and under, during the summer months, when school meals are not available.

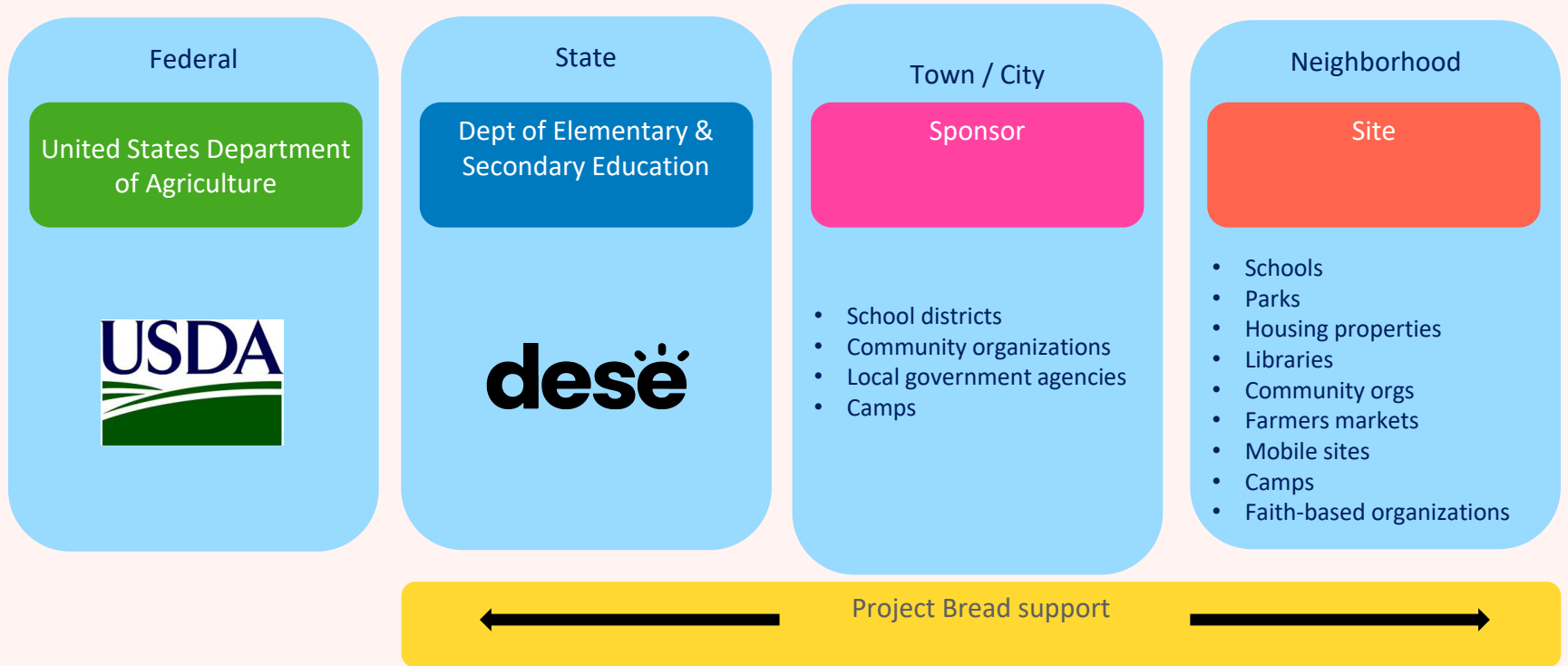
Administered by the Massachusetts Department of Elementary and Secondary Education, Summer Eats sites across the state provide free meals to all kids and teens, no identification or registration required. Caregivers can rest easier knowing meals are off their hands and use that time and energy to focus on everything else on their to-do list.




CHILD NUTRITION SUMMER SERVICES:

- Summer Eats grant application, implementation, and spending support
- Site identification and summer eligibility technical assistance, including outreach to newly eligible communities
- Strategic promotion planning and resource development
- Site visits and event support
- Summer Eats Conference sharing best practices from across the state to kick off the summer season
- Free signage, printed materials, and engagement materials





SUMMER EATS SPONSORS: WHAT DO THEY DO?

