

CalFresh Outreach

Resources for Families to Receive Access to Healthy Food

CalFresh is California’s Supplemental Nutrition Assistance Program, or SNAP, and it is one of the most effective ways to ensure kids have access to healthy food. The benefit is uploaded to an Electronic Benefits Transfer (EBT) card that can be used to purchase food at places like grocery stores and farmers markets.

Schools and community organizations are trusted messengers and an important source of information for families. Please use this toolkit to help connect families in your community to the vital resources that CalFresh provides.



For more information about CalFresh, how to enroll, social media graphics or get assistance, visit [San Diego Hunger Coalition](http://www.sandiegohungercoalition.org).

**Anyone can apply for
 CalFresh online at**
[http://getcalfresh.org/](http://getcalfresh.org)
 (English, Spanish, & Chinese)

What’s Inside this Toolkit?

Tools to Connect Families to CalFresh

Why CalFresh Outreach?	Page 2
Sample Language to Copy and Paste.....	Pages 3 - 4
Sample Social Media Posts	Page 5
Customizable Flyer Templates for Printing	Pages 6 - 7

CalFresh Outreach is Important for Students

When kids are enrolled in CalFresh, they get the food they need to succeed both at home and school. But many newly eligible families may not know they qualify or how to sign up.

CalFresh helps kids at

home: Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800* a month to purchase food.

CalFresh helps kids at

school: Students enrolled in CalFresh are directly certified for free school meals.

Please Note: Immigrant families may be hesitant to enroll in CalFresh

Learn more in this guide for immigrants and share community-facing resources from Protecting Immigrant Families at: <https://protectingimmigrantfamilies.org/>

Text “Benefits” to 650-376-8006 to learn more about how people with different immigration statuses could be affected by CalFresh eligibility.

* Maximum CalFresh benefit allotments amounts can vary on a month to month basis. For more information, visit the County’s Department of Social Services website.

CalFresh helps kids in the classroom: When students consistently get the food they need, it leads to lower rates of chronic absenteeism, stronger test scores and fewer disruptions caused by behavior or trips to the nurse.

CalFresh Outreach is Important for Schools

CalFresh helps school nutrition budgets: Students enrolled in CalFresh are automatically certified for free school meals. That means fewer school meal applications to process and fewer unpaid meal charges.

CalFresh helps schools qualify for more programs: When CalFresh reaches more eligible students, it improves a school’s ability to operate free summer and afterschool meal programs and to adopt the Community Eligibility Provision (CEP), which enables eligible schools to serve meals to all students at no cost to families. [Learn more about CEP.](#)

Sample Language to Copy and Paste: English

Newsletter or Website Post

The COVID-19 pandemic has hurt many families in our community. If you have recently lost income, you may be eligible for CalFresh. CalFresh benefits are uploaded to an Electronic Benefits Transfer (EBT) card and can be used to purchase food at places like grocery stores and farmers markets. Applying for CalFresh is confidential. Apply at <https://www.getcalfresh.org> or call 2-1-1.

Email or Letter to Families

Dear Families,

The coronavirus pandemic continues to impact families in our community with job layoffs and income loss. I'm writing because you may be eligible for a benefit called CalFresh.

CalFresh provides money for food on an Electronic Benefits Transfer (EBT) card that can be used like a debit card to buy food at grocery stores and farmers markets. The card is mailed to your house and benefits are uploaded each month directly on the card.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Please visit <https://www.getcalfresh.org> or call 2-1-1 to apply for CalFresh.

Robocall Script

Hello, this is [Name of superintendent or principal]. The coronavirus pandemic continues to hurt our families in many ways, but there are programs that can help.

If you or your family could use support buying groceries, you may be eligible for CalFresh, a program that helps millions of people all across the country. You can apply for CalFresh today at <https://www.getcalfresh.org>.

Now is a great time to apply to CalFresh! Because of the ongoing pandemic, a family of four can now receive over \$800 a month to purchase food. The amount you receive will depend on your income, expenses, and family size.

Don't forget students can also access free meals at school, for the most up to date information on school meals visit school or district nutrition website.

Again, the website to apply for CalFresh is <https://www.getcalfresh.org>

Sample Language to Copy & Paste: Spanish

Newsletter or Website Post

La pandemia de COVID -19 afectó a muchas familias en nuestra comunidad. Si perdió ingresos recientemente, puede que cualifique para CalFresh. Todos los beneficios de CalFresh se cargan en una tarjeta de Transferencia Electrónica de Beneficios (EBT) que se puede usar en lugares como supermercados y mercados de agricultores. La solicitud de CalFresh es confidencial. Solicítela en <https://www.getcalfresh.org> o llamando al 2-1-1.

