

Oh SNAP Campaign Impact Report

United Way of Kaw Valley and LiveWell Shawnee County
November 2025 – February 2026



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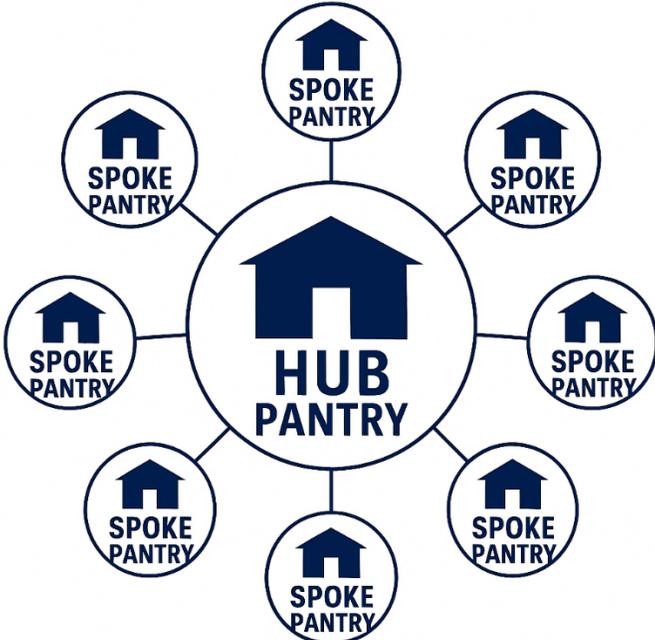
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Executive Summary

In late October 2025, we learned that **federal SNAP benefits for recipients would be suspended due to the federal shutdown**, creating an urgent and rapidly evolving crisis for thousands of families in northeast Kansas. Community partners were faced with navigating a fluid situation as **families faced the immediate risk of losing their primary food assistance**. For example, based on the most recent data available, **more than 8,000 households** (more than 15,000 people) in Shawnee County **receive SNAP benefits**. For more information about SNAP across the United Way of Kaw Valley service area, visit: <https://www.uwkawvalley.org/ohsnap>.

In response, United Way of Kaw Valley and LiveWell Shawnee County co-convened an emergency meeting hosted by the City of Topeka. More than **50 organizations** participated, mobilizing quickly to coordinate resources and develop strategies to maintain access to food for individuals and families.

From this gathering, the **Oh SNAP** campaign was created as a coordinated countywide response. A central component of that effort was the implementation of a **hub-and-spoke food distribution model**, designed to leverage the buying power, storage capacity, and infrastructure of the county’s major food pantries (**hubs**) to support smaller community pantries (**spokes**). Generous contributions from individuals, corporate partners, and the City of Topeka campaign funded the rapid launch of this response.



The five-week core distribution (November 10–December 12) engaged between **20 and 24 spoke** pantries and ensured broad, geographically diverse food access across Shawnee County and neighboring counties. **Additionally, supplemental distributions took place in January and February of 2026.**

A defining strength of the **Oh SNAP** response was the **unprecedented level of collaboration across sectors**. Several challenges impacted the work, including varied reporting capacity across partners, varied definitions of service metrics, and the impact of holiday scheduling on distribution patterns. Additionally, because **many organizations operate multiple food programs**, isolating specific revenue streams related to the campaign was difficult. These observations will inform future efforts to strengthen shared data and evaluation systems.

Despite these limitations, the **Oh SNAP** campaign successfully reinforced the county's food security network during an unprecedented disruption in benefits. The initiative not only met immediate needs but also strengthened collaborative infrastructure that will continue serving the community beyond the crisis. This impact report affirms that **strategic partnerships, rapid coordination, and community investment are essential tools for addressing food insecurity.**

Campaign Investment

Dozens of donors, including individuals and corporate partners, contributed to this rapid response. Because of the generosity of these donors, we invested more than \$200,000 in our local food security system.

