



**PUBLIC BENEFITS**

**THROUGH SCHOOLS**

**CONVENING**

**APRIL 9-10, 2024**





# Smarter, Not Harder

Building Relationships between  
Schools & Anti-Hunger  
Organizations

PUBLIC BENEFITS THROUGH SCHOOLS CONVENING 2024



## Agenda

- **Emma Williamson & Shaneta Ford, *Feeding America***
- **Guy Hamilton, *Chattanooga Area Food Bank***
- **Allison Brown, *United Community Schools***
- **Meghan Gosselink, *Community Food Bank of New Jersey***
- **Elisha VanNorman and LoWan Brown, *Foodlink*, with Jay Roscup, *Wayne Co. Community Schools***
- **Audience Q&A**

# Accelerating Benefits Enrollment

With a **north star objective** of ensuring that everyone served by the network who is eligible for SNAP and other benefits are enrolled and receiving their maximum/optimal benefit amount, Feeding America leads the **largest SNAP Application Assistor network in the nation**.

Through a multi-pronged approach that includes **policy change, enrollment assistance, and improving perceptions**, we will increase access to and participation in SNAP with the neighbors we serve.



## Policy & Advocacy

Improving SNAP and other federal nutrition program operations by supporting changes at the state and federal level



## Enrollment Support

Improving access to SNAP through outreach and application assistance programming, digital marketing, and public awareness



## Perceptions

Improving SNAP perceptions and reducing stigma by growing allies and champions for SNAP



# Despite SNAP's evidenced impact on food security, 7-9 million eligible households annually are not enrolled



For every meal provided by the FA network, SNAP provides

**9**



SNAP reduces overall prevalence of food insecurity by as much as

**30%**



**\$1.4k**

Less in medical care costs/year for low-income adults on SNAP



**86%**

of recipients are children, seniors, or living with a disabled



More than

**9%**

of households moved above the federal poverty line

Collaborate,  
Collaborate,  
**COLLABORATE!**

Increase the reach of your SNAP-in-Schools outreach program.



LET'S DO THIS!!!

1. The data.
2. The need.
3. The plan.
4. The “*other*” plan.

# Hamilton County, TN OVERVIEW

**43,600 FOOD  
INSECURE**

**12%**

State of TN rate  
of food insecurity

**11.9%**

National rate  
of food insecurity

**11.8%**



# Hamilton County, TN OVERVIEW

CHILDREN FACING  
FOOD INSECURITY

16.1%

## Hamilton Co, TN Schools



-45,000 students in 79 schools

-20,680 students in 38 CEP schools  
(46.5%)

-7,245 food insecure students

HOW DO WE  
REACH THESE  
FAMILIES?

Meet them  
where they  
are.

# WHERE ARE THEY?

- Schools
- Cultural/ Ethnic Community Centers
- Local Grocery Stores/ Markets
- Laundromats
- Churches and Faith Centers
- Community Food Distributions
- Hunger Relief Partners/ Partner Agencies

# SCHOOLS.

*(NO BRAINER!)*

38 CEP Schools

Social Workers Assigned to Schools

18 Food Distribution Programs

- School Mobile Pantries
- In-School Pantries
- Sack Packs

School Resource Fairs

Back to School Events...

# CULTURAL/ ETHNIC COMMUNITY CENTERS

- BIPOC Communities
- Local Grocery Stores/  
Markets
- Churches and Faith Centers
- Hunger Relief Partners/  
Partner Agencies

# The Plan



ACCOMPLISHED:  
Reach and assist every child and family within HCS facing hunger, solve hunger. THE END.

ACCOMPLISHED:  
Self-starting, bilingual go-getter with lived experience and already connected to HCS.

ACCOMPLISHED:  
Hired the Rock Star.  
Couple this with the HCS initiative of Social Workers in every school.  
**\*BOOM!\***

ACCOMPL. . .  
Umm. . .  
Well. . .  
Uh. . .

**PIVOT!**

# Where are we? What Can we do?

<b>SCHOOLS</b>	<b>HUNGER RELIEF PARTNERS</b>	<b>COMMUNITY PARTNERS</b>
18 CAFB Food Distribution Programs In 38 CEP SCHOOLS	51 Agencies Actively Serving the Public	Numerous
Amplify our Presence!	Engage These Neighbors!	Train and Equip!



# MEET THEM WHERE THEY ARE. *(THE OTHER PLAN!)*

Go into the communities.

Listen to their questions, comments and concerns.

