

Welcome!

We'll get started soon. While we wait for attendees to join, please share your answer to this question in the chat box:

What organization, agency, district, or company are you joining us from?



National Survey of Parents and Caregivers: What the Affordability Crisis Means for Families

September 17, 2026



Speakers



Corey Filiault

Manager, Corporate Partnerships
Communication - No Kid Hungry



Claire Borzner

Director, Federal Government
Relations - No Kid Hungry



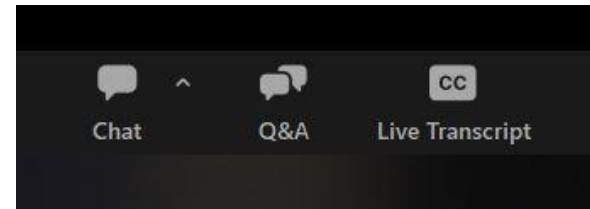
Agenda

- Welcome
- Things to Know as We Begin
- Presentation
- Resources
- Q&A
- Closing Survey



Things to Know as We Begin

- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the [chat box](#).
- If you have questions for the speakers, please enter those into the [Q&A box](#).
- Closed captioning is available.



2026 Parent & Caregiver Survey Findings



Parent & Caregiver Survey

Implementation and Methodology

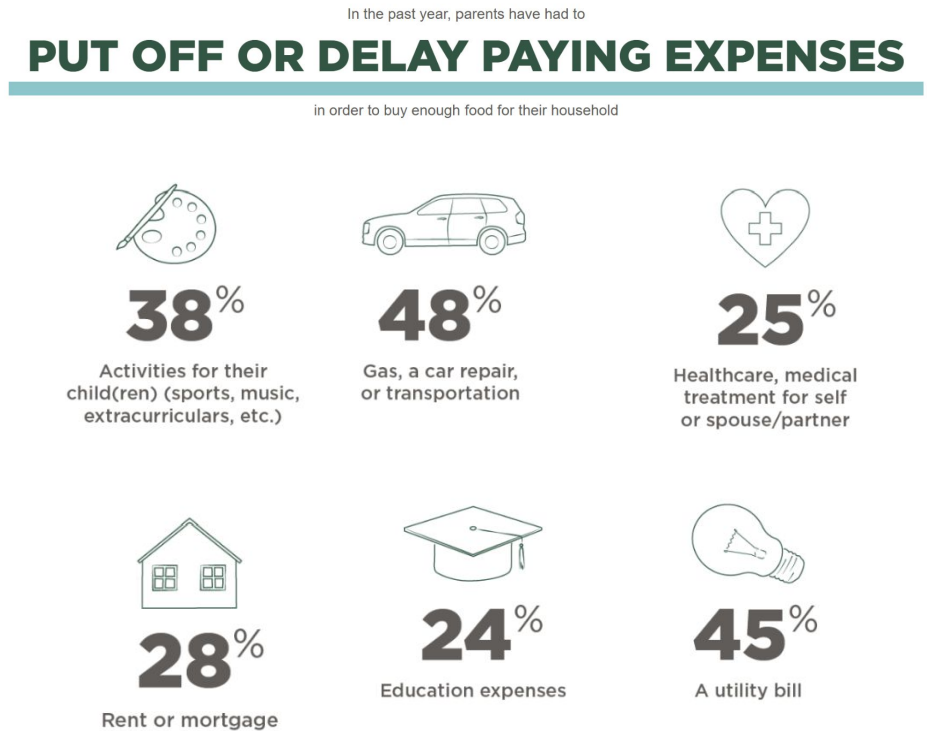
Goal: Conduct a **nationwide survey of nutrition program recipients**, aiming to better understand and showcase the long-lasting, far-reaching impact of investing in programs we know work.

- Agency partner: Marketing for Change
- Survey conducted: April - May 2026
- 2026 Methodology: An online survey (12-minutes) was conducted among parents of children in grades 1-12 with incomes at 185% FPL or lower in May 2026. The sample was nationally representative and included 1202 parents with an oversample of 183 Hispanic parents (377 total Hispanic parents were surveyed).

Topline Finding #1

Families are feeling squeezed financially and are falling behind.

