

Connecting with Target Populations

Outreach Strategies and
Meeting people where they
are

April 15, 2025



Agenda

Welcome and Grant Updates

SNAP Grant Updates and Reporting

On Site- Grantee Interview

Closing

NCOA Presentation Speakers



Shaneece Gaines

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Beth Finch

**Outreach Director
Feeding the Gulf Coast**

Grant Updates

Updates:

Welcome Kayla to the Team!

Kayla Little, MPH
Program Associate, Center for Economic Well-Being
(571) 527-3920
Kayla.little@ncoa.org

Thank you Jessie!

Survey Workbook and Reporting

Updates:

1. Reminder: Monthly reports were due yesterday.

2. Follow Up Survey Workbook

The survey workbook should have been submitted with your report this month.

This will allow us to assess how the survey is going, report on progress, and work together to address any challenges sooner rather than later.

Please don't hesitate to reach out to (Andy.Stamp@ncoa.org) if you have any question or concerns. (cc your POC)

3. Age + Action Conference, Arlington, VA May 29-30, 2025

<https://na.eventscloud.com/website/80896/home/>

Monthly TA Peer Calls: Topics

Upcoming Call Topics and Dates

May - (5/20) What is a “person-centered approach” in benefits counseling?

May - (5/28-30) NCOA Age + Action Conference

June - (6/17) Ecosystem Mapping: Increase partnerships to scale impact

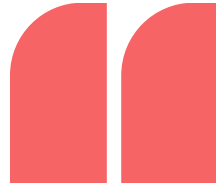
July - (7/15) Interim Financial Reporting & Check-In on Expanding Your Reach

August – (8/19) Impact: The Power of Data and Storytelling

Peer Learning Topic

Connecting with Target Populations





***Focus on identifying your target audience,
communicating an authentic message
that they want and need and project
yourself as an expert within your niche.***

~Kim Garst



Feeding the Gulf Coast

About the Organization

Feeding the Gulf Coast serves 24-counties along the central Gulf Coast with facilities in Gulfport, MS; Theodore, AL; and Milton, FL.

In 2024, the food bank distributed 35 million meals through more than 800 community partners throughout its service area.

Beyond food distribution, the food bank operates multiple hunger relief and nutrition programs, including child and senior nutrition programs, benefits outreach, nutrition education, and disaster relief.

As a BEC, they help eligible low-income seniors, adults, and people with disabilities find and enroll in benefits programs; enabling clients to put money towards other necessities (i.e., prescriptions, insurance, and housing costs.)

Feeding the Gulf Coast



Beth Finch

Outreach Director
Feeding the Gulf Coast

Questions

For General helpdesk
assistance,
center4EWB@ncoa.org



Reminders

- Monthly Report Due Date 5/15
- Next Peer to Peer Call
Tuesday, May 20, 2025

Topic: What is a “person-centered approach” in benefits counseling?

