

# CalFresh Awareness Month

May 2022





# Did you know?

- CalFresh, formerly known as Food Stamps, provides recipients a monthly benefit that allows them to purchase food, or food-bearing plants and seeds.
- The program was originally piloted back in 1939 due to the needs of low-income people during the Great Depression.
- The program was terminated in 1943, but revitalized during the Food Stamp Act of 1977.
- CalFresh is accepted in almost all supermarkets, along with smaller food retailers and Farmers Markets.
- The program is administered by the Economic Self Sufficiency branch of the SMC's Human Services Agency.

# Program Benefits

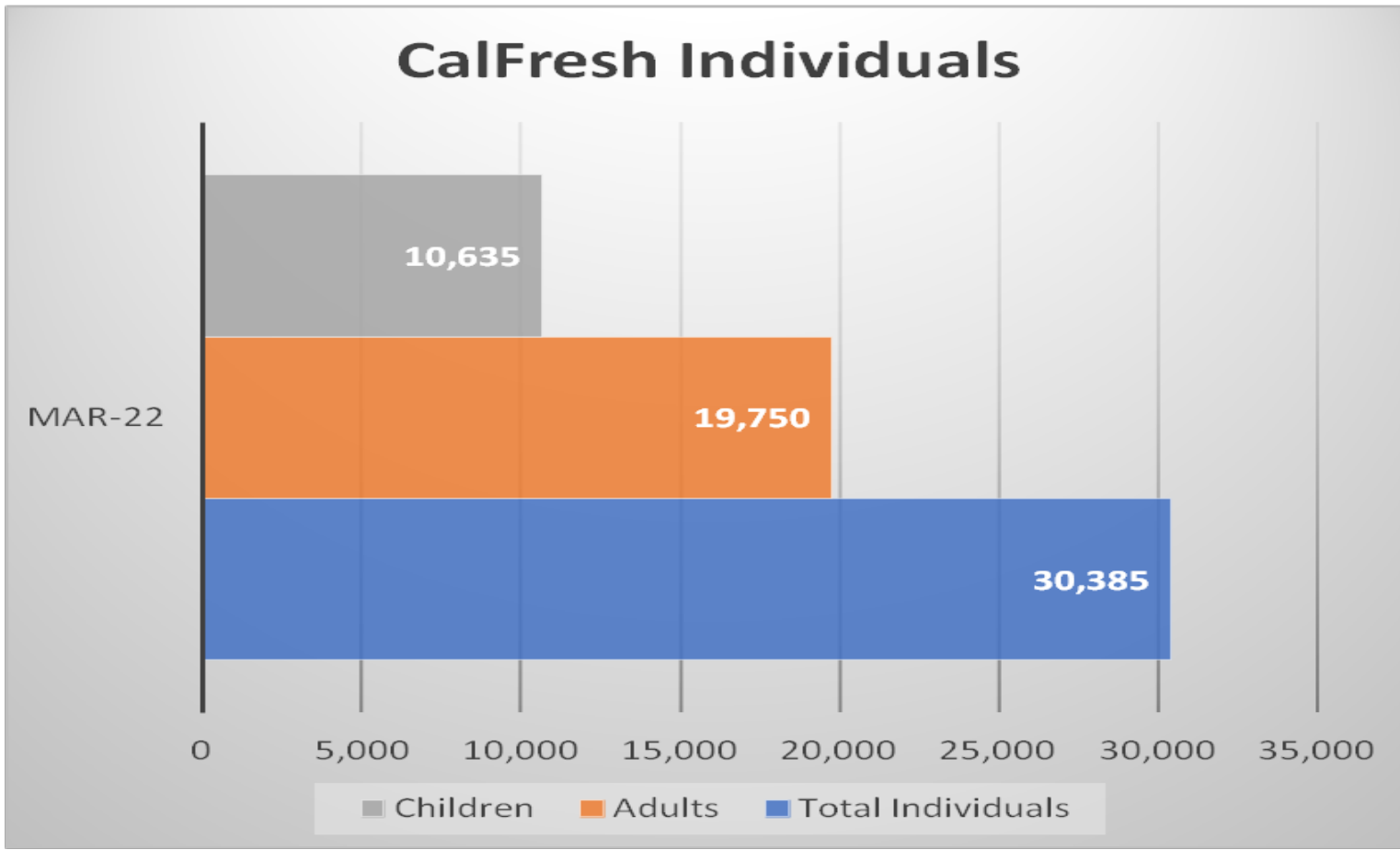
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- CalFresh stimulates the economy
  - USDA has shown that every dollar in CalFresh expenditures generates \$1.79 in economic activity
- Recipients with an active status are also eligible:
  - Free school lunch meals
  - Free internet services
  - Reduced cost phone services
  - Free/reduced entrance fees to over 600 California museums and parks
- Since 2020, CalFresh can be utilized online, allowing recipients to order from home and have food delivered to their doorstep.



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# Current Recipients





# Michelle's Story

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- Michelle and son began receiving CalFresh during the pandemic.
- Their benefit is currently \$358.
- Although the family has some income, it is not enough meet their needs. CalFresh ensures they have food on the table.
- Michelle is also receiving job training through HSA's Employment Services, where she is gaining work skills to enrich her family's future financial resources.



# Outreach

- There are still residents experiencing food insecurity that may be eligible.
- HSA's Dedicated CalFresh Outreach Team
  - Community Organizations and Events
  - Program Information & Question
  - Application Assistance & Submission
  - Emergency EBT Card Delivery
  - Program Retention
- The CalFresh Outreach Team is creative and innovative, working to identify and reach those in need.
  - In 2020 - Virtual presentations
  - Second Harvest – Cross County Campaign at food distribution sites





# Community Partners

- Fighting food insecurity is a team effort!
  - Second Harvest of Silicon Valley
  - LIBRE Project
  - San Mateo Department of Education & Individual Schools
  - San Mateo Core Agencies
  - Local Libraries
  - Legal Aid Society
  - SMC Health Services
  - Fresh Approach
- Thank you ESS Staff!



# Thank you!

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Human Services Agency

Service Center

M-F 8:00 – 5:00 p.m.

1-800-223-8383

