



## Grant/Funding Request Language

Below is a list of general ideas to help you fundraise for your Double SNAP Dollars incentive program, as well as excerpts of common language we have used on planning materials and grant proposals. Feel free to copy and paste from this document whatever language best meets your needs. No matter what you copy and paste, be sure to tailor the language to your particular funding opportunity and location. Also, if you try other techniques that are successful, please share them with us so we can add them here. Have fun!

Good luck! Contact Kim with questions, suggestions, or requests for materials and information:

[kim@missoulafac.org](mailto:kim@missoulafac.org)

### Fundraising Checklist

- Customer donations (change jar at market booth or register; sponsorship fund for CSAs – always be sure to track donations properly. We have a few materials to help with this- just contact us if you'd like to see or use them)
- Local philanthropic foundations (If you don't know of any in your area, try asking around the community or Google it! Funding areas might include: improving community health; improving poverty; helping low-income or disadvantaged residents; improving health/nutrition; community development; improving health equity or health disparities)
- Sponsorships from local businesses (we have materials to aid with this as well)
- Donations from health agencies, including hospital community benefit programs
- Local health insurance companies

### Fundraising Language

#### ABOUT DOUBLE SNAP DOLLARS

##### *General Description*

The Double SNAP Dollars program is modeled after other highly successful nutrition incentive programs that are operating in communities around the country. When SNAP (Supplemental Nutrition Assistance Program) recipients use their benefits to buy fresh produce they are provided with a dollar-for-dollar match that stretches their buying power for healthy, locally-produced foods.

The Double SNAP Dollars program helps more low-income residents afford healthy foods by offering a one-to-one match when they spend their SNAP benefits at local food retailers, including farmers' markets, community supported agriculture (CSA) programs, and retail stores. For example, a SNAP recipient visits a farmers' markets, swipes her SNAP card for \$20, and is provided \$40 to spend on fruits and vegetables at the market

### *Health-focused Description (for health-focused funding opportunities)*

The project provides health services to SNAP recipients in the form of a nutrition incentive, which is the match that is provided when a customer swipes his/her SNAP card. This service boosts the purchasing power of SNAP benefits so customers can bring home more healthy foods and improve the nutrition of themselves and their families. Customers have reported that their use of these nutrition incentives helped them increase their fruit and vegetable consumption and lessened their concerns about having enough money to eat healthy meals. In addition, because Double SNAP Dollars focuses on local food and businesses, it enhances people's opportunities to contribute to, participate in, and benefit from the community's economic and social activities.

[Missoula] residents consistently commented on problems of poverty and low-income, including high cost and difficulty of access to nutritious food for low-income residents. This project addresses these community health priorities by helping more low-income residents afford high-quality, fresh produce to support their health, while engaging them in the local community and economy.

### *Geographic and Collaboration Information*

**See the website for up-to-date listings of all participating Double SNAP sites: [DoubleDollarsMT.com](http://DoubleDollarsMT.com)**

Double SNAP Dollars programs are located throughout Montana. These locations collaborate under CFAC's Double SNAP Dollars umbrella, using the same logo, sharing consistent messaging, engaging in cross-promotion, and learning from each other. This collaboration enhances program recognition, increases opportunities for word-of-mouth promotion, and expands the potential customer base for all retailers, thereby increasing the reach of the program and its services

## **JUSTIFICATION FOR DOUBLE SNAP (in terms of need and solution)**

### *The Need*

Many Montana families (16% of the population) are unable to afford healthy food on a consistent basis. We've heard from many limited income community members that they would prefer to eat more high quality food and fresh produce; however, high housing and other living costs adversely affect their food budgets. The higher cost of healthy, fresh food options, compared with processed food alternatives, is the number one barrier to improving diets.

Meanwhile, operating a farm is hard work, especially in Montana where towns are small and distances are great. The farmers we work with indicate that accessing markets is one of their biggest challenges. Many farmers also want to overcome the elitist stigma of local food and know that they are feeding more of their community. Clearly, there is a need to identify strategic market opportunities that equitably promote the health and wealth of our communities.

### *The Solution*

The Double SNAP Dollars program fills these gaps by improving the buying power of SNAP benefits for healthy and local foods.

Double SNAP Dollars empowers low-income community members to eat more high-quality, fresh produce and support local farmers and businesses by increasing the purchasing power of SNAP benefits.

### **BENEFITS/ADVANTAGES OF DOUBLE SNAP**

This program has multiple advantages: it stretches scarce food dollars for low-income community members; it supports a healthy diet; it contributes to the economic health of our community; it supports local food and farming.

- **It brings more customers to your outlet.** Contact Kim for updated stats: [kim@missoulacfac.org](mailto:kim@missoulacfac.org)
- **It increases your outlet's sales.** Contact Kim for updated stats: [kim@missoulacfac.org](mailto:kim@missoulacfac.org)
- **It provides community services for limited-income residents.** DSD customers tell us they appreciate the opportunity to afford the high-quality, local foods they want and need for better health, as well as the opportunity to support local.
- **It connects you with a regional network of incentive programs.** DSD partners are invited to participate in a Community of Practice, which allows each partner a voice in future program direction and initiatives and a network with which to share best practices.