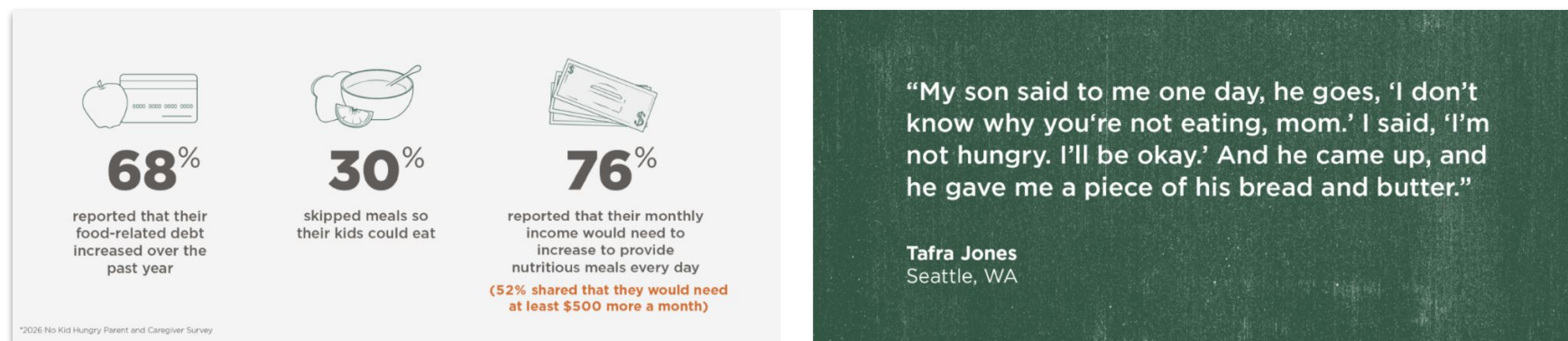
- **For families with low incomes, things are getting harder...not easier**
 - 51% report that their family's finances are worse than they were 1 year ago
 - 83% report being unable to buy all the food they usually would due to increased food costs
- **Parents are having to choose between paying the bills or feeding their kids**
 - 70% worry they will have to choose between paying bills or emergency expenses and buying healthy food for their children
- **There is a gap between what families earn and what they need**
 - 76% report that their monthly income would need to increase for them to be able to provide nutritious meals for their kids every day without skipping meals or bills
 - **52% would need at least \$500 more a month**



Topline Finding #1

Families are feeling squeezed financially and are falling behind.

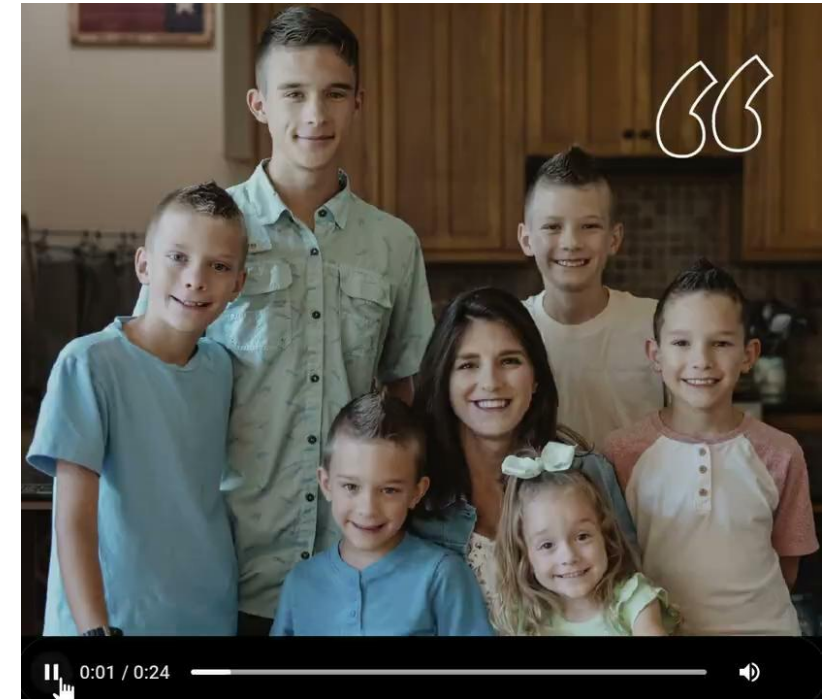
- 83% say they feel stressed about their family's financial situation nearly every day
- 91% worry that food costs will continue to rise during the upcoming year
- 66% say food costs have had a great deal or quite a bit of impact on their household budget
- 55% cut back on groceries (the single most common financial sacrifice families report)
- 68% report food-related debt increased over the past year
- 71% indicate it is a challenge to consistently provide their family with nutritious meals



Topline Finding #2

Financial pressures are directly impacting children and, in some cases, even the size of families.

- The cost of food affects how parents are able to show up for their kids
 - 56% say concerns about buying quality food affects their day-to-day interactions with their children
 - 54% say they or a spouse/partner have taken on extra work or a second job to help alleviate financial pressure
- Among parents who picked up extra work:
 - 26% indicate their children now get fewer home-cooked meals
 - 26% report that their older children receive less supervision
- Rising food costs are impacting family planning
 - 51% say they are delaying having more children due to increased food costs