Total investment: \$212,333.53

Hub and Spoke Partners

Hubs:

Hubs
Catholic Charities of Northeast Kansas (CCNEK)
Doorstep
Let's Help
SENT
Topeka Rescue Mission (TRM)

Spokes:

Organization
Be Filled
Bods Feeding Bods
Breadbasket Pantry
Boys and Girls of Topeka (BGCT) – Teen Center
Community Action
First Presbyterian Church of Topeka
Grantville United Methodist Church
Hope House Ministries – Oakland
I Care
Logan Elementary School
Love Fellowship Church
New Hope Food Pantry
New Mount Zion Baptist Church
Ross Elementary School
Rossville United Methodist Church
Saint David's Episcopal Church
Salvation Army
Silverbackks
Topeka North Outreach
University United Methodist Church/Washburn University
Westside Baptist Church

*In addition to the listed organizations, three other organizations initially hoped to participate but ultimately were unable to.

Overall Campaign Impact

The **Oh SNAP** Campaign delivered a significant impact, **reaching thousands of households with essential food support** during the SNAP suspension period. The following summary highlights the total volume of food distributed and the breadth of individuals and communities served throughout the campaign. (The data referenced below is provided by the **Oh SNAP** Campaign Internal Data, 2025).



134,778.95
pounds of food
ordered



Average
household size:
2.90



25,474
people served



Unsheltered
individuals
served: **48**



9,283
households
served



Unique zip codes
represented:
46



Counties reached:
12

Cumulative and Weekly Totals for Core Distribution (Nov–Dec 2025)

The table details the totals across five weeks: **89,166.95 pounds; 20,059 people; 7,090 households; average 7.5 lbs/person; average household size 2.8.**

Week	Pounds	People	Households
Nov 10–14	28,101.00	3,637	1,239
Nov 17–21	24,436.30	6,301	2,128
Nov 24–28	2,738.00	1,887	803
Dec 1–5	14,060.00	4,489	1,608
Dec 8–12	19,828.65	3,745	1,312

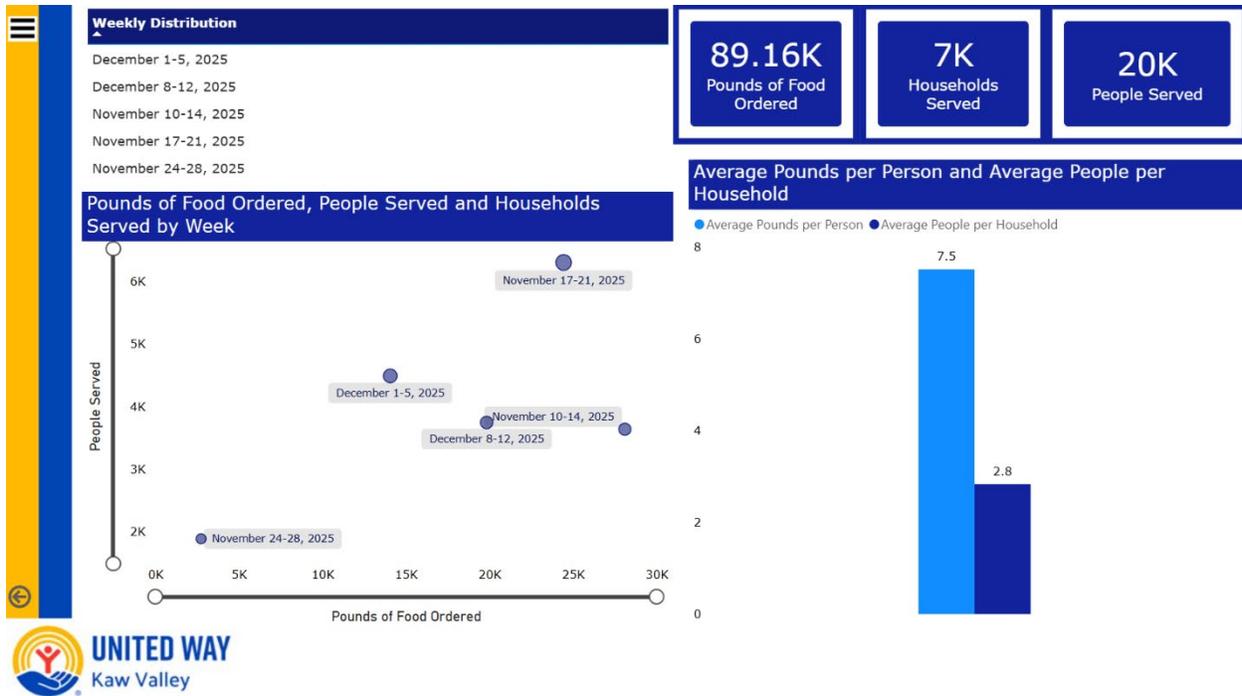


Figure 1. Weekly core distribution: This figure shows weekly food distribution activity during the Oh SNAP Campaign, illustrating how the pounds of food ordered align with the number of people served each week and highlighting overall totals and distribution efficiency.

