



FY 2025 SNAP OUTREACH PROGRAM REPORT

JULY 1, 2024–JUNE 30, 2025



Grateful for You

Food Bank for the Heartland is grateful for the dedicated partnership from our community to combat food insecurity. It is through this support that our SNAP Outreach Program helped submit 5,371 SNAP applications in Nebraska and 12,256 applications in Iowa in FY 2025. On behalf of our team and those we serve, thank you!

As we face unprecedented cuts to SNAP due to the recent passage of the One Big Beautiful Bill, your support is more vital than ever. For more information on the upcoming cuts to SNAP and how it will impact our operations, partners, and neighbors in need, please review the back page of this report.

How Your Support Makes a Difference

The Supplemental Nutrition Assistance Program (SNAP)—the nation’s largest food assistance program, and one of the most effective and efficient—is the primary source of nutrition assistance for many of our neighbors in need.

County estimates indicate that, on average, 2 in 3 individuals who live in food-insecure homes may be eligible for SNAP. The fact that not everyone who qualifies for SNAP is enrolled further underscores the importance of the Food Bank’s SNAP Outreach Program and the need to protect and strengthen federal nutrition programs, as well as increase enrollment to support Heartland families.



For every 1 meal that Feeding America provides, SNAP provides 9

The Feeding America network of 200 food banks (which includes Food Bank for the Heartland) provides over 4.9 billion meals a year to help the 47 million people in the United States who are facing hunger. This effort alone won’t solve food insecurity. SNAP is a critical piece of the social safety net and enables families with low income to have additional resources to put nutritious food on the table.

Making a Direct Impact in the Heartland

672,370 INDIVIDUALS

ACROSS NEBRASKA AND IOWA
ARE FACING HUNGER.

17,627 SNAP APPLICATIONS

SUBMITTED THROUGH OUR SNAP
OUTREACH TEAMS AND THEIR PARTNERS.

192 COUNTIES IN 2 STATES

SERVED BY THE SNAP OUTREACH TEAM.
FOOD BANK STAFF ASSISTS NEIGHBORS
IN ALL 93 COUNTIES IN NEBRASKA AND
ALL 99 COUNTIES IN IOWA.

**152,066 QUALIFIED
NEBRASKA INDIVIDUALS**

ENROLLED IN SNAP.

**259,300 QUALIFIED
IOWA INDIVIDUALS**

ENROLLED IN SNAP.

\$1.58 BILLION

ECONOMIC ACTIVITY GENERATED BY SNAP
SUPPORT AT LOCAL RETAILERS IN NEBRASKA
AND IOWA.



How SNAP Works

SNAP is the largest anti-hunger program in the country, helping thousands of Nebraskans and Iowans afford quality food. It's intended to fill the gap between the funds a household has available to buy food and the cost of a "thrifty" food budget as set by the USDA.

The Food Bank's SNAP Outreach team assists families and individuals understand eligibility, navigate the application process, become familiar with program benefits, and get connected to other community resources.

SNAP reduces food insecurity by providing very low-income individuals and families targeted assistance to purchase food at grocery stores, farmers' markets, and other regular commercial food outlets. This is accomplished through an Electronic Benefit Transfer (EBT) system, in which SNAP funds are loaded monthly onto an EBT card, which is used like a debit card.

Recipients of these benefits can use their card at one of about 266,827 authorized retail locations nationally—including more than 1,400 in Nebraska and nearly 3,000 in Iowa—to purchase nutritious foods such as:



- Fruits and vegetables
- Meat, poultry, and fish
- Dairy products
- Bread and cereals
- Other food such as snacks and non-alcoholic beverages
- Food-producing seeds and plants



I live on a small social security check each month, and that barely covers my necessary bills. When I was receiving SNAP benefits it allowed me to eat something other than sandwiches for most of my meals. SNAP has allowed me to eat healthier meals each day.

— Former SNAP benefit recipient



Double Up Food Bucks

Double Up Food Bucks is a public-private partnership that gives SNAP recipients bonus dollars to use when they purchase fruits and vegetables from local farmers and retailers—an initiative that benefits our communities, our farmers, and the health of our citizens.

SNAP recipients can earn up to \$20 in Double Up Food Bucks per day in Nebraska and \$10 per day in Iowa when they spend the equivalent amount on fresh produce at participating retailers. In 2024, more than 4,300 Nebraska families used Double Up Food Bucks, spending \$235,000 on produce across 25 locations. In Iowa, 96 food vendors were enrolled in the program in 2024. It was used by more than 28,000 Iowans and had a \$500,000 economic impact during that period. Double Up Food Bucks is fueled by Fair Food Network, a national nonprofit whose mission is to grow community health and wealth through food.

