


October 2024

Transforming Access to SNAP Benefits Through Innovation

Tech Forward Conference

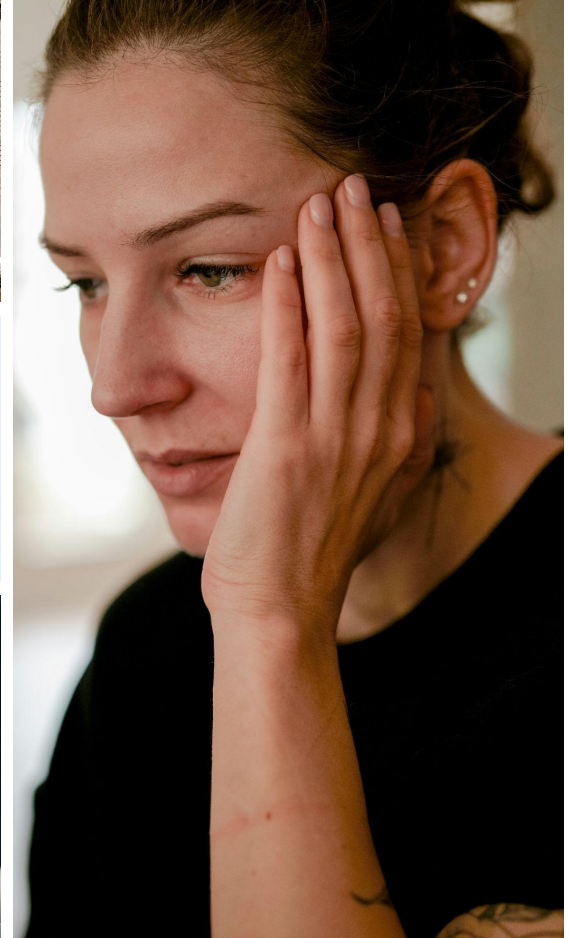
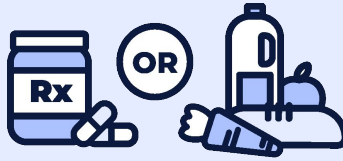
mRelief

Four blue spheres are positioned in the corners of the slide: one at the top center, one at the top right, one at the bottom left, and one at the bottom right.

**mRelief is on a mission to transform
access to the social safety net for the
inherent dignity of all people.**

The Problem

Being food insecure can sometimes mean having to **decide between life's necessities and being able to eat.**





The Problem

By the Numbers

\$13 Billion

in SNAP benefits go unclaimed

7-8 Million

people without access to SNAP

The Problem

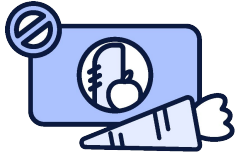
Why is SNAP Important?

- Government's most effective anti-hunger tool
- Lifts 3-4 million people out of poverty every year
- Provides 9 meals for every 1 meal provided by a food bank
- \$1 in SNAP generates 1.80 in economic activity



The Problem

Why don't people apply?



