

Welcome

Congratulations on becoming a CalFresh Application Assister! First and foremost, thank you for your interest in helping to encourage the County's most vulnerable individuals and families to **#ChooseCalFresh!** Thanks to you, we are now able to create amazing change in the lives of millions of Los Angeles County (LA) residents. CalFresh helps individuals and families increase their food purchasing power, and puts healthy and nutritious food on their tables!

CalFresh also helps to improve the economy of Los Angeles County, and the entire state of California! CalFresh, formerly known as Food Stamps in California, and known federally as the Supplemental Nutrition Assistance Program (SNAP), is the cornerstone of the nation's nutrition safety net. In 2019, LA County CalFresh participants overall received over \$1.77 billion in federal benefits that in turn generated more than \$2.66 billion in economic activity. Benefits are spent in local grocery stores, and that helps support local retailers throughout LA County!

Based on data provided by the California Department of Social Services, there are over 400,000 potentially eligible individuals in LA County that are not receiving CalFresh benefits as of 2020. You may be asking "Why aren't they applying for benefits?" According to a report compiled by the LA County CalFresh Task Force in 2020, the following may be reasons why:

- Lack of information about benefits and how to apply.
- Stigma associated with receiving public assistance.
- Perception that the household is not eligible due to income.
- Concern that participation might jeopardize immigration status.
- Perception that benefit levels are too low for effort involved.
- Confusing forms and paperwork.

Please Use this #ChooseCalFresh Toolkit to Help Us Enroll New Customers!

As an Application Assister, you can help to educate Los Angeles County residents about CalFresh, and help those who are eligible to CalFresh apply for it. That is why we have created this toolkit for you! Inside you will find information and practical tools to help you conduct the best and most effective outreach possible. This kit includes:

- [Marketing print materials](#), such as posters, flyers, and brochures, which can be shared with your customers.
- Links to [online media files](#), such as images, and web sliders, to be shared on your agencies' website and social media accounts.
- A [CalFresh Program Fact Sheet](#) to quickly reference essential program information such as Expedited CalFresh Service and Income Limits.
- A [CalFresh Program Reach Index \(PRI\)](#) that provides CalFresh participation rate information.

We want you to become a certified CalFresh Application Assister (CAA)!

CAAs are individuals trained by the Los Angeles County Department of Public Social Services, CalFresh Program Section to provide assistance to individuals or families who need help applying for CalFresh benefits. For more information about becoming a CAA, please see page [13](#) of this toolkit.

To learn more about CalFresh, please contact us at 562-908-6087. We will be glad to provide your agency with additional information and support!

Thank you, and congratulations once again!



Posters

These printable 11" x 17" posters can be displayed throughout your organization where customers are primarily serviced; to educate them about the CalFresh Program in Los Angeles County, and the various social media accounts they can access to obtain more information from DPSS.



Poster A (General Population) - Let's Eat LA!

[Download](#)



Poster B (General Population) - Let's Eat LA!

[Download](#)



Poster C (Student) - I Chose CalFresh.

[Download](#)



Poster D (Family) - We Chose CalFresh.

[Download](#)



Posters (cont.)



Poster E (Family) - I Chose CalFresh.

[Download](#)



Poster F (Homeless) - I Chose CalFresh.

[Download](#)



Poster G (Elderly) - We Chose CalFresh.

[Download](#)



Poster H (Veteran) - We Chose CalFresh.

[Download](#)



Posters (cont.)



Poster J (Millennials) - I Chose CalFresh.

[Download](#)



Brochure

This informative brochure provides a brief overview of CalFresh eligibility, ways to apply for CalFresh benefits, as well as the various DPSS social media accounts if the customer wishes to learn more about the program. The brochure can be accessed by clicking the download link below for your organization to print and use.

CalFresh - Let's Eat LA! (Side 1)

[Download](#)

Brochure - Let's Eat LA! (Side 2)



Social Media Graphics

These web graphics* can be used to enhance your social media posts and capture the attention of your audiences to inform them about the CalFresh Program in Los Angeles County.