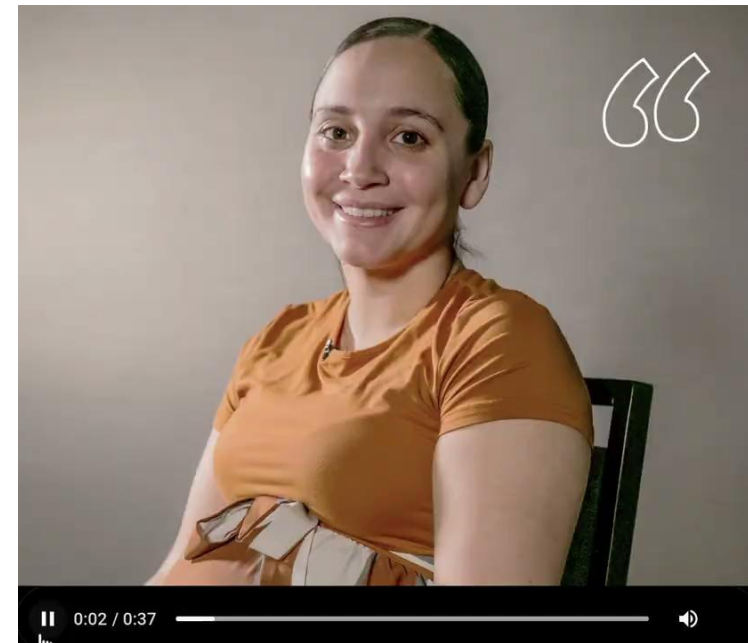


Kelli Snyder
Smithville, TX

Topline Finding #2

Financial pressures are directly impacting children and, in some cases, even the size of families.

- In order to buy enough food for their families:
 - 11% delayed paying for medical treatment or prescriptions for their children
 - 38% were unable to pay for activities for their children including sports, music or extracurricular activities
- 36% indicate that, at least sometimes, their children were not eating enough because they could not afford enough food
- When asked how a lack of nutritious meals impacts their children:
 - 67% said their children have a hard time concentrating
 - 52% said their children act out or get into more trouble



Joelains Kercado

Jamestown, NY

Topline Finding #3 (School Meals)

Free/reduced school meals and SNAP allow kids to learn and families to thrive.

- School meals create better students
 - 85% report that free/reduced lunches help their child excel at school
- Free/reduced school meals allow parents to afford other important school supplies
 - 71% report that without free/reduced school meals, it would be difficult for them to afford their child's school supplies
- School meals are delivering quality nutrition
 - 85% believe that free/reduced school meals are nutritious and healthy
 - 84% believe they have a good variety of fruits and vegetables
 - 71% believe they have improved in quality over the past few years



Topline Finding #3 (School Meals)

Free/reduced school meals and SNAP allow kids to learn and families to thrive.

- Regarding free/reduced school meals:
 - 82% report that they are very or extremely valuable to their family
 - 89% indicate that they take some pressure off their family when it comes to feeding their children
 - 86% believe they give their child a sense of stability
 - 65% report they motivate their child to attend school regularly
 - 59% indicate that, without them, their child would not have enough food to eat on some school days



Raven Behrens

Pre-K-2nd Grade Counselor, Smithville, TX

Topline Finding #3 (SNAP)

Free/reduced school meals and SNAP allow kids to learn and families to thrive.

- Without SNAP, some days children would go without nutritious food
 - 85% say that SNAP helps them get through the month without running out of food
 - 80% say that SNAP is the primary way their children are able to eat nutritious food some days
- For most families, SNAP is a stepping stone, not a safety net
 - 85% say that the ability to get food through SNAP helped their family get to a better financial situation
 - 82% report it is a temporary support during a difficult time



Christina Marrufo

Huron, SD

Topline Finding #3 (SNAP)

Free/reduced school meals and SNAP allow kids to learn and families to thrive.

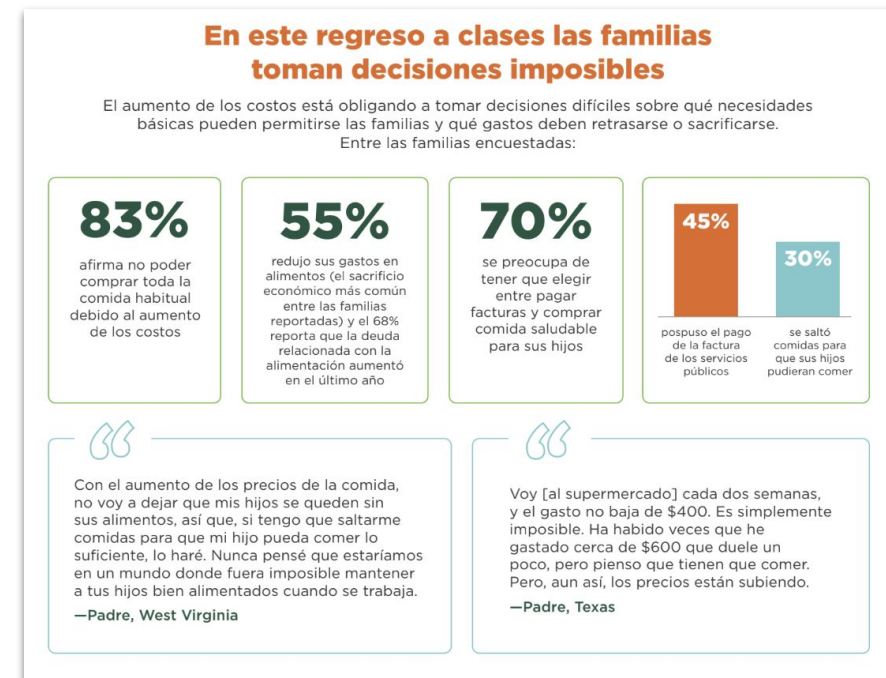
- 89% say SNAP allows them to focus on their children's needs without constantly worrying about whether they will have enough food
- 84% report that SNAP allows them to thrive
- 90% say they would cut back significantly on the amount of food they buy for their family without SNAP
- 91% report that SNAP is very or extremely valuable to their family