Email or Letter to Families

Queridas Familias,

La pandemia del coronavirus sigue impactando a las familias en nuestra comunidad con despidos y pérdida de ingresos. Le escribo porque puede que cualifique para un beneficio llamando CalFresh.

CalFresh le da dinero para comida en una tarjeta de Transferencia Electrónica de Beneficios (EBT) que se puede usar como una tarjeta de débito para comprar comida en supermercados y mercados de agricultores. La tarjeta le llega a su casa y los beneficios se cargan mensualmente directamente en la tarjeta.

Ahora es un buen momento para solicitar beneficios de CalFresh! Debido a la pandemia, una familia de cuatro podría recibir hasta \$800 al mes para comprar comida. La cantidad que reciba dependerá de sus ingresos, gastos y tamaño de su familia.

Visite por favor <https://www.getcalfresh.org> o llame al 2-1-1 para solicitar CalFresh.

Robocall Script

Hola, soy [Nombre del superintendente o director]. El coronavirus sigue afectando a nuestras familias de muchas maneras, pero hay programas que pueden ayudar.

Si su familia o usted necesitan ayuda para comprar comida, puede que cualifiquen para CalFresh, un programa que ayuda a millones de personas en todo el país. Puede solicitar Calfresh hoy en <https://www.getcalfresh.org>.

Ahora es un buen momento para solicitar beneficios de CalFresh! Debido a la pandemia, una familia de cuatro podría recibir hasta \$800 al mes para comprar comida. La cantidad que reciba dependerá de sus ingresos, gastos y tamaño de su familia.

No olvide que los estudiantes también pueden acceder a comidas gratis en la escuela. Para obtener la información más actualizada sobre las comidas escolares, visite el sitio web de nutrición de la escuela o del distrito.

De nuevo, la página web para solicitar CalFresh es <https://www.getcalfresh.org>.

English

If you could use some extra help putting food on the table for your kids, you're not alone. Learn more about how CalFresh can help your family: <https://www.getcalfresh.org>

Need some help buying groceries? Learn more about CalFresh: <https://www.getcalfresh.org>

Because of the pandemic, a family of four receives more than \$800 every month to purchase food from CalFresh. <https://www.getcalfresh.org>

If your income has changed recently, CalFresh can help with groceries. Learn more here: <https://www.getcalfresh.org>

Text "Benefits" to 650-376-8006 to learn more about how people with different immigration statuses could be affected by CalFresh eligibility.

Spanish

Si necesita ayuda extra para poner comida en la mesa para los niños, no está solo. Aprenda más sobre cómo CalFresh puede ayudar a su familia: <https://www.getcalfresh.org>

¿Necesita ayuda para comprar comida? Aprenda más sobre CalFresh: <https://www.getcalfresh.org>

Por la pandemia, una familia de cuatro recibe más de \$800 de CalFresh cada mes para comprar comida. <https://www.getcalfresh.org>

Si sus ingresos cambiaron recientemente, CalFresh puede ayudar con la comida. Aprenda más aquí: <https://www.getcalfresh.org>

Envíe la palabra "Beneficios" al 650-376-8006 para aprender más sobre cómo la elegibilidad para CalFresh puede afectar a las personas con diferentes estatus migratorios.

Free social media graphics in multiple languages are coming soon in Spring 2022!

Increase Your Reach

Parents regularly look to schools as a trusted source of information. Help your families connect to CalFresh by adding a link to your district, school and nutrition department websites. CalFresh graphics and links are free to use and promote through your networks. No need to connect to Social Services for permission! Here is how to get started:

1. Contact your website administrators and ask them to add a link to Get CalFresh using the link <https://www.getcalfresh.org>
2. Consider using language from our social media posts (page 5).
3. Add a colorful “button” to your website to use as a link to the CalFresh application page.



Senate Bill 708 (Mendoza, 2015) requires LEAs who have their meal application available online to include the CalFresh application link on their website.

Increase CalFresh Enrollment

Under Assembly Bill 402 Local Education Agencies (LEAs) can enter into Memorandums of Understanding (MOUs) with County Welfare Departments (CWDs) to share information regarding school lunch participants who may be eligible to receive CalFresh benefits.

