



PROJECT BREAD

# Food Budgets Get a Boost From Your SNAP Awareness Investment

You put food insecure families first by investing \$1.9 million in SNAP awareness building across the state. Project Bread’s campaign, which you made possible, has been a huge help to residents in the Commonwealth.

## IMPACT

**+ 6,684**

more people **per month** applied for SNAP during campaign on average

**+ 25%**

increase in average monthly SNAP applications to DTA

**+ 140,372**

person increase in DTA caseload

Jan 21 - Sept 22



I was very intimidated to call at first, I thought they might shame me and think that I am taking advantage of the government. [Project Bread] was very understanding and **made me feel like asking for help wasn't something to be ashamed about.** English isn't my first language, so the counselor spoke slowly and went over anything that I was confused about to make sure that I understood."



ONE-ON-ONE SUPPORT FROM PROJECT BREAD

**20,009 people**

**8,003 pre-screens for SNAP**

**40 languages**

# You are breaking barriers to food resources

Lack of awareness, misinformation, language accessibility, stigma, and application difficulties are all known barriers to SNAP that our work together is breaking down.

- Project Bread's counselors can assist residents in any language from any community in MA
- Information on GettingSnap.org is fully translated in 4 non-English languages
- 124% increase in average monthly visitors to GettingSNAP.org in 2022 over 2021
- Advertising and promotion ran state-wide in 6 languages
  - 1.5 million postcards mailed to homes
  - Billboards, transit ads, bus shelters, in-retail and grocery stores
  - + 100 million impressions in digital advertising
  - Social media promotion, including SNAP awareness weeks with legislator and community partners
- Door-to-door canvassing in 2 priority communities
- Activation of statewide network of schools and community health centers



**I'd never heard about the SNAP/food stamps program before, I wouldn't have ever known about it if you didn't send me the postcard."**

**SENIOR CALLER, MONSON, MA**

pre-screened for SNAP, learned he qualified for benefits, \$145/month



**You're making Massachusetts a national leader in food security.**

The awareness campaign in Massachusetts, funded by the state legislature and led by Project Bread, is the only coordinated, statewide awareness campaign of this scale in the nation.