Hispanic Spotlight:

Hispanic parents are working hard to reach long-term financial stability

- More Hispanic parents are taking on extra work than the general population
 - 60% of Hispanic parents (gen pop = 54%) report that they or their spouse/partner took on extra work or a second job due to financial stress caused by higher food prices
- While the general population had a very high percentage of reporting SNAP as temporary support during a difficult time – that was even more true for Hispanic parents
 - 92% of Hispanic parents (gen pop = 82%) report that SNAP is a temporary support during a difficult time



Update on Advocacy and Policy

Threats to SNAP

Cuts and Changes to SNAP through H.R.1

H.R.1, the One Big Beautiful Bill Act cut SNAP by almost **\$200 billion** over ten years- roughly 20% cut

- Changes to SNAP in H.R.1:
 - **Eligibility changes**
 - **Work requirements**
 - **Administrative cost share** increase
 - **SNAP benefit cost share**
 - H.R.1 requires future **Thrifty Food Plan** updates to be **cost neutral**.
 - **Eliminated funding for SNAP-Ed**



Threats to SNAP

SNAP Cost Share Provisions

H.R.1 shifted substantial costs to states:

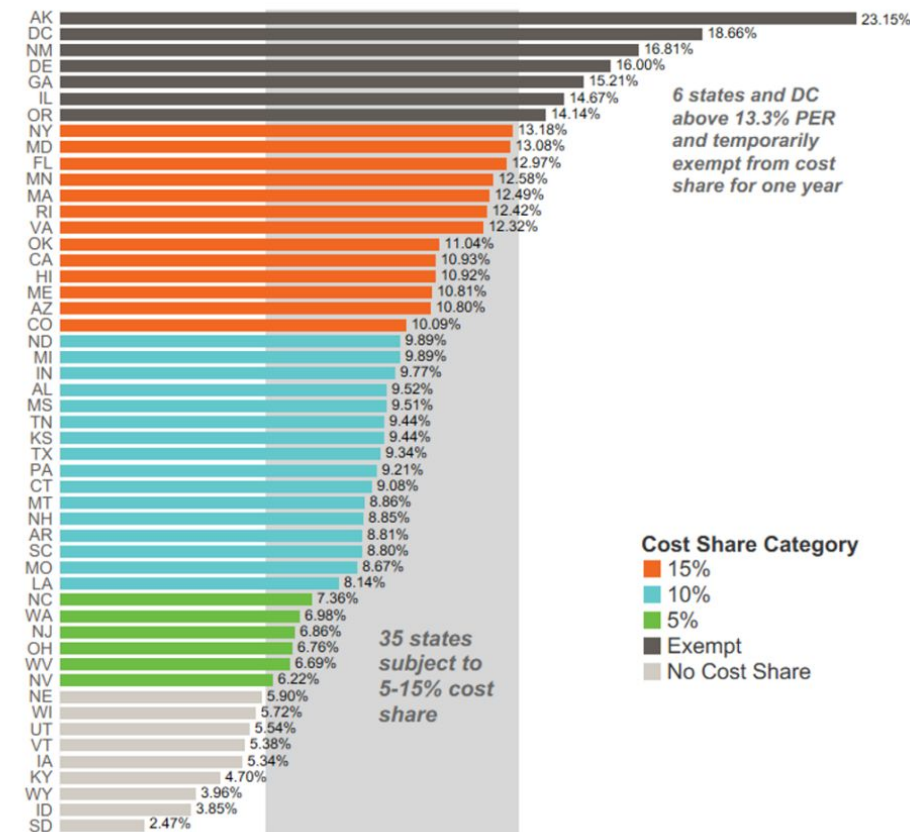
- Increased share of administrative costs (from 50% to 75%) starting on October 1, 2026.
- States will be required to pay a share of SNAP benefit costs starting on October 1, 2027 based on the state's SNAP payment error rate.
- As many as 36 states and territories will have to pay between 5 to 15 percent of benefit costs in FY 2028.

State Benefit Cost Share Rate Based on Payment Error Rate

If your state has this error rate...	...you would be forced to pay this share of benefit costs
<6%	0%
6-7.99%	5%
8-9.99%	10%
≥10%	15%

Benefit cost sharing begins in FY 2028 with a 1-2-year exemption for states with error rates >13.33% in FY 2025 or FY 2026. In FY 2028, the cost share percentage may be based on FY 2025 or FY 2026 error rate data; thereafter, all rates will be based on the third preceding fiscal year's data (i.e. FY 2027 data for FY 2030).