Address their fears.

Dispel all misinformation.

Be truthful.

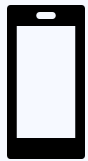
Establish and foster relationships.

Become their advocate.



**END HUNGER**

# Contact Us



## PHONE

423-622-1800, X229  
423-622-1800, X234



## EMAIL

[GHAMILTON@CHATTFOODBANK.ORG](mailto:GHAMILTON@CHATTFOODBANK.ORG)  
[PHALE@CHATTFOODBANK.ORG](mailto:PHALE@CHATTFOODBANK.ORG)



## TEXT REQUEST <sup>TM</sup>

423-401-6623  
423-401-6038



CHATTANOOGA AREA  
**FOOD BANK**

[WWW.CHATTFOODBANK.ORG](http://WWW.CHATTFOODBANK.ORG)



A **Community School** is a partnership between school staff, families, youth, and the community to raise student achievement by ensuring that children are physically, emotionally, and socially prepared to learn.





## HEALTH & WELLNESS

Providing crucial physical, emotional, and social supports like nutrition services, health clinics, and counseling.



## EDUCATOR SUPPORT

Supporting educators with professional learning opportunities that unpack the standards alongside real classroom experiences.



## ACADEMIC ENRICHMENT

Enriching curriculum with high quality programming like debate clubs, college prep, morning circles, and more before, during, and after school.



## EXTENDED LEARNING TIME

Organizing safe and fun activities for the critical times when children are not in school—homework help, dance programs, marching band, art and music activities, and more.



## PARENT & FAMILY ENGAGEMENT

Engaging parents and families in their student's school activities through PTA meetings, parent newsletters, family nights, town halls, and more.



## COMMUNITY ENGAGEMENT

Collaborating with the community to ensure equity of voice and resources inside and outside of the school, from evening ESL and literacy classes to coat drives, and so much more.

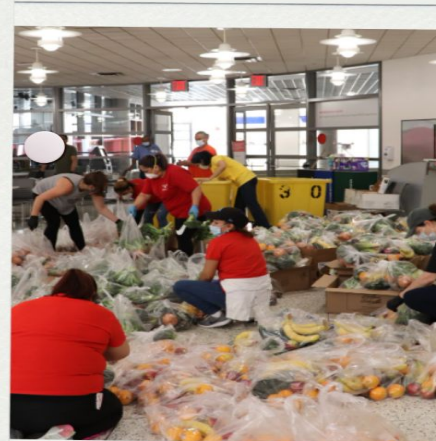


## PS 19Q, Queens, NY

- 1,980 students (approx. 1,500 families)
- Corona/Elmhurst/Jackson Heights
- Became a “[United Community School](#)” (in partnership with the United Federation of Teachers) in 2015.
- 94% of students are Hispanic/Latinx; 5% are Asian
- 63% are English Language Learners.
- 23% reside in temporary housing.
- Approximately 70% of parents are undocumented.

# MEETING THE NEED

Corona, Queens, NY







SNAP apps & recertifications

Book Fairs



Clothing Swaps



Health screenings & resources



**Hunger Free NYC**

# SNAP Application Assistance

**Walk-Ins Welcome**

## Join us at PS19Q!

40-10 99th Street (main entrance,  
near Roosevelt Ave), Queens, NY 11368  
Thursdays from 3pm- 7pm

**Visitors to school  
buildings are asked  
to show  
identification and  
proof of COVID  
vaccination**



### CONTACT US

English: (646) 355-1475

Español: (347) 599-1510

Cantonese/Mandarin: (646) 935-3513

Russian: (332) 600-5425



### MICRO-REPORT

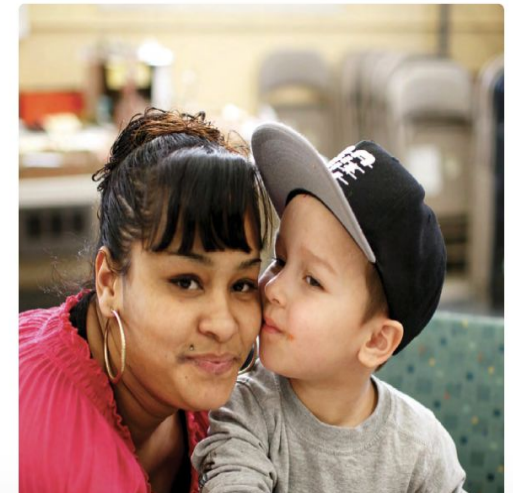
# Public Charge was Reversed— But Not Enough Immigrant Families Know

## Immigrant Families Continue to Avoid Critical Nutrition and Other Safety Net Programs

In March of 2021 the Biden Administration repealed the harsh changes to the public charge rule enacted by the previous administration to restrict immigration based on use or potential use of public benefits by lawfully-present immigrants. However, new research shows that more than 3 in 4 immigrant families are unaware the policy has been reversed and are wary of using critical safety net programs for which they qualify, like the Supplemental Nutrition Assistance Program (SNAP).