Cumulative and Weekly Totals for Supplemental Distribution (Dec 2025 – Feb 2026)

Totals: **45,615.00 pounds; 5,415 people; 2,193 households; average 8.3 lbs/person; average household size 3.2.** (Oh SNAP Campaign Internal Data, 2025).

Period	Pounds	People	Households
Dec 15–19	4,763.00	431	142
Jan	31,656.00	938	2,543
Feb	9,196.00	2,441	1,113



Figure 2. Supplemental distribution: This figure shows supplemental distribution activity during the Oh SNAP Campaign, illustrating how the pounds of food ordered align with the number of people served each week and highlighting overall totals and distribution efficiency.

Geographic Footprint & Food Insecurity

The geographic footprint of the **Oh SNAP** campaign demonstrates how widely the response reached across the region, serving households in diverse communities and varying levels of need. During the reporting period, partners served at least **48 unsheltered individuals, captured data from 46 unique zip codes, and reached 12 counties, illustrating the breadth of the campaign’s distribution network.** One notable outlier in the dataset was Thomas County, which appeared despite the campaign being primarily concentrated in Shawnee County and its surrounding areas.

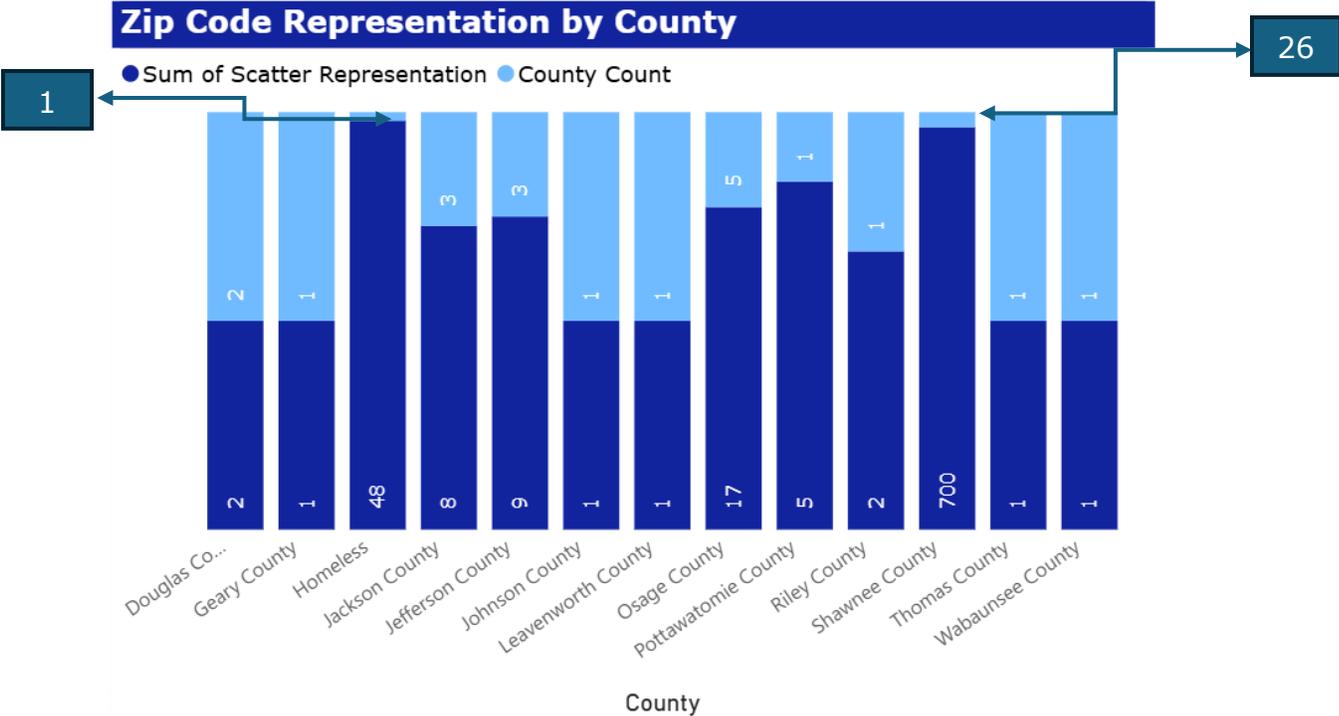


Figure 3. Zip code representation by county: The light blue areas indicate the number of unique zip codes found in the data, while the dark blue areas represent the total frequency of each zip code within a county. For instance, 26 unique zip codes within Shawnee County appeared in the data a total of 700 times.