State FY25 SNAP Payment Error Rates by Maximum FY28 Benefit Cost Share Category



Guam and US Virgin Islands not included in graphic.

Guam is potentially subject to a 15% benefit cost share in FY28 based on its FY25 Payment Error Rate.

The U.S. Virgin Islands is not subject to the benefit cost share in FY28 because its FY25 Payment Error Rate was below 6%.

Estimated SNAP Benefit Cost Share for October 1, 2027

Based on FY 2025 Payment Error Rate

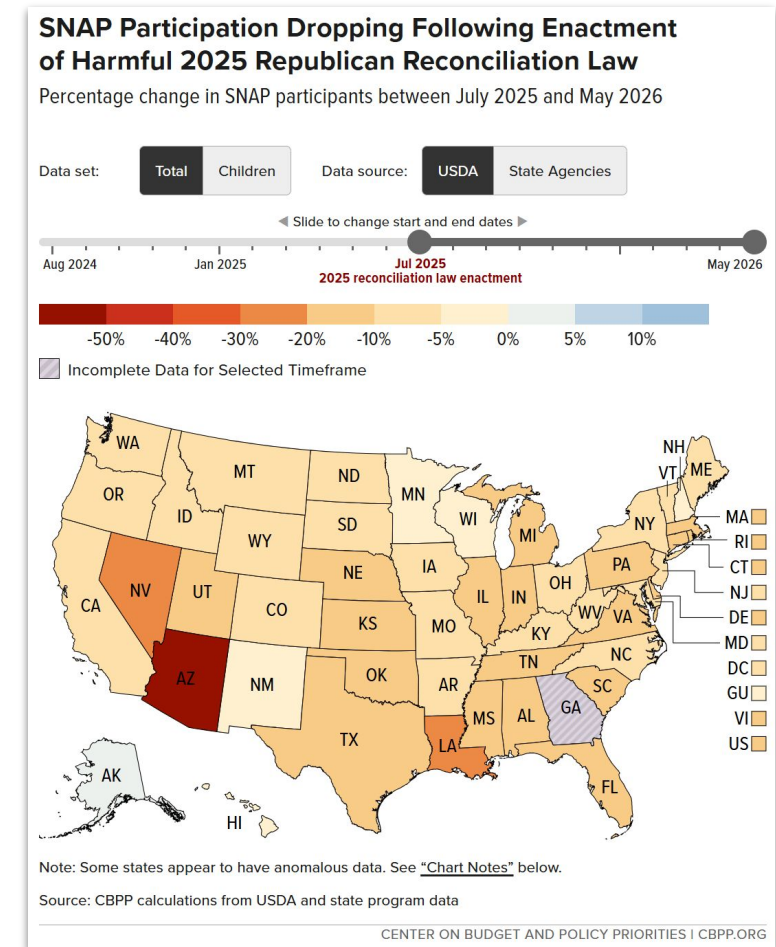
State	FY25 SNAP Payment Error Rate (%)	Max FY28 State Share of Benefits (%)	Current Total State Responsibility (50% Admin Costs for FY23) (M)	Estimated Max FY28 State Responsibility (75% Admin Costs + Share of Benefits Based on FY25 PER) (M)
Alabama	9.52	10%	\$65	\$271
Alaska	23.15	0% (exempt)	\$12	\$18
Arizona	10.8	15%	\$70	\$398
Arkansas	8.81	10%	\$43	\$115
California*	10.93	15%	\$1,324	\$3,869
Colorado*	10.09	15%	\$93	\$353
Connecticut	9.08	10%	\$79	\$203
Delaware	16	0% (exempt)	\$22	\$33
District of Columbia	18.66	0% (exempt)	\$37	\$56
Florida	12.97	15%	\$89	\$1,159
Georgia	15.21	0% (exempt)	\$110	\$165
Guam	11.7	15%	\$2	\$22
Hawaii	10.92	15%	\$31	\$150
Idaho	3.85	0%	\$10	\$15
Illinois	14.67	0% (exempt)	\$167	\$251
Indiana	9.77	10%	\$91	\$276
Iowa	5.34	0%	\$26	\$39
Kansas	9.44	10%	\$29	\$84
Kentucky	4.7	0%	\$106	\$159
Louisiana	8.14	10%	\$83	\$309
Maine	10.81	15%	\$13	\$72
Maryland	13.08	15%	\$105	\$379
Massachusetts	12.49	15%	\$86	\$521
Michigan	9.89	10%	\$192	\$601
Minnesota*	12.58	15%	\$87	\$260
Mississippi	9.51	10%	\$29	\$122
Missouri	8.67	10%	\$56	\$240
Montana	8.86	10%	\$14	\$37
Nebraska	5.9	0%	\$24	\$36
Nevada	6.22	5%	\$43	\$115
New Hampshire	8.85	10%	\$12	\$33
New Jersey*	6.86	5%	\$190	\$382
New Mexico	16.81	0% (exempt)	\$30	\$45
New York*	13.18	15%	\$492	\$1,891
North Carolina*	7.36	5%	\$136	\$357
North Dakota*	9.89	10%	\$13	\$32
Ohio*	6.76	5%	\$141	\$372
Oklahoma	11.04	15%	\$55	\$318
Oregon	14.14	0% (exempt)	\$160	\$240
Pennsylvania	9.21	10%	\$214	\$746
Rhode Island	12.42	15%	\$25	\$89
South Carolina	8.8	10%	\$33	\$191
South Dakota	2.47	0%	\$9	\$14
Tennessee	9.44	10%	\$125	\$359
Texas	9.34	10%	\$170	\$1,011
Utah	5.54	0%	\$26	\$39
Vermont	5.38	0%	\$12	\$18
Virginia*	12.32	15%	\$174	\$527
Virgin Islands	5.36	0%	\$5	\$8
Washington	6.98	5%	\$126	\$289
West Virginia	6.69	5%	\$18	\$55
Wisconsin*	5.72	0%	\$79	\$119
Wyoming	3.96	0%	\$9	\$14