- **Sponsors can be school districts, local government agencies, camps, non-profits, community-based organizations, etc.**
 - **Sponsors provide free meals to all kids and teens at designated meal sites in eligible areas**
 - **Sponsors are responsible for all financial and administrative aspects of the program, working with the Department of Elementary & Secondary Education to maintain compliance and receive financial reimbursement for each meal served.**
 - **Project Bread works closely with Summer Eats sponsors to provide support services, free promotional resources, assist with identifying new sites, etc. Sponsors are eligible to apply for Project Bread's Summer Eats Grant Program.**
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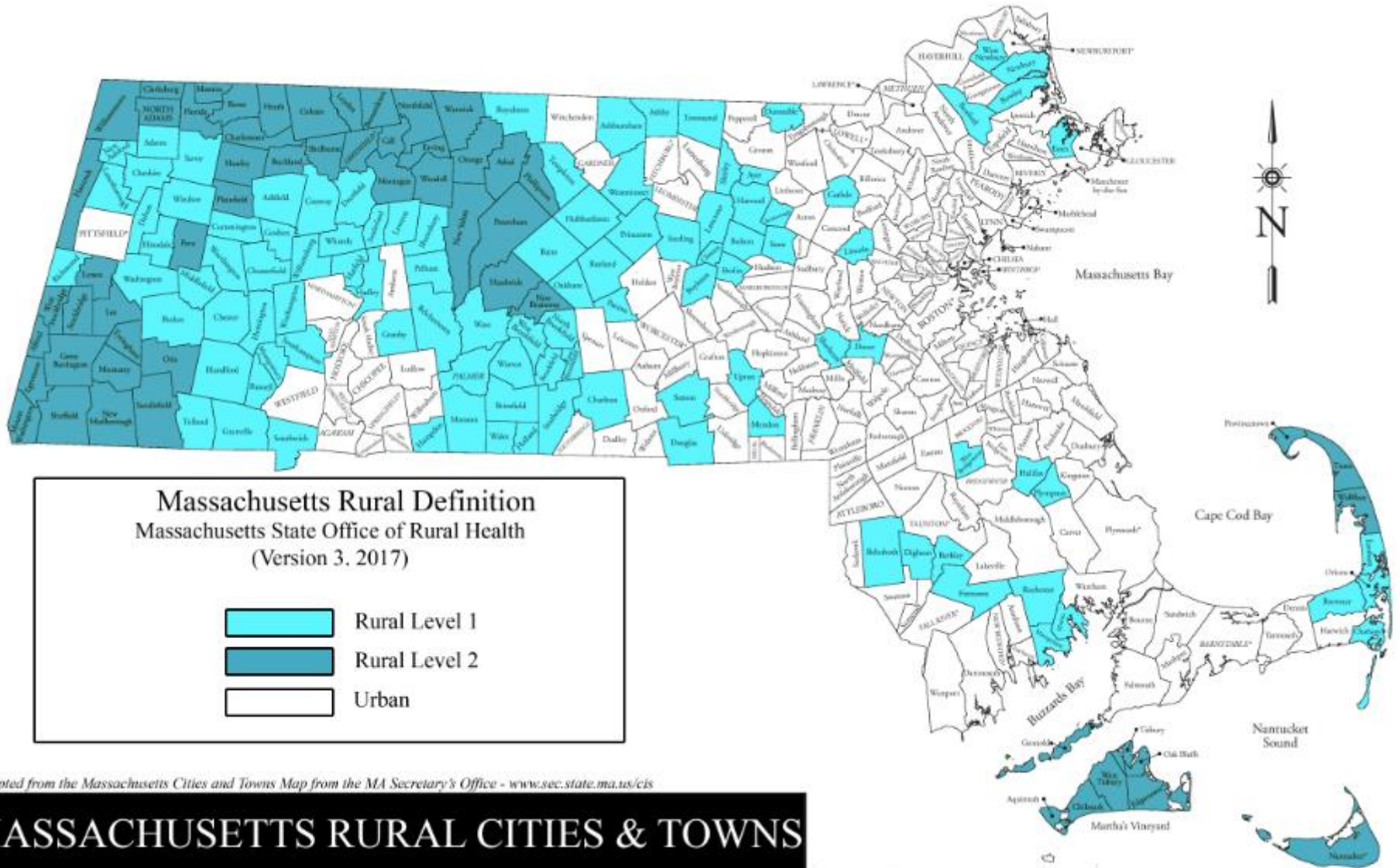
What is a Summer Eats site?