An initial comparison of the campaign’s zip-code-level data with regional food insecurity indicators shows strong alignment between where the Oh SNAP campaign provided support and where the underlying need is highest.

Both the Shawnee County Zip Code Representation map and the Zip Code Representation by County chart show that several zip codes appeared frequently in partner-reported data. **Zip codes such as 66614, 66605, 66604, 66607, and**

66612 were among the most commonly reported locations, reflecting high levels of community contact and distribution.

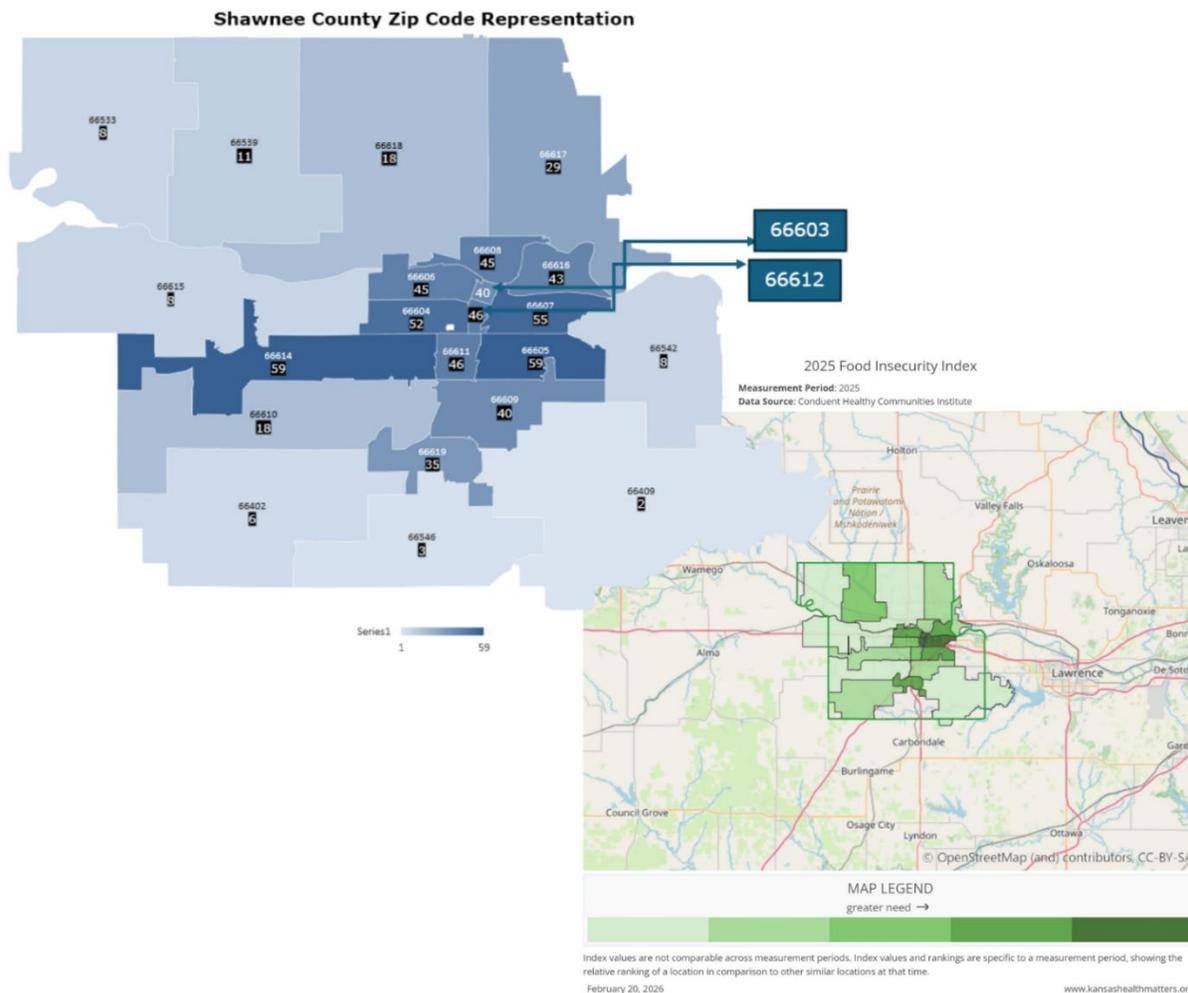


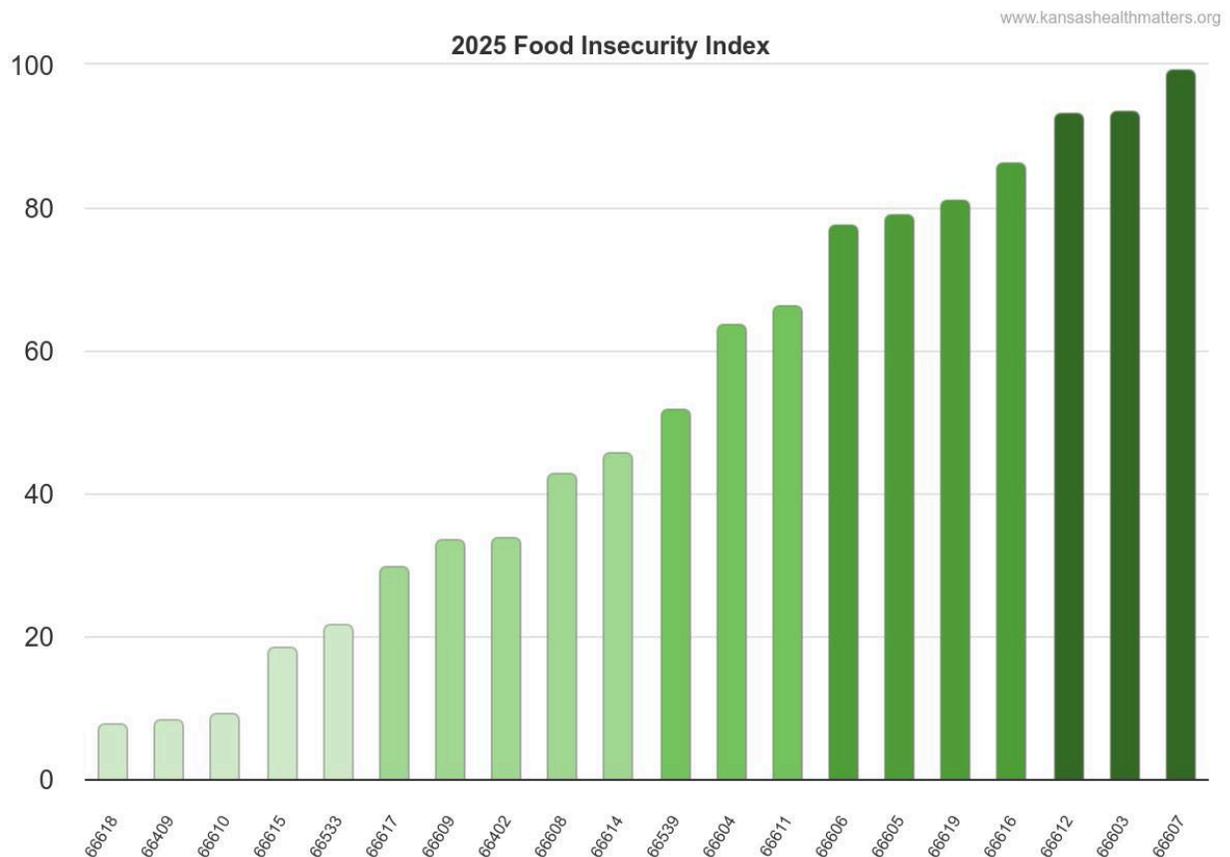
Figure 4: Shawnee County zip code representation: The upper image depicts the number of times each zip code was reported by the organizations during the campaign. Each organization recorded the zip code the first time it was identified. Due to data limitations, we were unable to capture the number of individuals associated with each zip code. The lower image shows the 2025 Food Insecurity Index. Source: Kansas Health Matters from The Food Insecurity Index is calculated by Conduent Healthy Communities Institute using data from Claritas Pop-Facts®, 2025; Claritas Consumer Spending Dynamix, 2025; and American Community Survey 2019-2023. (Kansas Health Matters, 2025).