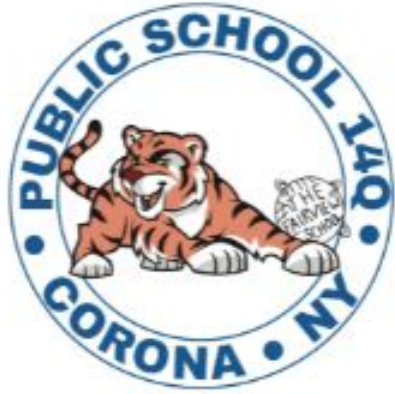
The findings validate that confusion and fear about potential adverse impacts on immigration status continue to keep eligible immigrant families from accessing programs that help feed, house and keep their children healthy, a phenomenon known as the public charge “chilling effect.”

This means more kids in America are unnecessarily at a



# Collaborating with Schools

- Go through Community School Director; Parent Association leaders; Parent Coordinator; Social Worker
- Be extra safety-minded; admin is often cautious to open doors to community; know the safety plan & protocols
- Speak their language: Increasing academic success and attendance rates



**UNITED  
FOR  
BETTER**

# Allison Brown

Senior Community School Director

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<https://unitedcommunityschools.org>

# COMMUNITY FOODBANK OF NEW JERSEY

MEGHAN GOSSELINK, MPH (SHE/HER)

DIRECTOR OF RESOURCE ACCESS

[mgosselink@cfnj.org](mailto:mgosselink@cfnj.org)



**Lesson Learned:** Successfully building relationships with schools takes time!




**Be patient:** provide multiple exposures to information

**Be diligent:** provide multiple follow-ups

**Be flexible:** In-person meetings/visits are best

**Be prepared:** Research/learn the community/school before you engage with them

**Be curious:** approach conversations from a place of learning

**Lesson Learned:** Only do what you have the capacity to do well. 

Continually plan and assess.

How many schools and households can your team successfully support with benefit assistance?

What is the impact of this relationship building?

How are you defining successful impact?

**Lesson Learned:** Tailor the message to the audience



## Begin with the Why?

Do you have the approvers/decision makers at the table?

Highlight the districts landscape - specific data for the school/district/community  
Highlight policy/process changes impacts on families and schools e.g., school meal debt, Summer EBT

Focus on educating the:

- Administrators
- Community liaisons
- PTA/HSA



## **Lesson Learned:** Leverage Existing Relationships



School partners that participate in  
other FoodBank programs  
Third parties or other community  
organizations

Local anti-hunger coalitions  
County-based coalitions

Supportive dollars

Local and State officials

**Lesson Learned:** Recognize your successes!



- Value the relationship building
- Value focusing on creating awareness and providing critical education to people in power on the importance of benefits for families and schools
- Value improving food security for one family





# How Schools and Food Banks work together to Fight Hunger



**Data from the 2022 census shows that more than 10% of Wayne County residents who are food insecure are not enrolled in SNAP benefits.**

To bridge this gap, Foodlink is partnering with Wayne County School Food Pantries. This collaboration provides a familiar and trusted space for families to access food assistance. This approach will be instrumental in successfully connecting more families with SNAP, a program designed to support them.