- A Summer Eats site is the physical location where meals are served and consumed.
- Can be located in a variety of settings, including schools, recreation centers, libraries, playgrounds, parks, churches, community centers, housing properties, farmers markets, etc.
- Most effective sites are those that provide recreational or enrichment activities.
- Non-traditional sites, such as mobile meals and sites located where children live or frequent stand out as especially effective
- Closed enrolled sites vs. Open sites
 - Sites must be in an eligible area, or establish eligibility based on enrolled children



- USDA has designated a “rural classification” to certain regions/communities
- Rural classified communities are now allowed to serve Grab & Go meals or “Non-congregate”
- These sponsors can also bundle meals, provide weekend meals all at once, and allow parents/guardians to pick up without children on site
 - These programs will vary based on the sponsor

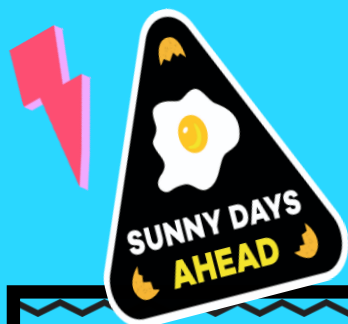






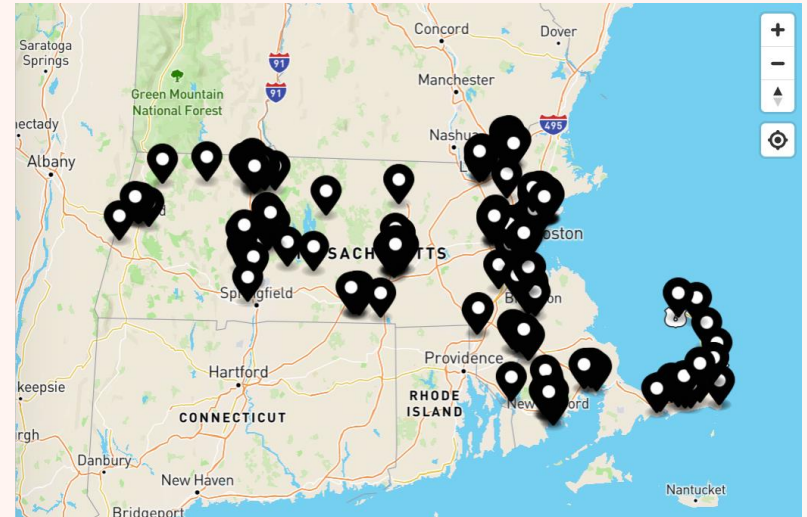
CHALLENGES

- Promotion and awareness continue to be the primary barriers to access during the summer
- Transitioning back to congregate meal service and communicating changes to families
- Staffing – it remains difficult to staff summer programs, especially for new sponsors
- Eligibility constraints make it difficult for some sponsors to serve at the most effective locations (or for potential sponsors to serve at all)
- Lack of adequate open sites around the state

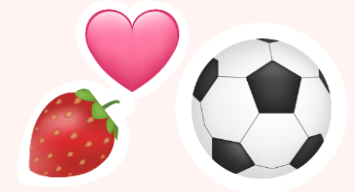


Summer Eats Meal Finder Map

- Project Bread maintains live online map of all open Summer Eats sites across the state
- Map is updated weekly, to reflect any new sites or site changes
- Map displays address, meals served, site times, etc.
- No matter where families are on a particular day, they can find the closest Summer Eats sites by visiting the map
- This page is the one-stop-shop for families to access Summer Eats site details and information, FAQs, etc.

