

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP) OUTREACH GUIDELINES

FEDERAL FISCAL YEAR (FFY) 2019 - 2021

Presented: May 21, 2018

OUTREACH PLAN GUIDELINES

FFY 2019 - 2021

- Outreach Purpose & Overview
- Community Partnership Eligibility
- Program Requirements
- Administrative Requirements
- Allowable Outreach Activities
- Outreach Plan Structure
- Funding
- Cost Policy
- Budget Structure
- Outreach Plan Submission

Outreach Purpose & Overview

States can develop outreach programs to be implemented by the State or in collaboration with local non-profit agencies.

- Maryland prefers to collaborate with community based organizations (CBOs).
- To **inform low-income individuals and households** about the availability and eligibility of SNAP requirements.
- To provide application assistance to customers.

Outreach Purpose & Overview

- To help improve access to SNAP benefits.
- To structure and document outreach activities.
- To facilitate partnership building & networking among CBOs and the community.
- To contribute to the documentation of promising practices.

Community Partnership Eligibility

- Be a verifiable tax exempt organization as defined by the Internal Revenue Service (IRS).
- Mission aligns with the goals & priorities of the SNAP Outreach Program.
- Has demonstrated the capacity to satisfactorily administer complex government funded programs.

Program Requirements

- Develop an outreach plan to educate, inform, & assist residents of the State to apply for SNAP benefits in compliance with the SNAP Outreach Plan.
- Comply with all program & fiscal reporting.
- Comply with all requirements for people with Limited English Proficiency.
- Ensure appropriate user & confidentiality agreements are signed by active outreach staff for access to myDHR.
- Inform residents of their rights & responsibilities under the SNAP program, including their right to appeal.
- Create informational resources for those who do not qualify for SNAP.

Administrative Requirements

- CBOs may enter into similar sub-agreements with other organizations in order to maximize impact.
- Must require subcontractors to comply with SNAP Outreach processes, procedures, and requirements.
- Develop corrective action procedures to use in the event the subcontractor fails to perform to expectations.
- Maintain detailed records of expenditures and submit quarterly reports to the State Project Officer and maintain all records for no less than three years.
- Comply with quarterly reporting requirements.

Allowable Outreach Activities

COMMUNITY ACTIVITIES

- Outreach exhibit or booth at a community event.
- Conducting outreach workshops with community organizations at their locations.
- Seminars at public venues such as libraries, WIC offices, or churches.
- Locations where low-income people gather.
- Participating in Senior Fairs at Senior Centers.

Allowable Outreach Activities

INFORMATION DISSEMINATION

- Toll-free information phone number or web address.
- Use or customization of FNS outreach materials for clients.
- Translation of materials and bilingual accommodation to convey eligibility requirements.
- Development of printed educational or informational materials and “giveaways” such as magnets for potential clients.

Allowable Outreach Activities

APPLICATION PROCESSING

- Eligibility prescreening.
- Application assistance.
- Assistance obtaining application documents for verification.
- Assist people with Limited English Proficiency during the application process.

Allowable Outreach Activities

TRAINING

- Train the trainers.
- Training the outreach workers regarding SNAP benefits.
- Training the volunteers who assist with an application.

Non-Allowable Outreach Activities

- Recruitment activities designed to persuade an individual to apply for SNAP benefits.
- Radio, television, and billboard advertisements that promote SNAP benefits & enrollment.
- Any agreements with foreign governments.
- Determining eligibility of a SNAP applicant.
- Activities related to authorizing retailers for EBT.

Non-Allowable Outreach Activities

- Lobbying and/or advocating activities are not covered by SNAP Outreach.
- Acting as an authorized representative for applying for SNAP benefits, receiving SNAP benefits at issuance, or food purchasing.
- Transportation of clients to or from the local SNAP office or provisions of tokens, vouchers, or similar items for transportation of clients to or from the local SNAP office.

Prohibited Outreach Activities

Activities that are prohibited for any entity that receives Federal funds from the Food and Nutrition Act (FNA) of 2008, as amended:

- Compensating staff for outreach activities based on the number of people who apply for SNAP as a result of that worker's efforts.
- Interfering during the certification interview or at other times to campaign on behalf of specific applicants or recipients.
- Acting as an authorized representative for applying for SNAP benefits, receiving SNAP benefits at issuance, or food purchasing.