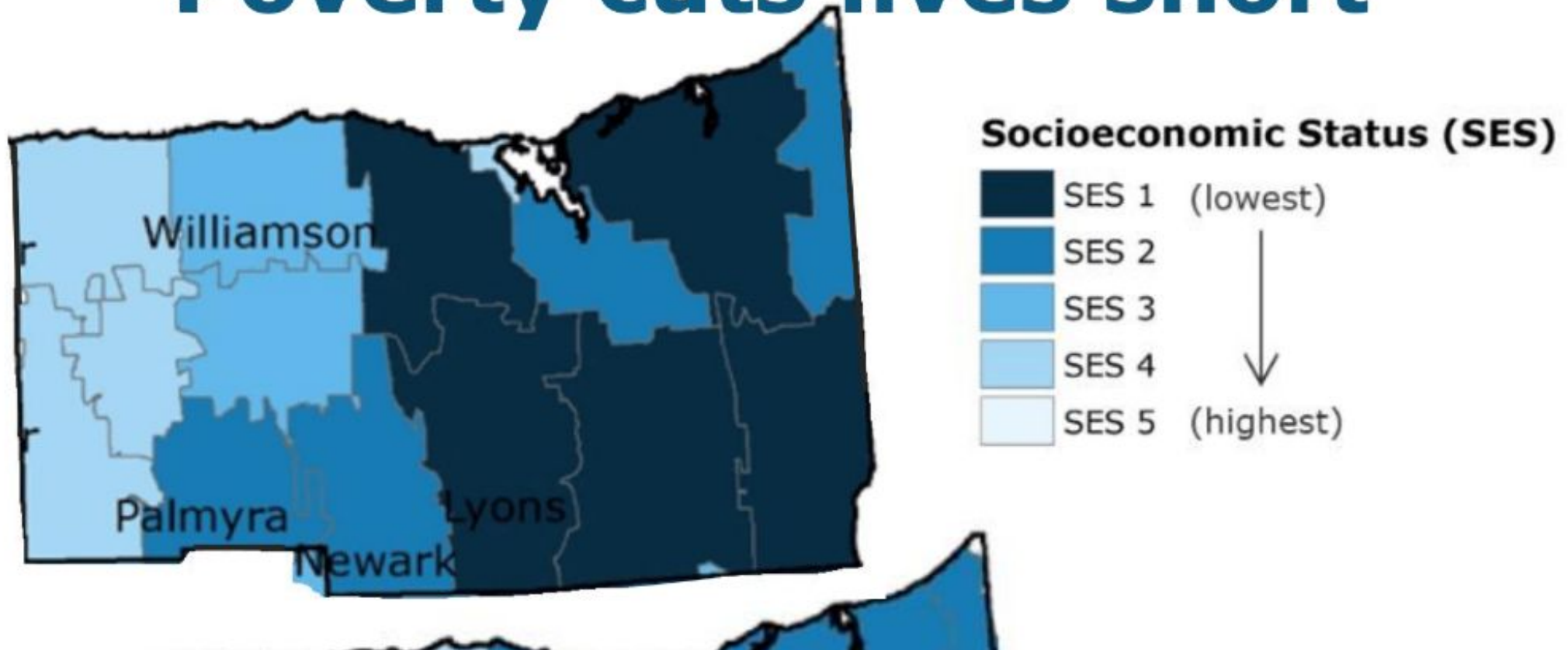


**WAYNE COUNTY**  
Community Schools



# Can Community Schools Change the Map?

## Poverty cuts lives short

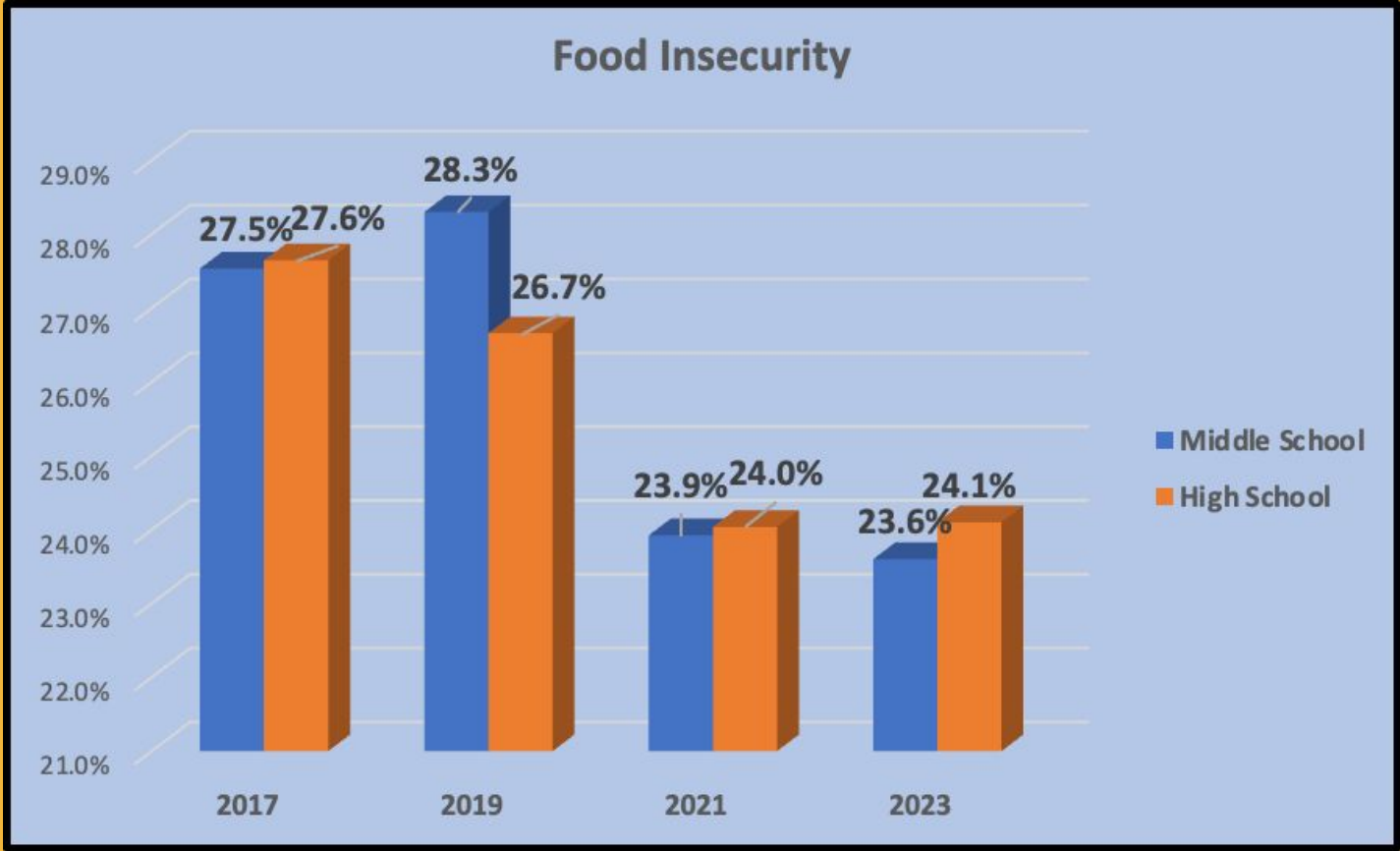




# Making Progress?



- Free School Lunch
- Summer Meals
- SNAP
- School Pantry
- Pop Up Pantry
- Community Pantry
- Backpack Programs





# Sodus Community Schools Pantry

- Over 70% of youth qualifying for Free and Reduced Lunch. Our school based pantry complements our free breakfast, lunch, and snack programs.
- Community Schools Director Val Fanning and Community Schools Coordinator Tammy Thiel operate the school based food pantry at Sodus Central School District.
- The pantry has a direct phone line to request a box or to make an appointment;
- Support families with basic hygiene needs and emergency food box deliveries for those with transportation barriers.
- Our students receive weekend food and food backpacks before a school break.
- We strive to do our best to hold monthly family and open pantry events.

**When our students have access to these healthy foods, they feel better and do better in school. We are feeding student success!**



# What a Food Bank looks for in a partner

- Dedicated staff member with support of the school administration
- Budget for the pantry
- Having other resources to receive food outside of the Food Bank
- Good Communication
- Knowledge of healthy food options
- Creating a sustainability plan
- Wrap-around services
- Community Partnerships



## The road so far...

- Hosted a training at Foodlink
- School Visits
- Started five new school pantries
- SNAP training
- Dedicated SNAP advisor at Foodlink
- QR code created for SNAP prescreening
- Community School Coordinators scheduling outreach events



Families who utilize school food pantries receive a flyer with a QR code which helps determine if they are eligible for SNAP benefits. They are directed to call Foodlinks dedicated phone line SNAP phone line. An individual guides them through the application process.



We can help you find out if you may be eligible to participate in SNAP.

Scan for a quick prescreening and application assistance today!



**Supplemental  
Nutrition  
Assistance  
Program**

For free assistance please contact Foodlink's Benefits Outreach Team:  
585.413.5091 | [SNAP@Foodlinkny.org](mailto:SNAP@Foodlinkny.org)



# Whats next...

- Create a tracking sheet to help reach our goals
- SNAP events
- Add more Community School Pantries
- Community School Coordinators and pantry volunteers will receive additional training to become proficient in SNAP prescreening by county DSS
- Create a welcoming environment that reduces stigma at the school pantry and decrease food insecurity





# How Schools and Food Banks work together to Fight Hunger





**Questions?**