

SERVING NORTH CAROLINA

***More In My Basket (MIMB)* is North Carolina State University's Supplemental Nutrition Assistance Program (SNAP) Outreach program.** The purpose of *MIMB* is to reduce food insecurity in North Carolina by providing education, outreach, and application assistance to adults that are eligible for SNAP/Food and Nutrition Services (FNS). *MIMB* targets limited resource individuals and programming is designed to reduce barriers to accessing food assistance. Since October 2010, *MIMB* has been offered in **65** counties and reached **30,512** people across North Carolina. Participants were eligible to receive an estimated **\$879,282** in annual food assistance. The potential economic impact is **\$1,582,707** in local counties.

MIMB PROGRAM COMPONENTS

EDUCATION

Extension Agents provide education about FNS/SNAP through group presentations, booth-based outreach, and individual consultation sessions.

OUTREACH

MIMB staff cultivate partnerships with local community groups to extend outreach efforts to even more people across North Carolina.

APPLICATION ASSISTANCE

MIMB staff provide assistance on-site at events or through a toll-free number. Assistance is provided at convenient times and locations.

SUCCESS STORY

Dolores (name changed) attended a *MIMB* group presentation at a senior center and was interested in learning about her eligibility for FNS. Dolores was struggling to maintain her home and make ends meet since her husband passed away. After a quick screening, it was determined that she was likely eligible for FNS benefits. The Outreach Facilitator worked with Dolores to complete the FNS application and she was approved to receive \$189/month in FNS benefits. Dolores used the extra food money received to host a 70th birthday party for herself. Dolores is so thankful for the assistance provided through *MIMB*. She feels happy to be more financially independent and no longer worries about her ability to afford food.

"I am so thankful for the assistance that you provide..."



...I am more financially independent and no longer worry about my ability to afford food each month."

MORE IN MY BASKET MAKES A DIFFERENCE

In fiscal year 2014, MIMB reached **15,173** people across North Carolina.

1,085 reached through **62** outreach events.

5,810 reached through distribution of outreach materials by **38** organizations.

8,278 reached through social media efforts.



Food and Nutrition Services (FNS) application assistance was provided to **87** families. It is estimated that these families were eligible for **\$150,996** in benefits to expand their food dollars and reduce food insecurity. North Carolina communities experience a \$9 economic boost for every \$5 in FNS benefits spent in grocery stores, farmers' markets, other eligible retailers. As a result, MIMB generated an additional **\$271,793** of economic activity across North Carolina.

FOOD INSECURITY AND HUNGER

Approximately two million North Carolinians (18.6% of the population) lack access to enough food for an active, healthy life.

That means nearly 1 in 5 people in NC experience food insecurity.



People facing food insecurity are forced to make tough choices such as deciding between buying groceries or paying for needed medical care. MIMB participants were surveyed and results show that many experienced hunger, food insecurity, and economic hardship.

Among MIMB participants:

24% skipped meals because of costs.

39% cut the size of meals because of costs.

16% felt hungry or couldn't afford enough food.

28% didn't see a doctor because of costs.

14% skipped medications because of costs.

23% spent less on food or heat to pay for health care or medicine.



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