Outreach Plan Structure

- Cover Page
 - Identifying information
- Statement of Need (no more than 2 pages)
 - Provide a concise description of the need for this project.
 - Include data such as trends in SNAP participation, incidences of hunger, and incidences of food insecurity.
 - Include the source and date of the data, additional data such as demand for emergency food providers, poverty rates, unemployment rates, or other similar information may also be provided to support the statement of need.

Outreach Plan Structure

Outreach Plan Summaries

- **Executive Summary:** Provide an overview of your outreach plan. Briefly describe your goals and expected results. Include target audiences and outreach strategies. Give a description of your evaluation plan. No more than 1.5 pages.
- **Project Summary (Table 3)**
 - Complete Table

Project Number	Project Title	Geographic Area	Target Audience	In-House or Contract
1	Outreach Worker Train the Trainer	Eastern Shore	Food Pantry Volunteers; Health Center Managers	In-House

Outreach Plan Structure

Outreach Plan Detail (Table 4)

Project Number:	List the project Title as noted in the table in Section 3.
Goals	List the goals of the project on an annual basis for the three year period. The goals should be measurable (a numeric goal, if possible). If the goals do not directly result in a FSP benefit application submission, justify the need for the activity.
Target Audience	Indicate the number of people assisted whether the assistance was a contact, application, approved application, etc.
Timeline	Start October 1, 2018 End September 30, 2021
Description of Activity	<i>Provide a description of the activity and how it will be implemented on an annual basis for the three year period .</i>
Subcontractor	If a subcontractor will be hired, list the name of the subcontractor. Indicate if there is no subcontractor. Subcontractors may be community or faith-based organizations, local SNAP offices, food banks or pantries, retailers, or other community organizations. Obtaining a letter of commitment from your partners is a good example of project management. It is suggested that you obtain such a letter from each partner and maintain the letter in your files.
Tax ID of Subcontractors	
Role of the Subcontractor	Describe the role of the subcontractor. Add rows for additional subcontractors, if necessary
Role of the State Agency	
State/CBO funding source	
Volunteers	Are volunteers involved in this activity: Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, in what capacity?
Evaluation	Explain how the project will be evaluated. Include your data collection and analysis plan. Note if your evaluation will be able to assess how many people reached by the outreach activities were certified or denied for SNAP benefits.

Funding

- SNAP is not a **match** program in which every dollar of funds are paired with FNS funds to pay expenditures. It is a **reimbursement** program in which the CBOs upfront billing is reimbursed for 50% of the expenditures by FNS.
- The CBO (the organization to which a State agency makes an agreement to conduct outreach activities) must bill the State agency according to the terms of the contract and FNS will reimburse 50% of the expenditures.

Sources of Allowable Agency Funding

- State agency (public) cash.
- Cash contributed or donated by other non-Federal public agencies.
- In-kind donations from public agencies.
 - An in-kind donation is a donation where the value of volunteer time or other non-billable goods or services are provided. There is no cash transfer between parties.
- Financial resources from community based organizations.
 - CBOs may spend the cash they hold on approved outreach activities and then submit their invoices to the State. The State may seek reimbursement from FNS and reimburse the sub-recipient under the terms of the contract.

Sources of Non-Allowable Agency Funding

- Private cash donations unless an approved waiver has been granted by FNS.
- Cash contributed or donated by other non-Federal public agencies.
- In-kind donations from a **private** entity.
- Federal funds from other Federal assistance programs.
- These sources of funding can be used if they are not charged as costs under the State outreach plan.

COST POLICY

Direct and indirect costs must be reasonable, necessary, and allowable.

Reasonable costs are those that:

- Provide a program benefit generally appropriate with the amount incurred.
- Are in proportion with other program costs for the function.
- Have a high priority relative to other demands.
- Are what a prudent person would incur in like circumstances.

