



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 \$1.80 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 graphics/ posts (in 13 languages) to use on social media, copy/paste this link into your browser: [CalFresh Resources](#)

Anyone can apply for CalFresh
Online: www.getcalfresh.org
(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: Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food.

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/>

CalFresh is not a public charge, learn more at: <https://keepyourbenefits.org/en/ca>

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

* Maximum CalFresh benefit allotments amounts can vary on a month to month basis. For more information, visit the County’s Department of Social Services website.

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.

Schools that receive USDA meal reimbursements are required to have a Wellness Policy that is reviewed and updated every three years.

Sample Policy Language

- In order to maximize the district's ability to provide nutritious meals and snacks, all District schools will participate in available federal school nutrition programs, including the National School Lunch and School Breakfast programs and after-school snack programs, to the extent possible.
- Section 49557 of Education Code is amended to read: the governing board of a school district and the county superintendent of schools shall make paper applications for free or reduced-price meals available to pupils at all times during each regular school day, and may also make an application electronically available online, provided that the online application includes the link to the online application to CalFresh (*Amended by Stats. 2015, Ch. 390, Sec. 2. (SB 708) Effective January 1, 2016*).
- OCDE provides School Wellness Policy technical assistance and support, at no cost to school districts. If you have any questions or would like more information, please email Celeste Reynoso at cereynoso@ocde.us

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 <https://www.getcalfresh.org> 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.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Please visit <https://www.getcalfresh.org> 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 <https://www.getcalfresh.org>.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Don't forget students can also access free meals at school, for the most up to date information on school meals visit school or district nutrition website.

Again, the website to apply for CalFresh is <https://www.getcalfresh.org>

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 <https://www.getcalfresh.org> 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.

Ahora es un buen momento para solicitar beneficios de CalFresh! Debido a la pandemia, una familia de cuatro podría recibir hasta \$800 al mes para comprar comida. La cantidad que reciba dependerá de sus ingresos, gastos y tamaño de su familia.

Visite por favor <https://www.getcalfresh.org> 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 <https://www.getcalfresh.org>.

Ahora es un buen momento para solicitar beneficios de CalFresh! Debido a la pandemia, una familia de cuatro podría recibir hasta \$800 al mes para comprar comida. La cantidad que reciba dependerá de sus ingresos, gastos y tamaño de su familia.

No olvide que los estudiantes también pueden acceder a comidas gratis en la escuela. Para obtener la información más actualizada sobre las comidas escolares, visite el sitio web de nutrición de la escuela o del distrito.

De nuevo, la página web para solicitar CalFresh es <https://www.getcalfresh.org>.

English

Need Help Buying Food For Your Family? CalFresh Can Help. Visit: www.getcalfresh.org

Because of the pandemic, a family of four receives more than \$700 every month to purchase food from CalFresh.

If your income has changed recently, CalFresh can help with groceries.

CalFresh is safe to use for you and your family!

Accessing Food Assistance Programs like CalFresh and Pandemic EBT Will Not Affect Your Immigration Status.

Text “Benefits” to 650-376-8006 to learn more about how people with different immigration statuses could be eligible for CalFresh eligibility.

Spanish

¿Necesita ayuda para comprar comida para su familia? CalFresh lo puede ayudar. Visite la página: www.getcalfresh.org

Por medio de CalFresh una familia de cuatro recibe más de \$700 al mes para comprar alimentos a causa de la pandemia.

Si su ingreso ha cambiado recientemente, CalFresh lo puede ayudar con despensa.

CalFresh es seguro de usar!

Acceder a Programas de Asistencia de alimentos como CalFresh y EBT Pandémico no afecta su estatus inmigratorio.

Mande un texto con la palabra “Beneficios” a 650-376-8006 para aprender más sobre elegibilidad para programas de CalFresh.

To download free graphics/ posts (in 13 languages) to use on social media, copy/paste this link into your browser: [CalFresh Resources](#)

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 get CalFresh using the link www.getcalfresh.org
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.



Section 49557 of Education Code requires LEAs who have their meal application available online to include the CalFresh application link on their website.





English Blurb

Need Help Buying Food For Your Family? CalFresh Can Help.

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' market. The card is mailed to your house and benefits are uploaded each month directly on the card.

Learn more about how CalFresh can help your family:

Click [here](#) to apply

Spanish Blurb

¿Necesita ayuda para comprar comida para su familia? CalFresh lo puede ayudar.

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 automáticamente a la tarjeta cada mes.

Aprenda más sobre como CalFresh puede ayudar a su familia:

Haga clic [aquí](#) para más información.

[Section 49557 of Education Code](#) requires LEAs who have their meal application available online to include the CalFresh application link on their website.

Increase CalFresh Enrollment

Under AB 402 Local Education Agencies (LEAs) can enter into Memorandums of Understanding (MOUs) with County Welfare Departments (CWDs) to share information regarding school lunch participants who may be eligible to receive CalFresh benefits.

With the permission of the parent or guardian signing some form of consent, information submitted on the National School Lunch Program (NSLP) application with the local county CalFresh office can be shared.

Goal of this program is to increase the number of eligible families receiving CalFresh by using information about students who are presently receiving free or reduced lunch.

[Official CDSS Letter with Parent Consent Form Examples Here](#)

Orange County Regional Offices

| | |
|----------------------------|---|
| <u>ANAHEIM</u> | 3320 E. La Palma Ave., Anaheim, CA 92806 Service Center: 800-281-9799 Hours of Operation: 7:00am - 5:00pm, Monday - Friday |
| <u>CYPRESS</u> | 6100 Chip Ave., Cypress, CA 90630 Service Center: 800-281-9799 Hours of Operation: 7:00am - 5:00pm, Monday - Friday |
| <u>GARDEN GROVE</u> | 12912 Brookhurst St., Garden Grove, CA 92840 Service Center: 800-281-9799 Hours of Operation: 7:00am - 5:00pm, Monday - Friday |
| <u>LAGUNA HILLS</u> | 23330 Moulton Parkway, Laguna Hills, CA 92653 Service Center: 800-281-9799 Hours of Operation: 7:00am - 5:00pm, Monday - Friday |
| <u>SANTA ANA</u> | 1928 S. Grand Ave., BLDG B, Santa Ana, CA 92705 Service Center: 800-281-9799 Hours of Operation: 7:00am - 5:00pm, Monday - |

Orange County CalFresh Assistors

| | |
|---|--|
| <p><u>2-1-1 Orange County</u></p> | <p>P.O Box 10473 Santa Ana, CA 92711</p> <p>Service Center: 714-288-4007</p> <p>Hours of Operation: 8:00am-3:30pm Monday-Friday (by appointment)</p> <p>*Application Assistance offered over the phone</p> |
| <p><u>UCI FRESH Basic Needs Hub</u></p> | <p>4079 Mesa Rd., Irvine, CA 92617</p> <p>Service Center: 949-824-0607</p> <p>Hours of Operation: 9:10am – 4:10pm, Monday – Friday (by appointment)</p> <p>*Application Assistance offered via Zoom</p> |

NEED HELP BUYING FOOD FOR YOUR FAMILY?

CALFRESH CAN HELP



Insert Custom Text

Insert Custom Text

Insert Custom Text



¿NECESITA AYUDA PARA COMPRAR COMIDA PARA SU FAMILIA?

CALFRESH PUEDE AYUDAR



Insert Custom Text

Insert Custom Text

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