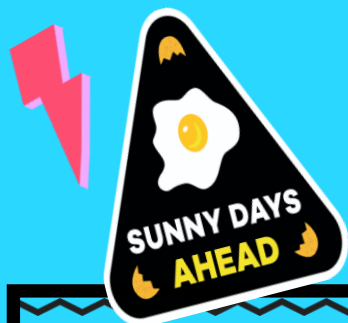


projectbread.org/summereats





HELP SUMMMER EATS
SERVE KIDS & TEENS
IN YOUR
COMMUNITY!





How to Get Involved?

- Become a Summer Eats Site (or Sponsor)
 - If interested for 2024, connect with Project Bread asap!
 - If interested for 2025 – let's chat!

Project Bread's Child Nutrition team will assess eligibility and work to connect you with a nearby Sponsor



- Partner with a meal site to provide extras for families, like meal staples, resources, or other donated items.
- Host an event in partnership with a meal site – activities are a great way to introduce people to Summer Eats!
- Customize a flyer with Summer Eats sites near you so folks know exactly where to go.
- Share Summer Eats information with your networks via email, social media, and word of mouth. Highlight the meal sites near you.





- Project Bread provides many resources - printed materials, digital resources, customizable flyers, social media templates, and more!
- Check out our online resource directory @ <https://projectbread.org/resource-directory>



POSTERS



**SCHOOL IS
OUT
FREE MEALS
ARE IN
SUMMER IS
ON!**

PICK UP **Free** MEALS FOR KIDS AND TEENS ALL SUMMER LONG.

FIND A MEAL SITE:
www.projectbread.org/summereats

 PROJECT BREAD  DEPARTMENT OF EDUCATION

The poster features a bright yellow background with a purple border. The text is arranged in a vertical stack, with 'SCHOOL IS OUT' and 'SUMMER IS ON!' in large, bold, black letters. 'FREE MEALS ARE IN' is in white letters on black rectangular backgrounds. The 'Free' in the pickup line is in a pink, bubbly font. The logo at the top left includes a sun icon and a smiley face.



**SCHOOL'S OUT.
MEALS ARE IN.**

PICK UP **Free** MEALS FOR KIDS AND TEENS ALL SUMMER LONG.

FIND A MEAL SITE:
www.projectbread.org/summereats

 PROJECT BREAD  DEPARTMENT OF EDUCATION

The poster has a light blue background with a pink border and is covered in various food and summer-themed icons like watermelon, pizza, and fruit. A large black circle in the center contains a yellow sun icon and the text 'SUMMER EATS' in white. The main text 'SCHOOL'S OUT. MEALS ARE IN.' is in white, bold letters. The 'Free' in the pickup line is in a pink, bubbly font. The logo at the top left includes a sun icon and a smiley face.

FACEBOOK

FREE MEALS DON'T END WHEN SCHOOL IS OUT FOR SUMMER.
FOR ALL KIDS AND TEENS 18 AND UNDER.

FIND A MEAL SITE NEAR YOU AT www.projectbread.org/summereats

PROJECT BREAD desè

SUMMER EATS

AHORA TODOS LOS DÍAS SON DE RECREO
TODOS LOS NIÑOS COMEN **Gratis**

ENCUENTRE UN LUGAR CERCA DE USTED www.projectbread.org/es/summereats

PROJECT BREAD desè

SUMMER EATS

Chicopee FRESH - Follow
June 8, 2022 · 🌐

Join us June 21st for our summer kickoff party! 🎉

NOW EVERYDAY IS RECESS.
Free MEALS FOR KIDS AND TEENS

TUE, JUN 21, 2022
Summer Kickoff Party!
449 Front St, Chicopee, MA 01013-3106, United States
55 people interested

10

Like Comment Share

Write a comment...