The darker-shaded zip codes indicate a greater risk of food insecurity. The green 2025 Food Insecurity Index Map highlights a concentration of higher-need census tracts in central, eastern, and southeastern Shawnee County.

In addition, they also appear on the 2025 Food Insecurity Index Map and Bar Chart (see figure 5), ranking near the top of the index with significantly higher need scores.

Zip codes 66607, 66605, and 66612, for example, show some of the highest levels of food insecurity in the county.

The Food Insecurity Index value (vertical axis) represents how each chosen location compares to all others in the United States. Index values range from 0 to 100.

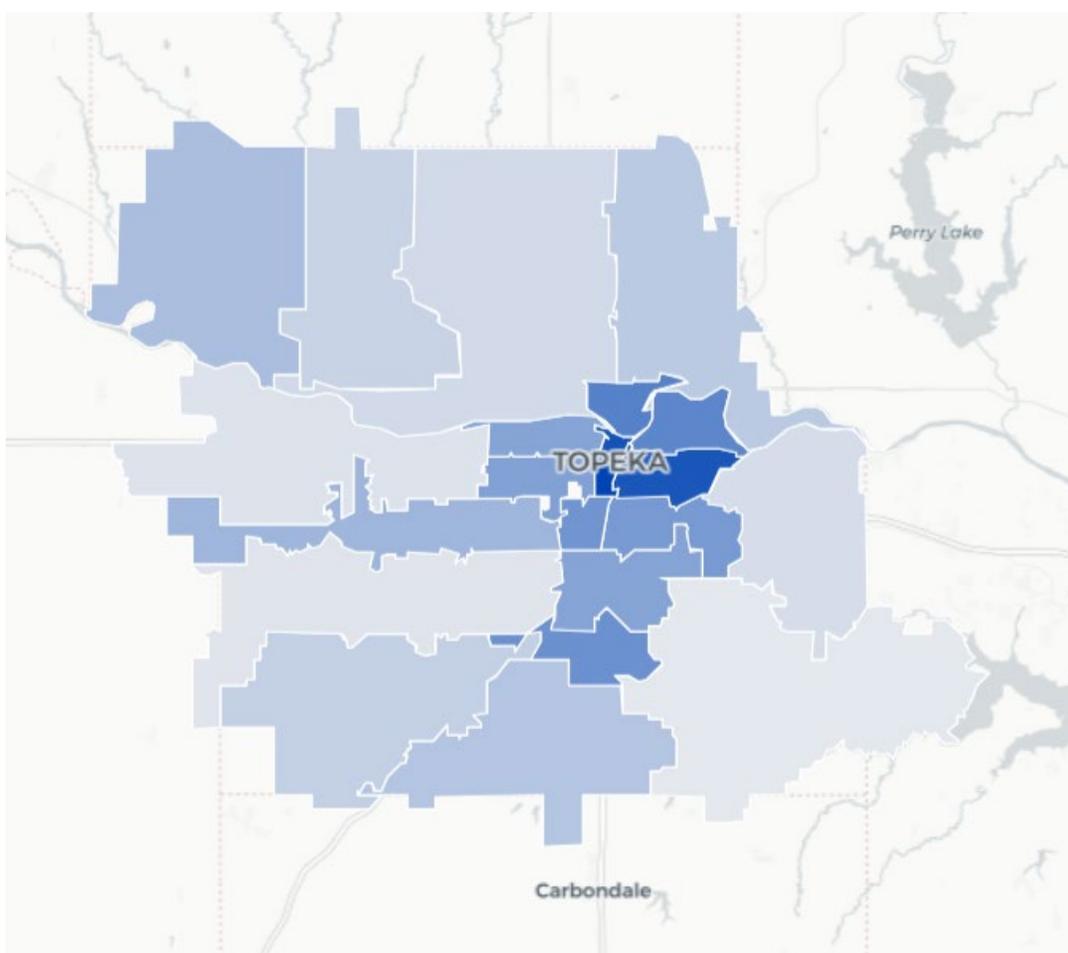


The Food Insecurity Index is calculated by Conduent Healthy Communities Institute using data from Claritas Pop-Facts®, 2025; Claritas Consumer Spending Dynamix, 2025; and American Community Survey 2019-2023. Index values are not comparable across measurement periods. Index values and rankings are specific to a measurement period, showing the relative ranking of a location in comparison to other similar locations at that time.

