



## **GBFB-Project Bread SNAP Referral Partnership Executive Summary**

### **Overview**

Feeding America (FANO) offers Supplemental Nutrition Assistance Program (SNAP) referrals to The Greater Boston Food Bank (GBFB) through an online outreach initiative called "Google SNAP." In turn, GBFB has partnered with Project Bread and its resources to assist with these referrals and ensure that residents of Eastern Massachusetts receive the Federal support that they are entitled to. Like applications completed by GBFB's SNAP team, SNAP applications completed by Project Bread through this project count toward GBFB's meal count in FANO's Quarterly Poundage Report (QPR).

### **Background**

Google SNAP is a FANO outreach initiative that offers SNAP assistance based on keywords, such as 'food stamps,' used in Google searches and connects people wanting help to GBFB's SNAP team. GBFB's campaign runs in Middlesex, Norfolk, and Dukes counties, areas of highest need based on GBFB's MPIN data. Google SNAP has been the source of 50 to 60 percent of GBFB's annual applications since our participation began in 2017.

In FY20, with help from GBFB's IT team, our SNAP referral management was automated in Salesforce, allowing staff to focus more on assisting clients. Building out this technology immediately paid off as GBFB's SNAP workload tripled during the height of the pandemic, resulting in a 40 percent increase in FY20 SNAP applications compared to FY19.

Project Bread is one of the largest SNAP providers in Massachusetts with the only statewide hotline offering assistance in 180 languages. As such, GBFB has looked for partnership opportunities on SNAP outreach with Project Bread for some time.

### **Purpose**

The need for SNAP assistance across Massachusetts remains high. The economic impacts of the pandemic are expected to linger, and a SNAP Gap of an estimated 700K residents exists in the state. GBFB has partnered with Project Bread to expand our Google SNAP campaign and reach additional people needing SNAP assistance.

Through this partnership, GBFB sends Google SNAP referrals to Project Bread’s FoodSource Hotline via a custom-built portal in Salesforce. Project Bread takes ownership of assisting those referrals and updates referral outcomes in the portal, allowing GBFB to track project results. Like applications submitted by GBFB’s SNAP team, applications completed by Project Bread through this project count toward GBFB’s meal count in FANO’s QPR. Project Bread completed applications do not count toward GBFB’s application goal despite the referral as GBFB does not directly assist.

## Benefits

- Partnership provides opportunity for expanding our Google SNAP campaign and facilitating additional SNAP assistance without adding to our team’s workload.
- GBFB-enabled SNAP applications completed by Project Bread are counted toward GBFB’s SNAP activity in FANO’s QPR.
- The partnership model can be replicated with other network partners interested in providing SNAP application assistance.
- More equitable access for non-English or non-Spanish speaking clients. Referrals needing languages other than English or Spanish can be assigned to Project Bread for assistance via the FoodSource Hotline language line.

## Results

The partnership began in March 2021. GBFB sends Project Bread about 15 referrals per week from the total received from FANO. GBFB may send more referrals based on the language needs of the clients. For March-Sept, this has totaled 531 referrals sent to Project Bread, resulting in 91 applications with 70% successful connection.

| Agency        | Status                       | Status % | Referrals |
|---------------|------------------------------|----------|-----------|
| GBFB          | Contacted - With Application | 41.0%    | 639       |
|               | Contacted - No Application   | 26.9%    | 419       |
|               | Inactive                     | 32.1%    | 500       |
|               |                              | Subtotal | 1558      |
| Project Bread | Contacted - With Application | 17.1%    | 91        |
|               | Contacted - No Application   | 52.4%    | 278       |
|               | Inactive                     | 30.5%    | 162       |
|               |                              | Subtotal | 531       |
|               |                              | Total    | 2089      |