



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 <u>online media files</u>, such as images, and web sliders, to be shared on your agencies' website and social media accounts.
- A <u>CalFresh Program Fact Sheet</u> to quickly reference essential program information such as Expedited CalFresh Service and Income Limits.
- A <u>CalFresh Program Reach Index (PRI)</u> 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! <u>Download</u>



Poster C (Student) - I Chose CalFresh.



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

<u>Download</u>



Poster D (Family) - We Chose CalFresh.

<u>Download</u>



Posters (cont.)



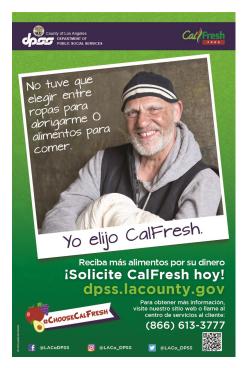
Poster E (Family) - I Chose CalFresh.

Download



Poster G (Elderly) - We Chose CalFresh.

<u>Download</u>



Poster F (Homeless) - I Chose CalFresh.

<u>Download</u>



Poster H (Veteran) - We Chose CalFresh.

<u>Download</u>



Posters (cont.)



Poster J (Millennials) - I Chose CalFresh.

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!

<u>Download</u>



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

<u>Download</u>



Graphic C (Student) - I Chose CalFresh.

<u>Download</u>



Graphic D (Family) - We Chose CalFresh.

<u>Download</u>



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.



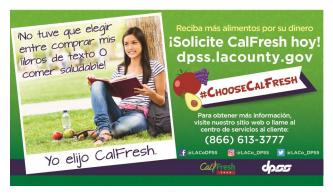
Lobby TV Monitor Graphics

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!

<u>Download</u>



Web Slider B (Student) - I Chose CalFresh.

Download



Web Slider C (Family) - We Chose CalFresh.



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.



PROGRAMA DE CALFRESH HOJA INFORMATIVA



¿QUÉ ES EL PROGRAMA DE CALFRESH?

El nombre para el Programa de Estampillas para Comida de California es "CalFresh." Este cambio de nombre es debido a una ley del Estado. El propósito de este programa es fomentar y proteger la salud y el bienestar de las familias de bajos ingresos aumentando su poder adquisitivo para alimentos y elevando sus niveles de nutrición. En California, los beneficios mensuales de CalFresh son transferidos a la *Tarjeta Golden State Advantage* de la familia, conocida como tarjeta de Transferencia Electrónica de Beneficios (EBT), y son emitidos cuando el caso de CalFresh de la familia es aprobado.

¿QUIÉN PUEDE RECIBIR CALFRESH?

Las personas o familias cuyos ingresos sean suficientemente bajos y cumplan con otros factores de elegibilidad pueden recibir beneficios de CalFresh. Los ciudadanos americanos, residentes permanentes legales y algunos inmigrantes elegibles pueden recibir beneficios de CalFresh. En California, los beneficiarios del Programa de Ingresos Suplementarios de Seguridad/Pagos Suplementarios del Estado conocido por sus siglas en inglés, SSI/SSP, serán potencialmente elegibles para recibir beneficios de CalFresh a partir del día 1° de junio del 2019.

PROCESAMIENTO DE LAS SOLICITUDES Y EL SERVICIO URGENTE

Las solicitudes de CalFresh son procesadas en un plazo de 30 días. En situaciones de emergencia, una familia puede recibir beneficios de CalFresh en un plazo de tres días desde la fecha de su solicitud de CalFresh. La política del DPSS es entregar los beneficios urgentes de CalFresh el mismo día de la solicitud, siempre que sea posible. La familia tiene que reunir ciertas condiciones determinadas que hacen que su situación sea de emergencia (por ejemplo, menos de \$150 en ingresos brutos mensuales y tener menos de \$100 disponibles O los ingresos brutos y sus recursos líquidos son menos que su alquiler mensual o hipoteca y costo de servicios públicos).

¿CUÁNTOS BENEFICIOS DE CALFRESH PUEDE RECIBIR UNA FAMILIA?

La cantidad de beneficios de CalFresh depende del tamaño y los ingresos de la familia. Entre menos ingresos reciba una familia, más beneficios de CalFresh puede obtener.

Si una familia tiene esta cantidad de miembros	1	2	3	4	5	6	7	8
Y gana menos de esta cantidad al mes (límite de ingresos brutos)	\$2,430	\$3,288	\$4,144	\$5,000	\$5,858	\$6,714	\$7,570	\$8,428
La familia puede recibir hasta esta cantidad de beneficios:*	\$291	\$535	\$766	\$973	\$1,155	\$1,386	\$1,532	\$1,751

^{*} La cantidad real depende de la situación específica de la familia (Cantidades vigentes desde el 1 de octubre 2023 hasta el 30 de septiembre de 2024)

HOGARES CON ANCIANOS Y PERSONAS DISCAPACITADAS

El límite de ingresos brutos no es utilizado para determinar la elegibilidad de las familias que tienen un miembro anciano o discapacitado. En su lugar, el límite de ingresos netos mensuales (ingresos brutos menos las deducciones aplicables) es utilizado para determinar la elegibilidad.

RECURSOS

A partir del 1° de febrero del 2011, recursos como dinero en efectivo o recursos líquidos yo no se cuentan al determinar la elegibilidad de CalFresh para la mayoria de los hogares. El límite de recursos es de \$2,750 y para los hogares con un miembro anciano o discapacitado, el límite es de \$4,250. Si un hogar solicita asistencia monetaria (CalWORKs, Ayuda General y Programa de Asistencia Monetaria para Inmigrantes [CAPI] o Non-MAGI Medi-Cal) los recursos son tomados en cuenta para esos programas.

¿CUÁNTAS PERSONAS RECIBEN CALFRESH EN LOS ANGELES?

Actualmente, el Departamento de Servicios Sociales Públicos proporciona beneficios de CalFresh a más de 1.6 millones de personas en el Condado de Los Angeles.

¿COMO APLICAR?

Llamando al 1-866-613-3777.

Por internet en <u>www.dpss.lacounty.gov</u>, <u>www.benefitscal.com</u>, ó <u>www.getcalfresh.org</u>;

En persona en cualquier oficina del Departamento de Servicios Sociales Públicos, o

Por correo, llame al Centro de Servicio al cliente al 866-613-3777 y pida que le envíen una solicitud de CalFresh por correo. Completé la solicitud y envié la solicitud a la oficina local del departamento

9/28/23 SPANISH



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.

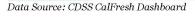
CalFresh Program Reach Index (PRI)						
Year	Estimate of Potentially Eligible	No. of Persons Receiving	Potentially Eligible Not Receiving	PRI Percentage		
2012	2,021,648	1,088,704	932,944	53.9%		
2013	2,088,070	1,131,974	956,096	55.0%		
2014	2,032,450	1,185,610	846,840	58.3%		
2015	1,776,820	1,177,606	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%		





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.