Source: [No Kid Hungry. Reconciliation Provisions Shifting SNAP Costs to States](#)

Threats to SNAP

SNAP participation drops

- More than **5 million Americans** lost access to SNAP between July 2025 and May 2026.
- This number includes **1.2 million children** in only 25 states with available data.
- In some states, **children make up half of the SNAP losses** in the state.



[CBPP SNAP Tracker: People are Losing Food Assistance as the Harmful 2025 Republican Reconciliation Law is Implemented](#)

SNAP Participation Drops

SNAP participation varies by state

Reduction in SNAP participation from
July 2025 and May 2026:

- Arizona: 53.58%
- Nevada: 21.29%
- Louisiana: 21.09%
- Florida: 19.6%



Sources: [APHSA Special Statement, Fiscal Year 2025 Payment Error Rates](#),
[CBPP SNAP Tracker: People are Losing Food Assistance as the Harmful 2025
Republican Reconciliation Law is Implemented](#)

SNAP Participation Drops

Factors:

- Staffing cuts
- Budget pressure
- Reduced administrative resources
- Chilling effect possible
- Focus on reducing errors
- Eligibility changes
- Expanded work requirements



Implications for School and Summer Meals

School Meals

- Direct certification for free/reduced-price meals may decrease
 - More paperwork for families and schools
 - Kids may slip through the cracks which increases the likelihood of meal debt and financial pressure on the household
- Eligibility for the Community Eligibility Provision (CEP) may decrease
- Impacts to School Meals for All states

Summer Meals and Summer EBT

- Area eligibility for summer meal sites and Rural Non-Congregate programs may decrease
- Fewer children may be streamline certified for Summer EBT
- State administrative match may be harder to secure



What should be done?

- Congress must **repeal the SNAP cuts** in H.R.1.
- At a minimum, Congress **must delay** the SNAP cost share requirements by **two years**.
- States need certainty and time to **reduce errors** in SNAP while **maintaining participation** for eligible households
- **No further cuts to SNAP!**



