

CALFRESH - FISCAL GUIDELINES MANUAL

300. Allowable and Unallowable Costs

301. Allowable Activities to Increase Participation in the CalFresh Outreach Program

The following are **examples** of allowable outreach activities:

Allowable Activity	Example
Eligibility pre-screening	Use of a paper or electronic tool to inform potential applicants that they may be eligible and potentially, how much they could receive.
Application assistance	Assistance completing the application, including delivery of the application to the local food stamp CalFresh office.
Assistance obtaining application verification documents	Informing potential clients which documents may be needed and making copies of verification documents.
Information dissemination in locations where low income people gather	Distribution of information at the employers of low wage workers.
Outreach exhibit or booth at community event	Set up and staffing of outreach booth at the annual community fair.
Conducting outreach workshops with community organizations at their locations	Food stamp CalFresh outreach fair at a senior center.
Placement of advertisements on radio, television, print or electronic media.	Purchase time for CalFresh advertisements on the local radio station.
Production and distribution of public service announcements (PSA) to radio, television, print or electronic media	Distribute of USDA produced television PSA to local cable company for airing as a public service.
Toll free information line to provide information to potential clients	A Statewide 1-800 information number for potential clients to connect to their local office.
Development of printed educational or informational materials for clients	Development and printing of a brochure outlining the benefits of participation in the CalFresh.
Use or customization of FNS outreach materials for clients	Hiring a graphic shop to customize and print the FNS posters with the phone number of the local office.
Training or train-the-trainer programs for CalFresh outreach workers	Training of local community partners to run outreach seminars by the primary outreach contractor.
Translation of materials and bilingual accommodation to convey eligibility requirements and assist persons with limited English proficiency during the application process	Translation of an outreach envelope into the predominant non-English language in the community.
Program access activities	Reminder calls to enrolled clients regarding their recertification responsibilities.

302. Unallowable Activities

The following activities are prohibited regardless of the source of funding:

- Interfering during the certification interview or at other times to campaign on behalf of specific applicants or recipients, however, outreach workers may be present to provide support or help explain complicated terms; and
- Recruiting individuals to participate in the *Food StampCalFresh Outreach* Program. Recruitment is defined as an activity intended to persuade an individual who has made an informed choice not to apply for food stamp benefits to change his or her decision.

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The following activities are not reimbursable with Federal funds under the *Food StampCalFresh Outreach* Program, although they may be funded through other mechanisms:

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- Acting as an authorized representative for applying, receiving *food stampsCalFresh* at issuance, or food purchasing;
- Transporting clients to or from the local food stamp office or provisions of tokens, vouchers, or similar items for transportation of clients to or from the local *food stampCalFresh* office. For example, a transit agency could donate bus vouchers for use by potential food stamp clients to travel to and from the local food stamp office at no expense to the State Agency;
- The State Agency cannot incur costs for volunteers' actual work since volunteers by definition are unpaid.

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