**Lack of awareness
about SNAP**



**Negative stigma about
food stamps**



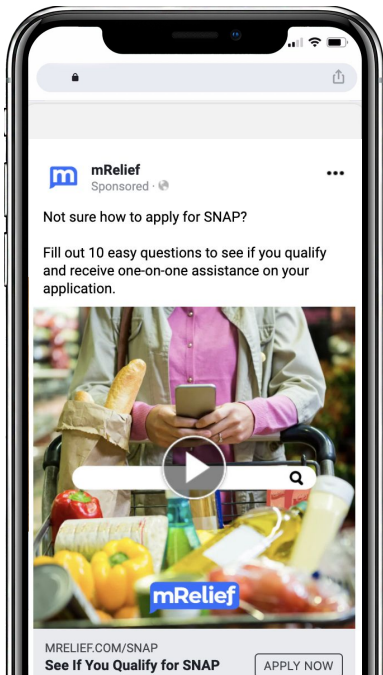
**Cumbersome
and long process**



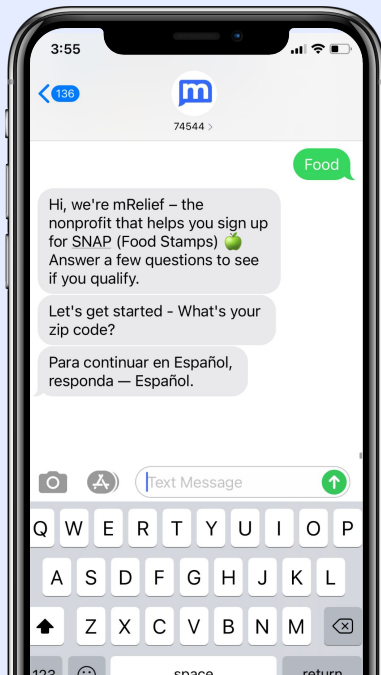
**Not understanding
the SNAP policy**

Solutions

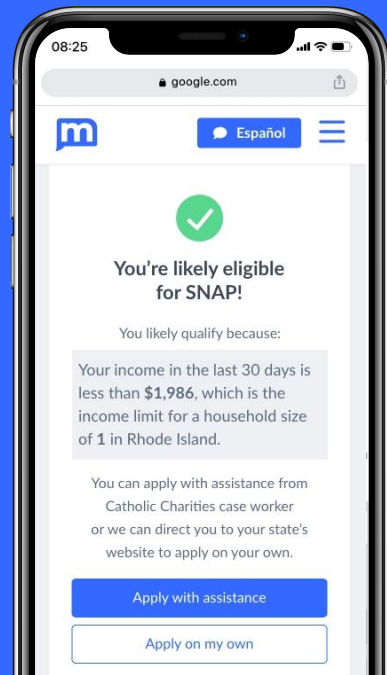
Our Products



Awareness



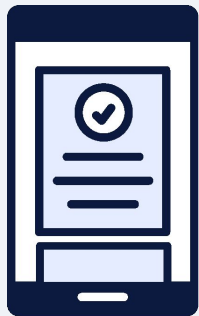
Screen



Apply

Solutions

Our Products



mRelief applications **27%
more likely to be completed
compared to status quo***



mRelief applications **25%
more likely to be approved
compared to the status quo***

*Data based on randomized controlled trials

User Research Findings

61% of self-service clients do not complete an application



Common reasons for not finishing an application



Questions about eligibility



Needing technical support

“

I wouldn't have known how to get started. Dealing with leukemia and the cost of tier 2 drugs and copays, I have to decide to spend \$400.00 on overpriced drugs or food. So when I saw your ad I had a sense of hope if I qualify.

—mRelief client in Texas

12:41



Which of these apply to you?

☐ I'm a US Citizen

☐ I've been a
Resident for at least 12 months

☐ I'm a Refugee or Asylum Seeker

☐ None of the above

AA :h-webdriver

Learnings

Strategies for Success



Get the right
people involved



Commit to ongoing
evaluation



Content structure
& quality are important



Don't be afraid to send
a long prompt!



90% of our AI Chatbot's
responses are helpful
and accurate

Our Collaborative Approach



26 diverse individuals

Nearly **150** partners



mRelief has a workplace culture of **empathy** shared internally and externally.

A close-up, high-contrast photograph of blueberries, filling the entire frame. The berries are dark blue with some lighter highlights, creating a textured, organic background. A vertical dashed white line runs down the center of the image, separating the two columns of text.

mRelief's Impact

\$1,753,326,420

SNAP benefits unlocked

mRelief's Impact

4,475,175

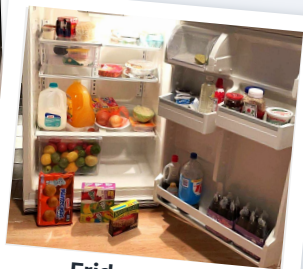
Individuals served

Thank You!

We're happy to answer any questions.



Pantry Photo
mRelief User - Illinois



Fridge Photo
mRelief User - Chicago

it was very easy to apply and I'm going to send the name mRelief to a friend that wants to apply

—mRelief client in South Carolina

I'm not sure if you are a robot or an actual person but I need to say to whomever helped me, may God bless you and your family. You have no idea how overwhelmed with joy I was when I seen I had gotten food stamps. I cried I was full of joy. Thanks a million times over.

—mRelief client in North Carolina

The process is so smooth to apply. I hope that I am able to receive the help I can get to make ends meet and help me financially at home when food is needed. I'd share this information with friends or family that can benefit from the extra help you all can provide.

—mRelief client in Texas