Farm Bill Update

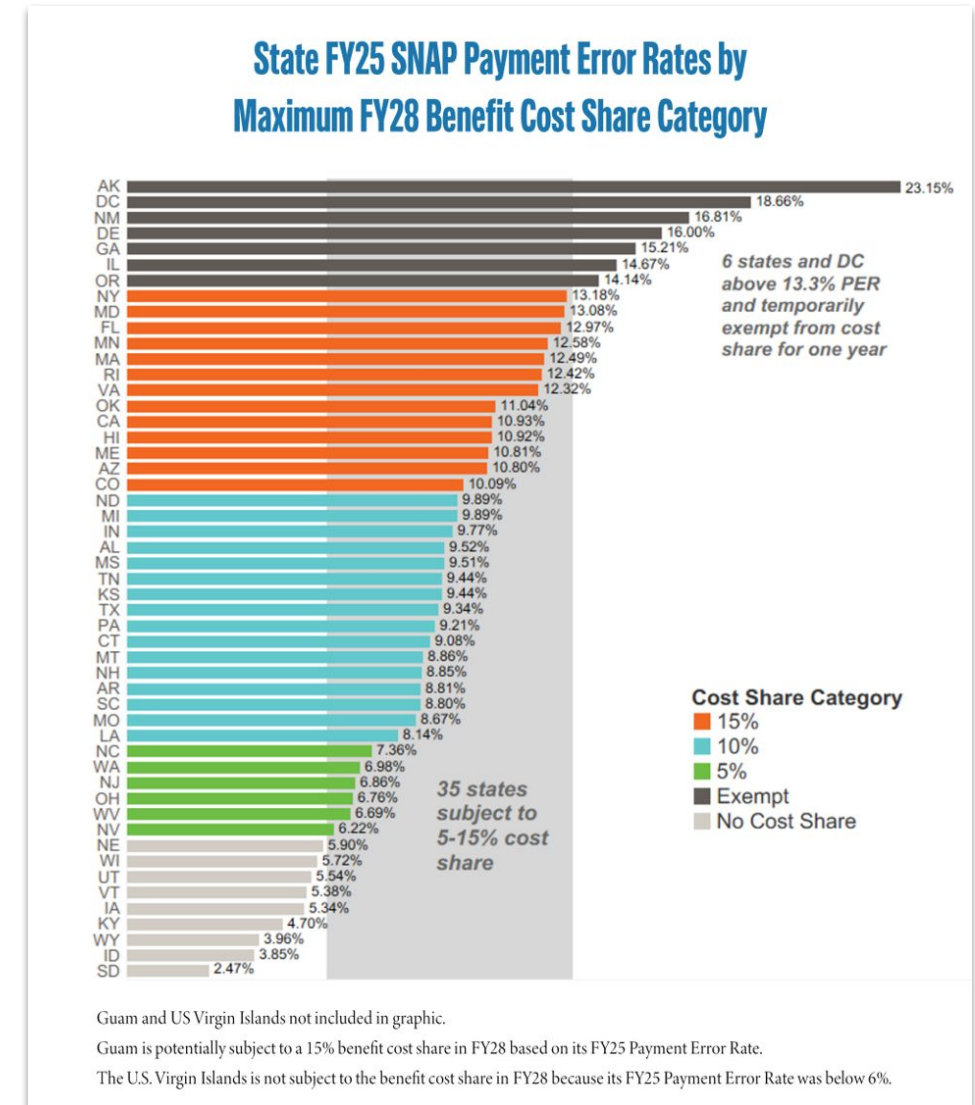
On September 16, 2026, the Senate Committee on Agriculture, Nutrition and Forestry held a **Farm Bill mark-up**.

- The bill passed out of Committee.
- **60 votes are needed** to advance the bill on the floor.

The bill included:

- A one year delay in the implementation of the SNAP benefit cost share requirement to FY 2029 (October 1, 2028) for all states.
 - The structure for determining the benefit cost share either gives states more time to reduce errors or more time to budget but not both.
- A restriction on the current two-year delay opportunity
- A permanent increase in the maximum SNAP benefit cost share from 15% to 20% starting in FY 2031.

This proposal would provide a one year delay but use **deeper cuts to SNAP** as the tradeoff. It also does not provide states with adequate time or the resources needed to reduce errors while maintaining access to SNAP.



Congressional Action

Options to advance a delay

- **Farm Bill**
- End of year **funding package**
- Any other moving legislative vehicle

Members have a number of priorities to pass before the end of the year so ensuring that SNAP is a priority is critical.

Outreach to Members of Congress is a priority.



Election Impacts and Timing

- The midterm elections are around the corner and have the potential to change which party controls the House or the Senate.
- The Administration will not be changing.
- We need to address a delay before 2027 and then think about long term planning to repeal the SNAP cuts in H.R.1 and better support states in operating the SNAP program.



Advocacy

- We are advocating for a **clean two year delay of SNAP cost share provisions**
- Longterm, we support a **full repeal** of the H.R.1 cuts to SNAP.
- **This is a pivotal time for action!**
 - Social media
 - Letters and calls to Congressional offices
 - Meetings
 - Information sharing
 - More information and resources can be found in our Partner Action Toolkit below.

Resources:

- [Reversing SNAP Cuts through the Farm Bill: A Partner Action Toolkit](#)
- [Advocacy Resources](#)

Resources

- [Parent and Caregiver Survey Stories Page](#)
- Fall campaign (school meals data) press release ([English](#) and [Spanish](#))
- Back-to-School Media Memo (school meals data) ([English](#) and [Spanish](#))
- [Fall Social Media Toolkit](#)
- SNAP Survey Data [Media Memo](#)
- SNAP Survey Data [Press release](#)
- [Reversing SNAP Cuts through the Farm Bill: A Partner Action Toolkit](#)
- [Advocacy Resources](#)

SHAREABLE SOCIAL MEDIA MESSAGES

ENGLISH

Food is the Most Important School Supply

As families face rising costs and challenges, school meal programs are more important than ever, giving kids what they need to thrive in the classroom and beyond. Learn more about how food is the most important school supply: bit.ly/4ptp3Ma #NoKidHungry

In the wake of historic cuts food assistance programs, school meals are crucial and helping families make ends meet and ensuring kids get the nourishment they need to thrive. See the situation bit.ly/4ptp3Ma #NoKidHungry

Millions of families are feeling the impact of rising food prices and tough job markets. School meal programs are more crucial than ever, providing kids with the nourishment they need to thrive and easing the burden on families. Learn more bit.ly/4ptp3Ma #NoKidHungry

New research from No Kid Hungry shows that any families are being forced to make impossible trade-offs between buying food and paying for other essentials like household bills and school supplies. Learn more and see what we can do: bit.ly/4ptp3Ma #NoKidHungry

NO KID HUNGRY marketing to change.