With the permission of the parent or guardian signing some form of consent, information submitted on the National School Lunch Program (NSLP) application with the local county CalFresh office can be shared.

Goal of this program is to increase the number of eligible families receiving CalFresh by using information about students who are presently receiving free or reduced lunch.

[Official CDSS Letter with Parent Consent Form Examples Here](#)

San Diego CalFresh Assistors

211 San Diego

Phone assistance only.

Contact info: Dial **2-1-1**

Alliance for African Assistance

Location: 5952 El Cajon Blvd., San Diego CA. 92115

Hours: 8am-5pm (Monday – Friday)

Contact info: 619-286-9052 ext. 232

Languages: English, Spanish, Arabic, Farsi, French, Pashto

Bonita Family Resource Center

Location: 2005 Highland Avenue Suite 9, San Diego, CA 91950

Hours: 9am-5pm (Monday – Friday)

Contact Info: 619-512-1122

Languages: English, Spanish

Borrego Health (multiple locations)

Locations and Contact Info:

- 1121 Washington Avenue, Escondido, CA 92025
 - 760-871-0606 (English & Spanish)
- 8851 Center Drive, Ste 210, La Mesa, CA 91942
 - 619-463-7775 ext. 5424 (English & Spanish)
- 133 West Main Street, Suite 100, El Cajon, CA 92020
 - 619-401-0404 ext. 5341 (English, Spanish, Arabic, Farsi)

San Diego CalFresh Assistors

California State University San Marcos

Location: 333 S Twin Oaks Valley Road, San Marcos, CA 92096

Contact info: 760-750-6019

Casa Familiar

Location: 119 West Hall Avenue, San Diego, CA 92173

Hours: 8am-5pm (Monday – Friday)

Contact info: 619-428-1115

Languages: English, Spanish

Catholic Charities, Diocese of San Diego

Location: 4575 Mission Gorge Place, Ste A, San Diego, CA 92120

Contact info: 619-323-2841

Languages: English, Spanish

Chula Vista Community Collaborative (multiple locations)

Family Resource Centers Locations, Phone Numbers, Hours:

- Beacon Family Resource Center, Vista Square Elementary School
 - 8am-12pm & 1pm-4pm (Monday – Friday)
 - 540 G Street, Chula Vista, CA 91910; [619-422-9208](tel:619-422-9208)
- New Directions Family Resource Center, Rice Elementary School
 - 8am-12pm & 1pm-4pm (Monday – Friday)
 - 348 L Street, Chula Vista, CA 91911; [619-691-5301](tel:619-691-5301)
- Open Door Youth and Family Resource Center, Palomar High School
 - 8am-12pm & 1pm-4pm (Monday – Friday)
 - 480 Palomar Street, Chula Vista, CA 91911; [619-407-4840](tel:619-407-4840)
- Rayo de Esperanza Family Resource Center, Otay Elementary School
 - 8am-12pm & 1pm-4pm (Monday – Friday)
 - 1653 Albany Ave, Chula Vista, CA 91911; [619-425-4458](tel:619-425-4458)
- Fair Winds Family Resource Center
 - 8am-12pm & 1pm-4pm (Monday – Friday)
 - 1424 Loma Lane, Chula Vista, CA 91911; [619-420-0468](tel:619-420-0468)

Languages: English, Spanish

San Diego CalFresh Assistors

Community Resource Center

Location: 650 Second Street, Encinitas, CA 92024

Hours: 8:30am-12:30pm (Monday – Friday)

Contact Info: 760-300-3238

Languages: English, Spanish

Feeding San Diego

Location: 9477 Waples Street, Ste. 100, San Diego, CA 92121

Contact Info: 858-863-6635

Languages: English, Spanish

Home Start

Location: 404 Euclid Avenue, San Diego, CA 92114

Hours: 8am-4:30pm

Contact info: 619-782-2118

Languages: English, Spanish

Indian Health Council

Location: 50100 Golsh Road, Valley Center, CA 92082

Hours: 8am-4pm (Monday – Friday)

Contact info: 760-749-1410

Jacobs & Cushman San Diego Food Bank

Location: 9850 Distribution Avenue, San Diego, CA 92121

Contact Info: 858-863-5118 or 858-863-5190

Languages: English, Spanish

San Diego CalFresh Assistors

La Maestra Community Health Center (multiple locations)

Locations:

- 4060 Fairmount Avenue, San Diego, CA 92105
- 4167 Fairmount Avenue, Unit 1A, San Diego, CA 92105
- 4147 Fairmount Avenue, San Diego, CA 92105
- 217 Highland Avenue, National City, CA 91950
- 165 South First Street, El Cajon, CA 92019

