

FRAC'S SNAP CHALLENGE!!

Take FRAC's (Food Research & Action Center's) SNAP Challenge, set for March 18–20, to get a glimpse of what life is like for tens of millions of people who struggle to put food on the table. Learn more about challenge guidelines, find sample social messages, and learn why you should participate in FRAC's SNAP Challenge 2025 Toolkit. Imagine going to the grocery store and having only \$6 per day to fill your cart. This is the reality for many people who participate in the Supplemental Nutrition Assistance Program (SNAP). SNAP helps reduce hunger, malnutrition, and poverty by providing monthly benefits to eligible individuals and families with low incomes to purchase food at participating retailers. The length of the Challenge is up to you—you can do it for a day, a few days, or the full week. We recommend grocery shopping on Monday, participating in the Challenge from Tuesday through Thursday, and using the weekend to share your experience. Participants should spend no more than \$6 per person per day on food. Participants can buy any food and non-alcoholic beverages, except for hot foods (like hot rotisserie chicken), which are not permissible purchases with SNAP benefits under federal law.