School Meals Make a Difference for Families Amidst Affordability Crisis

AS COSTS CONTINUE TO RISE, PARENTS ARE LEANING ON NUTRITION PROGRAMS IN AND OUT OF THE CLASSROOM TO GET THE MEALS THEY NEED FOR THEIR KIDS TO THRIVE.

This back-to-school season, a new national survey conducted by Marketing for Change on behalf of No Kid Hungry finds that **parents with low incomes are facing a mounting financial pressure to afford essentials like groceries, household bills and school supplies.** Right now, families are facing an affordability crisis alongside historic cuts to federal programs like SNAP and Medicaid, meaning **school meals are more important than ever.**

This Back-to-School Season Families are Making Impossible Choices

Rising costs are forcing difficult decisions about which basic needs families can afford and which expenses must be delayed or sacrificed.

83% report being unable to buy all the food they usually would due to rising costs	55% cut back on groceries (the single most common sacrifice families report) and 68% report food-related debt increased over the past year	70% worry they will have to choose between paying bills and buying healthy food for their kids	45% put off paying a utility bill	30% skipped meals so their kids could eat
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With the food prices going up I will not see my children go without food so if I have to skip meals so my child can get their belly full, I will. I never thought we would be in a world where it was impossible

I go [to the grocery store] every two weeks, and it's no less than \$400. It's just impossible. There's been times I have spent close to \$600 that it kind of hurts, but I'm like they have to

Our money goes towards the bus, there's nothing wrong with that. I would do it 10 times over. But there are some times where we gotta make sacrifices...But I feel like as long as my kids have what they need to have, as long as we have food in the fridge, then I'm winning."

Nathan Lawson
Omaha, NE

68% reported that their household debt increased over the past year

30% skipped meals so their kids could eat

76% reported that their monthly income would have to increase to provide necessities more every day

15% shared that they would need at least \$100 more a month

"My son said to me one day, he goes, 'I don't know why you're not eating, mom.' I said, 'I'm not hungry. I'll be okay.' And he came up, and he gave me a piece of his bread and butter."

Tafra Jones
Seattle, WA

The Cost of Food Affects How Parents Show Up for Their Kids

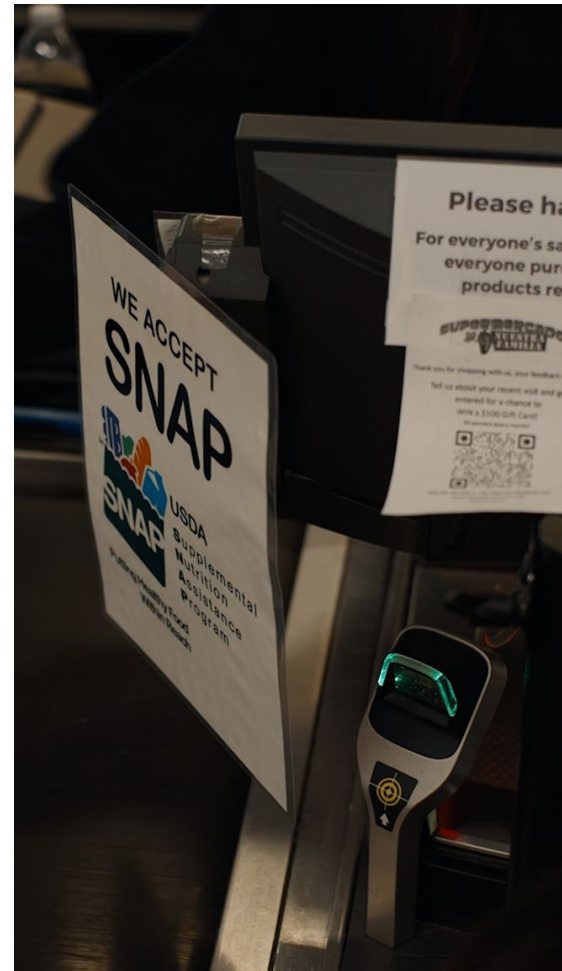
Parents across the country are working hard and doing their best to ensure their children have what they need. And the constant mental toll of deciding where limited resources are spent, leaves parents already facing challenging circumstances without much leftover to provide their kids with the childhood they deserve.

56% of parents say concerns about buying quality food affects their day-to-day interactions with their children.	54% Among the 54% of parents who say they or a spouse/partner have taken on extra work or a second job to help alleviate financial pressure, 26% indicate their children now get fewer home-cooked meals.	51% of parents say they are delaying having more children due to increased food costs.
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"In regards to the economy and how expensive everything is, my husband's income isn't changing with that. It's not increasing as the cost of living is increasing. And we chose to have a big family, and we wouldn't change that for anything in the whole world. But it does mean that we have to do without, I mean, we have to choose. We have to pick and choose. Food is a necessity. Air



Thank you!



Questions?