

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.)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

CalFresh
FOOD

I didn't have to choose
between my child's
future OR
fresh food.

I chose CalFresh.

Get More Food Dollars
Apply for CalFresh Today!
dpss.lacounty.gov

For more information visit our
website or call customer service:
(866) 613-3777

#CHOOSECALFRESH

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster E (Family) - I Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

CalFresh
FOOD

I didn't have to choose
between
warm clothes
OR food to eat.

I chose CalFresh.

Get More Food Dollars
Apply for CalFresh Today!
dpss.lacounty.gov

For more information visit our
website or call customer service:
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#CHOOSECALFRESH

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster F (Homeless) - I Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

CalFresh
FOOD

We didn't have to choose
between
paying for our
medication
OR a home
cooked meal.

We chose CalFresh.

Get More Food Dollars
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#CHOOSECALFRESH

@LACoDPSS @LACo_DPSS @LACo_DPSS

Poster G (Elderly) - We Chose CalFresh.

[Download](#)

County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

CalFresh
FOOD

We didn't have to choose
between
our quality of
life OR
a healthy meal.

We chose CalFresh.

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#CHOOSECALFRESH

@LACoDPSS @LACo_DPSS @LACo_DPSS

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 Can Help You and Your Family.

- If you are the only person in your household, you can still apply for CalFresh.
- If you work full-time, you and your family may still qualify for CalFresh.
- You can buy food at any grocery store or farmers' market that accepts EBT cards.
- You never have to pay back CalFresh benefits if you are eligible for them.

How Much CalFresh Will I Receive Each Month?

- The amount you get depends on your income, expenses, and family size.

How Long Will It Take To Get CalFresh?

- If eligible, you will get your CalFresh within 30 days.

CalFresh Expedited Service

- You may get CalFresh in three days if you earn less than \$150 in the month you apply and if you have less than \$100 in cash.
- Or if your combined gross monthly income and cash resources are less than your monthly rent and utilities costs. Ask your worker if you can get expedited services when you apply.

You Still May Qualify For CalFresh If You:

- Earn money from a job.
- Get unemployment benefits.
- Get General Assistance/Relief.
- Get child support.
- Get CalWORKs.
- Get disability benefits.
- Have money in savings.
- Own certain retirement accounts.
- Have certain education savings accounts.

What About Things I Own?

When you apply for CalFresh you may own a house, have cars, and still qualify. Ask your worker for more information.

CalFresh Expedited Service

- People who get Supplemental Security Income/State Supplemental Payment (SSI/SSP) are potentially eligible for CalFresh effective June 1, 2019.

CalFresh provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet.

Apply for CalFresh today at:

www.benefitscal.com
or only within L.A. County,
call (866) 613-3777

DR. JACKIE CONTRERAS
Director

L.A. COUNTY BOARD OF SUPERVISORS
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dpss County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

LET'S EAT, LA!

#CHOOSECALFRESH

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call (866) 613-3777

@LACoDPSS **@LACo_DPSS** **@LACo_DPSS**

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

[Download](#)

What Should I Have When I Apply?

- Identification** - You may bring a driver's license, an I.D. card, a health card, or other identification document.
- Social Security Numbers** - Be ready to give your number and a number for all persons for whom you are applying, if they have one.
- For Non-U.S. Citizens** - Bring a resident alien card or other proof of immigration status.

You May Also Need These:

- Proof of Income** - Pay stubs, child support verification, and verification statements for other benefits.
- Proof of Expenses** - Medical expenses (if 60 years or older or disabled) and court ordered child support expenses, if any.

The Golden State Advantage Card

If you qualify for CalFresh, you will:

- Get** a plastic electronic benefit transfer (EBT) card and your Personal Identification Number (PIN) by mail. Your CalFresh benefits will be loaded onto your EBT card each month. (If you are homeless, you and your CalFresh worker will agree on how to pick up your EBT card.)
- Shop** at any grocery store or farmers' market authorized to accept EBT cards.
- Swipe** your EBT card, like an ATM card, in the ATM/debit/credit card machine at the checkout.
- Enter** your PIN. The amount you spend will be taken from your CalFresh account.
- Enjoy** healthy nutritious food for you and your family, and better food for better living.
- Restaurant Meals Program (RMP)** If you are 60 years of age or older, homeless or disabled, you may be eligible to purchase prepared meals at certified Restaurants.

How Do I Apply for CalFresh benefits?

You may apply:

- Online at www.benefitscal.com
- In person at your local district office
- By mail or fax
- By calling CSC at 866.613.3777

Eat Fruits and Vegetables and Be Active Every Day For Better Health!

CalFresh will stretch your food dollars. You can buy more fruit, vegetables, and other healthy foods for the whole family. Eating more fruits and vegetables each day can help you and your family stay healthy.

- Eat fruit with breakfast.
- Eat fruits and vegetables as a snack.
- Buy fresh, frozen, canned, and dried fruits and vegetables at the grocery store or farmers' market.
- Place fruits and vegetables where you will see them and within easy reach.
- Be active every day to help you and your family stay healthy.

To find out more information about CalFresh, please visit dpss.lacounty.gov or call (866) 613-3777 today!

I am an immigrant and my children are U.S. Citizens. Can we still apply for CalFresh?

Yes, anyone can apply for CalFresh. U.S. citizens, Legal Permanent Residents and immigrants that meet certain criteria may be eligible to receive CalFresh. You can apply for your children even if you don't have a legal immigration status.

We didn't have to choose between paying bills OR feeding our family! We chose CalFresh.

We didn't have to choose between our child's future OR fresh food. I chose CalFresh.

We didn't have to choose between our quality of life OR a healthy meal. We chose CalFresh.

dpss County of Los Angeles
DEPARTMENT OF
PUBLIC SOCIAL SERVICES

LET'S EAT, LA!

#CHOOSECALFRESH

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 State law. The purpose of this program is to promote and safeguard the health and well-being of low-income households (HH) by increasing their food purchasing power and raising their levels of nutrition. In California, the monthly CalFresh benefit is transferred to the HH's Electronic Benefits Transfer (EBT) card, known as Golden State Advantage card, and is issued when the HH's CalFresh application is approved.

WHO CAN GET CALFRESH?

Individuals or HHs whose income is low enough and meet other eligibility factors, can get CalFresh benefits. U.S. citizens, Legal Permanent 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 HH 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 HH must meet specified conditions which would render the HH's situation emergent (e.g., monthly gross income is less than \$150 and with less than \$100 cash on hand OR the HH's gross monthly income and liquid resources are less than their monthly rent/mortgage and utility costs.)

HOW MUCH CALFRESH BENEFITS CAN A HOUSEHOLD RECEIVE?

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

If a household has this many members ...	1	2	3	4	5	6	7	8
And makes less than this each month ... <small>(gross income limit)</small>	\$2,430	\$3,288	\$4,144	\$5,000	\$5,858	\$6,714	\$7,570	\$8,428
The household could receive up to this much in benefits:*	\$291	\$535	\$766	\$973	\$1,155	\$1,386	\$1,532	\$1,751

* Actual amount depends on HH's specific case situation

(Amounts Effective October 1, 2023, through September 30, 2024)

ELDERLY AND DISABLED HOUSEHOLDS

The gross income limit is not used to determine eligibility for HH 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 liquid resources are no longer counted when determining CalFresh eligibility for most HHs. The resource limit is \$2,750 and for HHs with an Elderly or Disabled member, the limit is \$4,250. If a HH 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 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.

9/28/23

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.

