



# Indiana Farmers Market/Stand/CSA SNAP Matching Grant Program

## Fall 2022 – Spring 2024

### Grant Guidelines

#### What

The St. Joseph Community Health Foundation is currently offering grants to Indiana farmer's markets, farm stands, CSAs (community supported agriculture), and mobile farm markets to start or expand a SNAP matching program. SNAP stands for Supplemental Nutrition Assistance Program and was formerly known as food stamps. Benefits are provided on what looks like a debit card (called Hoosier Works) through an Electronic Benefit Transfer (EBT) system.

#### When

Grants will be accepted on a rolling basis until all funding has been spent or until May 31, 2024.

#### Who

Qualifying markets/grantees will:

- 1) support or operate an Indiana farmers market, farm stand, CSA, or mobile market;
- 2) support or operate a market that accepts SNAP or plan to accept SNAP; and
- 3) agree to offer SNAP incentives in the form of paper vouchers, tokens, e-tokens, or other and put a system in place to run transactions, reimburse vendors and collect and report data.

#### Program details

Indiana SNAP Matching Program grant recipients (hereafter *grantees*) will provide customers who pay with SNAP a \$1 for \$1 match up to \$20 per day on all purchases of fruits and vegetables, mushrooms, herbs, and edible plant-starts. The \$1 for \$1 match may be provided via tokens, paper vouchers, e-tokens or other; it is recommended that these be offered in \$2 increments. If tokens or vouchers are used, they should include the name of the market where they are issued because they can only be redeemed at that market. Farm stands that have only one vendor and sell only fresh produce may offer an immediate 50% off (up to \$20 per day in incentive) at the point of sale to customers paying with SNAP and therefore do not need to use vouchers or tokens.

#### Eligible expenses

Applicants who propose to spend at least 51% of grant dollars for the match (hereafter called the *incentive*) will be given preference for funding. In addition to funds being used to match SNAP purchases, grant dollars may also be used for items that support the SNAP matching program (staff time, supplies, new EBT processing equipment, and promotional materials.)

#### Grant payments

50% of all grant dollars will be deposited in the grantee's account approximately two weeks after a grant agreement is signed and accompanying materials such as direct deposit forms and W-9s are provided. The remaining 50% of the funds will be deposited in the grantee's account upon successful submission of the first two months of data to the St. Joe Foundation. Any unused funds must be returned at the conclusion of the grant period. Additional incentive dollars may be provided to the grantee if the grantee has expended all its incentive funds and additional funding is still available.



If the grantee does not currently accept SNAP, grant funding will not be released to the grantee until SNAP authorization is approved and an FNS number is assigned.

## Reporting

Monthly online documentation of incentives redeemed by vendors will be required for all grantees. Data needed will include: the dollar value of SNAP issued, the dollar value of SNAP redeemed, the number of SNAP transactions, the dollar value of incentives (matching funds) issued, the dollar value of incentives (matching funds) redeemed, and vendor reimbursement records.

A final report must also be submitted by each grantee providing details on how the SNAP matching program was implemented as well as information about any successes or challenges. Tracking documents and report forms, as well as training, will be provided to grantees for use in providing the appropriate documentation.

## Double Up branding (optional):

The St. Joe Foundation currently offers the Double Up Indiana program in the Fort Wayne/Allen County area; it is partly funded by the U.S. Department of Agriculture's GusNIP program in partnership with the Fair Food Network. To support the consistent branding of Indiana SNAP matching programs, grantees can participate in the Double Up Indiana branding for *free*.

Electronic promotional materials and logos will be provided at no cost to grantees after signing an agreement regarding the proper use of the logo and materials. The agreement requires grantees to follow the terms of this SNAP Matching Grant Program and to agree not to alter the Double Up logo in any way. All materials, such as fliers and logos, will be available on a password-protected page of the DoubleUpIndiana.org website for those grantees who choose to participate.

## State/Federal funding:

Funding for this statewide SNAP matching grant program comes to the St. Joe Foundation from the Indiana Department of Health (IDOH) and is made possible through the Centers for Disease Control and Prevention (CDC) to address COVID-19 related health disparities. As such, information regarding COVID-19 will be provided to all grantees for distribution to SNAP matching customers.

## Technical Assistance – Questions

Questions about applying for this grant should be directed to Purdue Extension Community Wellness Coordinators, whose information can be found here: <https://www.eatgathergo.org/about-nep/community-wellness-coordinators/> or by emailing [DoubleUp@sjchf.org](mailto:DoubleUp@sjchf.org).

## Applying for SNAP authorization:

- If a market does not currently accept SNAP, market managers can apply for authorization here: <https://www.fns.usda.gov/snap/apply-to-accept>.
- Information about the process of applying for SNAP is available from Purdue Extension Community Wellness Coordinators. Contact information may be found here: <https://www.eatgathergo.org/about-nep/community-wellness-coordinators/>

- Resources for free equipment to process SNAP:
  - MarketLink/TotilPayGo: provides free assistance to apply for SNAP authorization. First year fees are entirely covered. TotilPay App integrates into Square if needed.  
<https://marketlink.org/>
  - State of Indiana free equipment, service fees and data plan: call Conduent Retail Operations Support at 844-226-8212 for information and to apply. Mention the free state provided wireless POS equipment for farmers markets. Markets must already be SNAP authorized and have an FNS number.