The Effects of Food Insecurity

Food insecurity increases the risk of adverse health outcomes, complicates the ability to manage illness, and is linked to higher health care costs. On average, people in food-insecure households spend roughly 45 percent more on medical care in a year (\$6,100) than people in food-secure households (\$4,200). And extensive research has shown a strong correlation between food insecurity and chronic health conditions among children, young and working-age adults, and older adults.



My boys were going to bed hungry. SNAP gave me the ability to feed them!

—Former SNAP benefit recipient



By using SNAP benefits, I am able to use my cash for bills and utility payments.

—SNAP benefit recipient

A Team of Experts

Navigating the process of applying for SNAP benefits and understanding the program qualifications can be time consuming and confusing. Our SNAP Outreach team is extremely well versed in eligibility requirements and the various benefits and programs offered to Heartland residents who qualify. Every day, residents across Nebraska and Iowa call our team through a dedicated “Food Resource Hotline.” Food Bank staff then provide the following services for individuals and families:

- Ease the overwhelming process by providing education and application assistance.
- Help families and individuals apply over the phone in as little as 15 minutes.
- Use expertise to ensure applications are filled out correctly, decreasing the time it takes for recipients to qualify, receive federal benefits, and access food for their families.
- Access additional community resources.

Food Bank SNAP Outreach staff members can also be found on-site at community resource centers, such as shelters and meal provider sites during the week—offering live application assistance. They frequently work alongside state health departments who can immediately interview applicants and enroll them for benefits. Training and compliance checks for agencies are offered across the state by the SNAP Outreach team to those who partner with the Food Bank in this work. These partners can complete applications with their clients and stay up to date on policies and processes. This outreach assistance would not be possible without the support of our donors and community partners.



A Boost to the Economy



SNAP dollar



Grocer



Workers & Goods



Economic Growth

The Food Research & Action Center (FRAC) estimates that \$1 in SNAP support generates \$1.80 in economic activity at local retailers. Once a household has qualified for the program and is in good standing with its compliance guidelines, SNAP funds are loaded onto to their EBT card each month.

- The total amount of benefits received in Nebraska for FY 2025, was \$347,914,640, which equates to \$626,246,352 generated by SNAP for Nebraska’s economy.
- The total amount of benefits received in Iowa for FY 2024, was \$528,900,000, which equates to \$952,020,000 generated by SNAP for Iowa’s economy.

SNAP benefits are utilized by over 41 million people nationally, making it the largest program working to fight hunger in America. Because SNAP benefits are so urgently needed by families, they are spent quickly—97% of benefits are redeemed by the end of the month of issuance—thereby bolstering local economies.

Upcoming Changes to SNAP

Food banks across the country are bracing for the fallout from the Budget Reconciliation bill and the inevitable implications of the historic and unprecedented cuts to SNAP.

While the bill will cut \$200 billion from the program over the next decade, the first set of changes is expected to take effect by November 1, 2025 and include redefining what constitutes a “dependent” under SNAP. This change will remove much-needed benefits from some of our most vulnerable populations—expanding burdensome reporting requirements for work and increasing the number of individuals subject to time limits on their benefits, including parents of school-age children over 14 and adults aged 55 to 64.

The bill also aims to reduce costs by shifting some benefit costs to the states. By October of 2026, the states’ share of administrative costs will increase from 50% to 75%. This shift could cost Nebraska at least \$34 million and affect as many as 155,000 individuals on SNAP, including 66,000 children and 17,000 seniors, according to estimated projections from Feeding America. Transferring the program’s costs to financially strapped state governments, which are already facing budget deficits, will force them to make extremely tough choices, including cutting essential programs or raising state taxes.

Other changes include requiring states to pay a portion of SNAP benefits, ranging from 5% to 25%, which will go into effect by October of 2027, as well as restricting future adjustments to the Thrifty Food Plan, which would cut SNAP benefits, The Emergency Food Assistance Program (TEFAP), and SUN Bucks/Summer EBT benefits.



Advocacy Efforts

Community support has been instrumental to the Food Bank’s SNAP Outreach Program and is needed as the Farm Bill is negotiated in Washington, D.C. We continue to keep a close watch on changes to SNAP at state and federal levels, and how those changes will impact the communities we serve. As thousands of families and individuals face unthinkable decisions, we are committed to working with our elected representatives on impactful legislation and strategies for Heartland neighbors in need.

Conclusion

The SNAP Outreach Program addresses a critical need across our two-state area. Through your continued generosity, the Food Bank can make significant strides in the fight against hunger, to ensure low-income neighbors have consistent access to the healthy food they need to grow, live, and thrive.



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After 2/2/26
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