Hours:

- **8:30am-5pm (Monday – Friday) for San Diego and El Cajon locations**
- **8:30am-5pm (Wednesdays & Fridays) for National City location**

Contact info: 619-269-1254 (all locations)

Languages: English, Swahili, Somali, Lao, Vietnamese, Creole, French

Neighborhood Healthcare (multiple locations)

Location, Hours, and Contact Info:

- 426 N. Date Street, Escondido, CA 92025
 - **Hours:** 8:30am-5pm (Monday – Friday)
 - **Contact Info:** 760-520-8308; 750-520-8339; 760-690-5907
- 550 W. Washington Ave Suite 101, Escondido, CA 92025
 - **Hours:** 8am-4:30pm (Monday – Friday)
 - **Contact Info:** 750-466-8651
- 855 E. Madison Avenue, El Cajon, CA 92020
 - **Hours:** 8am-5pm (Monday- Friday)
 - **Contact Info:** 619-440-7616 ext. 1204 or ext. 1218

Languages: English, Spanish, phone line translation services available.

Samahan Health Centers (multiple locations)

Locations and Contact Info:

- 10737 Camino Ruiz Suite 235, San Diego, CA 92126
 - 844-200-2426 ext. 404
- 2743 Highland Avenue, National City, CA 91950
 - 844-200-2426 ext. 321
- 1428 Highland Avenue, National City, CA 91950
 - 844-200-2426 ext. 1112

San Diego CalFresh Assistors

San Diego American Indian Health Center

Location: 2630 First Avenue, San Diego, CA 92103

Hours: 8am-5pm

Contact Info: 619-234-2158 ext. 125

Languages: English, Filipino/Tagalog

San Ysidro Health Center (multiple locations)

Contact Info:

- San Ysidro Health Alpine Family Medicine
 - 1620 Alpine Boulevard
 - Alpine, CA 91901
 - Tel#: 619-662-4100, x4234
- Mountain Health Community Center
 - 976 Sheridan Road
 - Campo, CA 91906
 - Tel#: 619-662-4100, x1539

Languages: English, Spanish

SBCS (multiple locations)

Locations and Contact Info:

- 430 F Street, Chula Vista, CA 91910
 - 619-420-3620
- 746 Ada Street, Chula Vista, CA 91911
 - 619-628-2446
- 333 Oxford Street, Chula Vista, CA 91910
 - 619-271-0151

Somali Family Service

Location: 5348 University Avenue Suite 203, San Diego, CA 92105

Hours: 8:30am-5pm

Contact Info: 619-265-5821

Languages: English, Somali, Swahili, Arabic, Kirundi, Kinyarwanda, Amharic, Afan Oromo, Pashto, Dari, Farsi

San Diego CalFresh Assistors

TrueCare (multiple locations)

Locations:

- 150 Valpreda Drive, San Marcos, CA 92069
- 2210 Mesa Drive, Ste. 300, Oceanside, CA 92054
- 605 Crouch Street, Building C, Oceanside, CA 92054
- 1130 2nd Street, Encinitas, CA 92024
- 220 Rotanzi Street, Ramona, CA 92065

Hours: 8am-12pm & 1pm-5pm (Monday – Friday)

Contact Info: (760) 736-6734 (for all locations)

Languages: English, Spanish, translation service line available for most languages.

Union of Pan Asian Communities

Location: 5296 University Avenue #A, San Diego, CA 92105

Hours: 8:30am-5pm

Contact Info: (619)-255-7644

Languages: English, Spanish, Karen, Somali, Vietnamese, Nepalese, Urdu

University of California, San Diego

Location: 9500 Gilman Drive, La Jolla, CA 92093

(Please call for location of CalFresh application assistance.)

Contact info: 858-246-2632

Vista Community Clinic

Location: 1000 Vale Terrace, Vista, CA 92084

Contact info:

- Call for an appointment: 760-631-5000 ext. 7190
- Text for an appointment: 760-492-6669

NEED HELP BUYING FOOD FOR YOUR FAMILY?

CALFRESH CAN HELP



Insert Custom Text

Insert Custom Text

Insert Custom Text

¿NECESITA AYUDA PARA COMPRAR COMIDA PARA SU FAMILIA?

CALFRESH PUEDE AYUDAR



Insert Custom Text

Insert Custom Text

Insert Custom Text