¡COMIDAS GRATUITAS DEL VERANO!
PARA TODOS LOS NIÑOS Y ADOLESCENTES
NO ES NECESARIO INSCRIBIRSE
O MOSTRAR IDENTIFICACIÓN.

ENCUENTRE UN LUGAR CERCA DE TI: www.projectbread.org/ES/summereats

PROJECT BREAD desè

SUMMER EATS

FREE MEALS FOR ALL KIDS AND TEENS. NO I.D. OR REGISTRATION REQUIRED.

FUEL FOR THE SUMMER

ENCUENTRE UN LUGAR CERCA DE TI: PROJECTBREAD.ORG/SUMMEREATS.

SUMMER EATS **Gratis**

COMIDA GRATIS PARA TODOS LOS NIÑOS Y ADOLESCENTES POR TODO MA.

VIENEN DÍAS DE SOL

ENCUENTRA UN LUGAR CERCA DE TI: PROJECTBREAD.ORG/ES/SUMMEREATS.

SUMMER EATS **Gratis**



SNAPCHAT/TIK TOK



DIGITAL FLYERS

For Emails and Web Sites

Free MEALS FOR ALL KIDS AND TEENS

SUMMER EATS

FREE MEALS DON'T END WHEN SCHOOL IS OUT FOR SUMMER.

FOR ALL KIDS & TEENS 18 & YOUNGER.
NO I.D. OR SIGN-UP NEEDED.
HUNDREDS OF SITES ACROSS THE STATE.
MANY SITES OFFER ACTIVITIES, TOO!

FIND A MEAL SITE NEAR YOU:
projectbread.org/summereats
1-800-645-8333

PROJECT BREAD **desè**

SCHOOL'S OUT FUN IS ON

A blue arrow points to the URL and phone number.

VOLANTES DIGITALES

Para correos electrónicos y sitios web

COMIDAS **Gratis** PARA TODOS LOS NIÑOS Y ADOLESCENTES

SUMMER EATS

LAS COMIDAS GRATUITAS NO TERMINAN CUANDO EMPIEZAN LAS VACACIONES DE VERANO.

PARA TODOS LOS NIÑOS Y ADOLESCENTES.
NO ES NECESARIO INSCRIBIRSE NI MOSTRAR IDENTIFICACIÓN.
CIENTOS DE SITIOS EN TODO EL ESTADO.
¡MUCHOS SITIOS TAMBIÉN OFRECEN ACTIVIDADES!

ENCUENTRE UN LUGAR CERCA DE USTED:
projectbread.org/es/summereats
1-800-645-8333

PROJECT BREAD **desè**

COMENZAN LAS VACACIONES COMIENZA LA DIVERSIÓN

A blue arrow points to the URL and phone number.

More Ways You Can Help!



Share Information on the FoodSource Hotline and Summer Eats:

- Include Flyers in food boxes/bags
- Send out emails, mailings, newsletters, and text alerts
- Share promotional information on social media
- Display program posters in your pantry

Be Ambassadors for these programs:

- Talk about SNAP, WIC, and Summer Eats with your pantry visitors
- Share information on these programs in your communities
- Partner with Summer Eats meal sites

Advocate for Policy Change:

- Join Project Bread's [Hunger Action Team](#) to learn about and advocate for federal & policy changes that are ongoing
- Join Project Bread's [Make Hunger History](#) legislative campaign



Sources

- [WIC Enrollment Data](#) for 2022
- [SNAP Enrollment Data](#) for April 2024
- [GBFB Food Access Report 2024](#) - Cara F. Ruggiero, Man Luo, Catherine Lynn, Kate Adams, Rachel Burgun, Christina Peretti, Daniel Taitelbaum, and Lauren Fiechtner. *Food Equity and Access in Massachusetts: Voices and Solutions from Lived Experience*. The Greater Boston Food Bank, 2024.
- [Massachusetts State Office of Rural Health Rural Definition Map of Rural cities and towns](#). Published 2023



Contact Us!

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- Leah_Schenkel@projectbread.org



THANK YOU

QUESTIONS?



PROJECT
BREAD