Graphic A (General Population) - Let's Eat LA!

[Download](#)



Graphic B (General Population) - Let's Eat LA!

[Download](#)



Graphic C (Student) - I Chose CalFresh.

[Download](#)



Graphic D (Family) - We Chose CalFresh.

[Download](#)



Web Sliders

These CalFresh campaign web sliders can be added to your organization's home page to inform visitors about the CalFresh Program in Los Angeles County, and link them directly to the DPSS homepage where they can learn more about the program, and obtain the latest information. Web sliders are available for download in the sample sizes below.



Web Slider A (General Population) - Let's Eat LA!

[Download](#)



Web Slider B (Family) - We Chose CalFresh.

[Download](#)



Lobby TV Monitor Graphics

These CalFresh Lobby TV Monitor Graphics can be downloaded and displayed on any TV, especially those found in lobbies or areas where your customers are waiting to be serviced. These graphics inform viewers about the CalFresh Program in Los Angeles County, and the various social media sites they can access to learn more about the program, and obtain the latest information.



Web Slider A (General Population) - Let's Eat LA!

[Download](#)



Web Slider B (Student) - I Chose CalFresh.

[Download](#)



Web Slider C (Family) - We Chose CalFresh.

[Download](#)



CalFresh Factsheet

This 1-page factsheet provides an overview of the CalFresh Program, which includes information about application processing time frame, including Expedited Service, and income threshold based on the household size. Additionally, it informs the customer about the different ways they can apply for benefits.



CALFRESH PROGRAM FACT SHEET



WHAT IS THE CALFRESH PROGRAM?

The name for California's Food Stamp Program is "CalFresh." This name change is a result of a recent State law. The purpose of this program is to promote and safeguard the health and well-being of low-income households by increasing their food purchasing power and raising their levels of nutrition.

In California, the monthly CalFresh benefit is transferred to the household's Electronic Benefits Transfer (EBT) card, known as Golden State Advantage card, and is issued when the household's CalFresh application is approved.

WHO CAN GET CALFRESH?

Individuals or households whose income is low enough and meet other eligibility factors, can get CalFresh benefits. U.S. citizens, legal residents, and some qualified immigrants may receive CalFresh benefits. In California, beneficiaries of the Supplemental Security Income/State Supplementary Payment (SSI/SSP) are potentially eligible to receive CalFresh benefits as of June 1, 2019.

APPLICATION PROCESSING AND EXPEDITED SERVICE

CalFresh applications are processed within 30 calendar days. In emergency situations, a household may receive CalFresh benefits within three days from the date of their CalFresh application. It is the Department of Public Social Services (DPSS) policy to issue expedited CalFresh benefits on the day of application, whenever possible. The household must meet specified conditions which would render the household's situation emergent (e.g., monthly gross income is less than \$150 and with less than \$100 cash on hand.)

HOW MUCH CALFRESH BENEFITS CAN A HOUSEHOLD RECEIVE?

The amount of CalFresh benefits depends on the household size, income, and expenses. The less income a household receives, the more CalFresh benefits a household can receive.

If a household has this many members ...	1	2	3	4	5	6	7	8
And makes less than this each month ... (gross income limit)	\$2,266	\$3,052	\$3,840	\$4,626	\$5,412	\$6,200	\$6,986	\$7,772
The household could receive up to this much in benefits:*	\$281	\$516	\$740	\$939	\$1,116	\$1,339	\$1,480	\$1,691

* Actual amount depends on household's specific case situation

(Amounts Effective October 1, 2022 through September 30, 2023)

ELDERLY AND DISABLED HOUSEHOLDS

The gross income limit is not used to determine eligibility for households that contain an elderly and/or disabled member. Instead, the net monthly income limit (gross income minus applicable deductions) is used to determine eligibility.