Figure 5: 2025 Food Insecurity Index Source: Kansas Health Matters from The Food Insecurity Index is calculated by Conduent Healthy Communities Institute using data from Claritas Pop-Facts®, 2025; Claritas Consumer Spending Dynamix, 2025; and American Community Survey 2019-2023. (Kansas Health Matters, 2025).

In addition to the initial comparison of the campaign's zip-code-level data above, the campaign's data also **showed strong alignment with regional ALICE indicators.** **ALICE** stands for **A**sset Limited, **I**ncome **C**onstrained, **E**mployed. **ALICE households earn more than the Federal Poverty Level but less than the basic cost of living in their county.** Additionally, due to the rising costs of essentials such as food, housing, childcare, transportation, and healthcare, households below the ALICE Threshold struggle to afford these necessities and are **at risk of falling into poverty** (United Way of Northern New Jersey, 2026).

The map below, provided by United for ALICE, is shaded to indicate the percentage of households that fall below the ALICE Threshold. **Darker blue areas represent a higher percentage of affected households.**



Sources: American Community Survey, 2023; ALICE THRESHOLD, 2022

Data Limitations & Considerations

A few factors impacted how complete and consistent the data was during the **Oh SNAP** rapid response campaign.

- **Frequency of reporting** varied across participating organizations, leading to uneven weekly submissions and some data gaps.
- **Distribution schedules** were inconsistent, especially around holidays, making it difficult to compare activities over the entire campaign timeline.
- **Zip codes of residency were collected only once per organization each week, rather than for each individual served.** This limited how precisely we could track zip code distributions and may have led to an underrepresentation of households across the service areas.
- Some partners also concluded their participation earlier than others, which created **periods of supplemental distribution that didn't match up across the network.**
- Limited organizations reported serving unsheltered individuals, possibly indicating that **the actual number of unhoused community members supported during the campaign might be higher than recorded.**

Recommendations for Future Rapid-Response Efforts

Several improvements would strengthen future rapid-response efforts. First, **clearly defined campaign start and end dates** would coordinate activities more effectively across the entire response period.

Additionally, **capturing the zip code of residency information for each individual served** would ensure more accurate and representative geographic reporting. Enhanced standardization of reporting templates and metric definitions would support more consistent data collection and reduce variability.

Finally, **understanding the distribution and reporting capacity of local partners ahead of an emergency** would allow us to provide individualized support to increase their capacity to participate.

Conclusion

The **Oh SNAP** campaign was a **successful effort that rallied local food security partners and donors** who came together rapidly to respond to an unexpected community need.

Local hubs and spokes reported that the influx of resources allowed them to respond quickly to a fluid situation. Some smaller spokes indicated that the **increased resources allowed them to scale their efforts for a time and respond more effectively to the needs of their neighbors**. Hubs shared that the increased resources allowed them to further strengthen relationships with spokes (some of these were existing relationships and some were new through this effort).

Several spokes expressed their gratitude to United Way, LiveWell, and the generous donors for making this opportunity possible. LiveWell Shawnee County and United Way of Kaw Valley are grateful for the opportunity to lead this important initiative.

One of the hubs indicated that they reached out to a spoke that had been inactive for two years because of funding. This opportunity allowed them to reignite their efforts. The families they serve were grateful to once again have access to food resources.

Another hub shared that they experienced a decrease in grant funds this year that supported their food security work. The amount of dollars invested in their program through the **Oh SNAP** campaign restored much of that funding and allowed them to increase services to clients.

This collaboration speaks to the power of a **multi-sector, collective impact approach that leans heavily into existing relationships and builds trust** not only across impact partners but also with our neighbors.

Acknowledgements

We wish to thank and acknowledge **Create Uplift**, who worked alongside United Way and LiveWell Shawnee County to quickly produce **campaign tools and support**. This effort allowed us to move quickly to disseminate accurate, timely information to clients, programs, community members, and donors.

Additionally, we wish to thank the hubs and spokes for their extraordinary efforts during this campaign. Efforts like this cannot happen in every community. They require partners who say "yes" and place the community at the center of their work. The hubs and spokes in this effort did exactly that.