COST POLICY

Necessary costs are those that:

- Are needed to carry out essential functions.
- Cannot be avoided without an adverse impact on program operations.
- Do not duplicate existing efforts.
- Are the net cost after applicable credits.

COST POLICY

Allowable costs are those that:

- Salaries and benefits of personnel involved in outreach and administrative support.
- Office equipment, supplies, postage, and copying/printing costs.
- Development and production of outreach materials and SNAP or applicable State program name must be included on the materials.
- Lease and or rental costs.

COST POLICY

Allowable (continued)

- Charges for travel for the purpose of fulfilling the approved outreach plan objectives based on official State, local, or university travel regulations.
- CBOs under contract with the State has to sign an agreement that capital expenditures will only be used for SNAP outreach, otherwise FNS will disallow the expenditures.

COST POLICY

Unallowable costs include:

- Advertising and public relations unless used for recruitment of staff, acquisition of material for the grant, or publishing the results of the grant.
- Note: Paid media buys for educational purposes via an outreach program are not precluded by this provision, but note that radio, television and billboard advertisements that promote SNAP benefits and enrollment are unallowable costs under SNAP regulations.

COST POLICY

Unallowable costs include:

- Costs incurred before approval of the outreach plan.
- Scholarships and student aid.
- Housing and personal living expenses.
- Legislative expenses.
- Other unallowable costs listed per 2 CFR 200.

Direct Cost

Direct costs are defined as costs that can be specifically identified with a final cost objective such as:

- Staff salaries and benefits of employees for time and effort devoted specifically to SNAP outreach.
- Cost of materials acquired, consumed, or expended specifically for SNAP outreach.
- Equipment and other capital expenditures.
- Travel expenses incurred specifically to carry out SNAP outreach.

Outreach Materials

- The Federal SNAP logo may be used by those administering SNAP outreach and public notification materials.
- Examples include brochures, letters, web sites, presentations, handouts, flyers, and business cards.

For more information on use of the SNAP logo, visit:

<https://www.fns.usda.gov/using-snap-logo>

Indirect Cost

Indirect costs are those costs incurred in support of allowable activities that are directly charged to the sponsoring agency.

- Indirect costs are also called overhead costs and often are expressed as a percentage in the overall project budget.
- Examples of indirect costs may include:
 - Staff that support general office administrative functions, such as HR, Payroll or webmasters or policy director.
- Financial staff that handle all billing activities.
- General building maintenance and utility expenses.

Budget Structure

Table: Building Space Calculator

PROJECT NAME		CBO Name
PROJECT STATE		Maryland
LOCATION 1 SNAP OUTREACH STAFF		
OFFICE ADDRESS:		
Staff Person Title	Name of Staff Person	% FTE Outreach
TOTAL		0 #DIV/0!

PROJECT NAME	CBO Name
PROJECT STATE	Maryland
LOCATION 1	
LOCATION:	
LOCATION 1	
Project Begin Date	10/1/2018
Project End Date Date	9/30/2019
Total Square Feet	
Total Staff	
SNAP outreach staff	0
SNAP outreach staff percentage (SNAP outreach staff /total staff)	N/A
Square footage used by SNAP outreach staff	N/A
Average % of time each SNAP staff member devotes to SNAP	#DIV/0!
Chargeable SNAP square feet (average % of time times square footage used by	N/A
% of square feet chargeable to SNAP	N/A
Project Months	12
Project Percent of Year In Space	100.0%
Yearly Rent	
Main Office SNAP Occupancy (total rent times % of square feet chargeable to SNAP)	N/A

Outreach Plan Submission

- Deadline: June 8, 2018, by 5:00 PM
 - Must be submitted to adrienne.bennett@maryland.gov
- Format of Submission
 - PDF with cover page and signatures
 - Word document of plan – including all tables and fiscal workbooks.
 - Budget documents submit separately in Excel
 - Staffing Budget
 - Building Calculators
 - Overall Program Budget Summary

Maryland SNAP Outreach Team

William Niner

Assistant Director – Bureau of Reporting

410-767-8121

william.niner@maryland.gov

Adrienne Bennett

SNAP Outreach Project Officer

410-767-7079

adrienne.bennett@maryland.gov