RESOURCES

Effective February 1, 2011, resources such as money and property are no longer counted when determining CalFresh eligibility. If a household is applying for cash aid (CalWORKs, General Relief or Cash Assistance Program for Immigrants [CAPI] or Non-MAGI Medi-Cal) resources will be counted for those programs.

HOW MANY PERSONS ARE RECEIVING CALFRESH IN LOS ANGELES COUNTY?

Currently, DPSS provides CalFresh benefits to over 1.3 million individuals in Los Angeles County.

HOW TO APPLY



By calling the Customer Service Center 866-613-3777;



Online at www.dpss.lacounty.gov, www.benefitscal.com, or www.getcalfresh.org;



In person at any DPSS Office; or



By mail. Call the Customer Service Center at 866-613-3777 and ask for a CalFresh application to be mailed to you. Once you have filled out your CalFresh application, mail it to your local DPSS Office.

9/26/22

English

[Download](#)



CalFresh Program Reach Index (PRI)

Program Reach Index – CalFresh Program

Los Angeles County

June 2022



Program Reach Index (PRI)

The current 2020 Program Reach Index for Los Angeles County published by the California Department of Social Services (CDSS), known as the CalFresh Participation Rate, is **78.54%**. Below is a chart with the PRI from 2012 to 2020.

CalFresh Program Reach Index (PRI)				
Year	Estimate of Potentially Eligible	No. of Persons Receiving	Potentially Eligible Not Receiving	PRI Percentage
2012	2,021,648	1,088,704	932,944	53.9%
2013	2,088,070	1,131,974	956,096	55.0%
2014	2,032,450	1,185,610	846,840	58.3%
2015	1,776,820	1,177,606	599,214	66.3%
2016	1,722,922	1,118,309	604,613	64.9%
2017	1,575,864	1,081,619	494,245	68.6%
2018	1,506,419	1,115,710	390,709	74.1%
2019	1,400,765	1,129,325	271,440	80.6%
2020	1,823,954	1,574,664	249,290	78.5%

Data Source: CDSS CalFresh Dashboard

Please note that the information provided above is PRI data that excludes the inclusion of SSI/SSP recipients. As the CalFresh Expansion for SSI/SSP Recipients took effect in June 2019, data rate has been sorted between the “**excludes SSI**” rate, in order to remain consistent with previous years while still providing an accurate estimate of program reach, and the “**includes SSI**” rate, to provide a more realistic estimate with the addition of this targeted population.

As such, a separate PRI chart will also be included for reference. The PRIs for 2019 can be treated as a range estimate for the true PRI for 2019, which lies somewhere between the two rates.

CalFresh Program Reach Index (PRI) – Including the SSI/SSP population				
Year	Estimate of Potentially Eligible	No. of Persons Receiving	Potentially Eligible Not Receiving	PRI Percentage
2019	1,579,870	1,129,325	450,545	71.5%
2020	1,653,860	1,234,476	419,384	86.6%

Data Source: CDSS CalFresh Dashboard



Becoming a CalFresh Application Assister

With excellent customer service in mind, it is crucial to have individuals like you trained to enroll customers who are eligible to the CalFresh program. Not only are CalFresh Application Assisters (CAA) trusted members of their communities, but they know the needs of the community. You are the missing link between DPSS and customers who are a.) unaware of the CalFresh program in Los Angeles County, and b.) unaware that they are eligible to the program.

CAAs use BenefitsCal to enroll their customers. BenefitsCal is the statewide effort to provide one unified experience for all Californians to apply for and manage their public assistance benefits. This web portal allows Los Angeles County residents to apply for and view their benefits online. In addition to submitting their application electronically, customers can log onto BenefitsCal to obtain their current case status, upload verification, or view electronic copies of their notices.

If you are interested in becoming a CalFresh application assister partner, please reach out to CalFreshOutreach@dpss.lacounty.gov for additional information.

