

Card to Culture Info Session

Beyond Walls Festival

By: Eltono & RAW Art Works



Today's Team:

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Mary Loughlin
SNAP Outreach
Coordinator



Karan DiMartino
Marketing and
Media Manager



Alicia High
WIC/Health & Human
Service Coordinator



Jason Lefferts
Director of Communications
& Outreach



Greg Torrales
Card to Culture
Program Coordinator



Kalyn King
Program Officer
(Moderator)

Agenda

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- 1.) Card to Culture Brief Overview
- 2.) Agency Partner Presentations
- 3.) Card to Culture 101
- 4.) Daily Operations

Card to Culture Objectives

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Card to Culture makes cultural programming accessible to low-income and working families across the Commonwealth by breaking down the financial barriers that prevent full participation.

- Foster community connection between cultural doers and the people
- Raise the importance and relevance of accessing arts and culture

Card to Culture: What is it?

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Community and arts festival

- Partnership between Mass Cultural Council, three state agencies, and 300+ cultural organizations
- Specific populations get access to museums, performances, and other cultural programming at steeply reduced rates or for free

EBT Presenter

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Mary Loughlin

SNAP Outreach Coordinator

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Department of Transitional Assistance (DTA)

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DTA's mission is to assist and empower low-income individuals and families to meet their basic needs, improve their quality of life, and achieve long-term economic self-sufficiency.

Serves 1 in 7 MA residents; as of September 2022, there are:

- 630,297 SNAP households = 1,049,760 recipients
- 37,968 TAFDC households = 97,847 recipients
- 28,406 EAEDC households = 28,633 recipients



Electronic Benefits Transfer (EBT) Programs

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To apply:

- Call the DTA Assistance Line:
877-382-2363
- Go to DTAConnect.com
- Mail or fax an application to:

Document Processing Center
P.O. Box 4406
Taunton, MA 02780
Fax: (617) 887-8765

Supplemental Nutrition Assistance Program (SNAP) formerly known as food stamps

Transitional Aid to Families with Dependent Children (TAFDC)

Emergency Aid to the Elderly, Disabled, and Children (EAEDC)

SNAP Program

SNAP is a federal nutrition program, administered by DTA that provides a monthly benefit to buy food

- Must be low-income and a U.S. citizen or eligible immigrant (restrictions apply)
- Not considered in a “**public charge**” test

Eligibility depends on financial and non-financial criteria

- Gross income must be at or below 200% FPL

SNAP Eligibility Chart

Household Size	Maximum Monthly Income (before taxes)	Maximum Monthly SNAP Amount*
1	\$2,265	\$281
2	\$3,052	\$516
3	\$3,838	\$740
4	\$4,625	\$939
5	\$5,415	\$1,116
6	\$6,198	\$1,339
7	\$6,985	\$1,480

*Effective 10/1/22



TAFDC Program

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Transitional Aid to Families with Dependent Children (TAFDC) is an economic assistance (cash benefit) program that helps pregnant individuals, families and caregivers of children 18 or younger

- Eligibility is income based
- DTA provides two cash payments per month

EAEDC Program

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Emergency Aid to the Elderly and Disabled Children (EAEDC) is an economic assistance (cash benefit) for disabled individuals and adults over 65 years old and waiting for Supplemental Security Income (SSI) payments to begin

- DTA provides two cash payments per month

EBT Cards

MA residents receiving SNAP, TAFDC & EAEDC get their benefits on an EBT Card

- Pandemic EBT (P-EBT) cards are issued to eligible children in a household
- TAFDC & EAEDC recipients can also get their benefits deposited into their bank account
- The cards are valid with or without a photo



Program Promotion

- Flyer distribution
- Encourage visitation
- Twitter (@DTA_Listens)
- Website promotion:
 - <https://www.mass.gov/info-details/ebt-card-to-culture-organizations>



Department of Transitional Assistance (dta) | Mass Cultural Council

EBT CARD TO CULTURE

The Department of Transitional Assistance and the Mass Cultural Council have partnered to offer discounted admissions to many of the Commonwealth's museums and cultural institutions. Because of the generosity of the participating organizations, DTA clients can receive free or discounted admissions by showing their EBT card.

Participating organizations include:

- Boston Children's Museum
- Springfield Museums (Art, History, Science, Dr. Seuss Sculpture Garden)
- Mass MoCA
- Boston Symphony Orchestra
- Worcester Art Museum
- New Bedford Whaling Museum
- Peabody Essex Museum

and so many more!

FOR COMPLETE LIST & MORE INFORMATION VISIT: [MASS.GOV/CARDTOCULTURE](https://www.mass.gov/CARDTOCULTURE)

WIC Presenters

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Alicia High

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What is WIC?

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-WIC (Women, Infants & Children) is a federal nutrition program that provides nutrition and health education, healthy foods, breastfeeding support, and other services like referrals to families who qualify.



Who is eligible?

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WIC has 31 local programs with 122 sites state-wide that provide services to low- to moderate-income pregnant and post-partum people and children under age 5 years old.

- Immigrant families are welcome at WIC.
- Individuals up to 6 months post-partum and breastfeeding up to 1 year.
- Moms, Dads, grandparents and any other guardian of a child under 5 years old may apply on the child's behalf.



How do people qualify?

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Automatic income eligible for WIC

-Active TAFDC or SNAP benefits (*not for \$0.00 dollar amount clients*) or certain MassHealth Plans such as MassHealth Standard and other plans

Status as a Foster Child

- Income (if not automatic income eligible)
- WIC Income Guidelines at or below 185% Federal Poverty Level (FPL) (based on household size and gross income such as family of 4, \$51,338)

Residency

- Must be a Massachusetts resident

WIC Card

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Massachusetts WIC card

-85K cardholders statewide:

- Central-15.1K; Western-11.7K; Boston-21.4K; Southeast-16.8K; Cape-2.3K; Northeast-17.9K

-No photo

-One per family

-No common identifying number

Promoting Card to Culture?

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-Social Media:

- @MassWIC – 15K+ followers

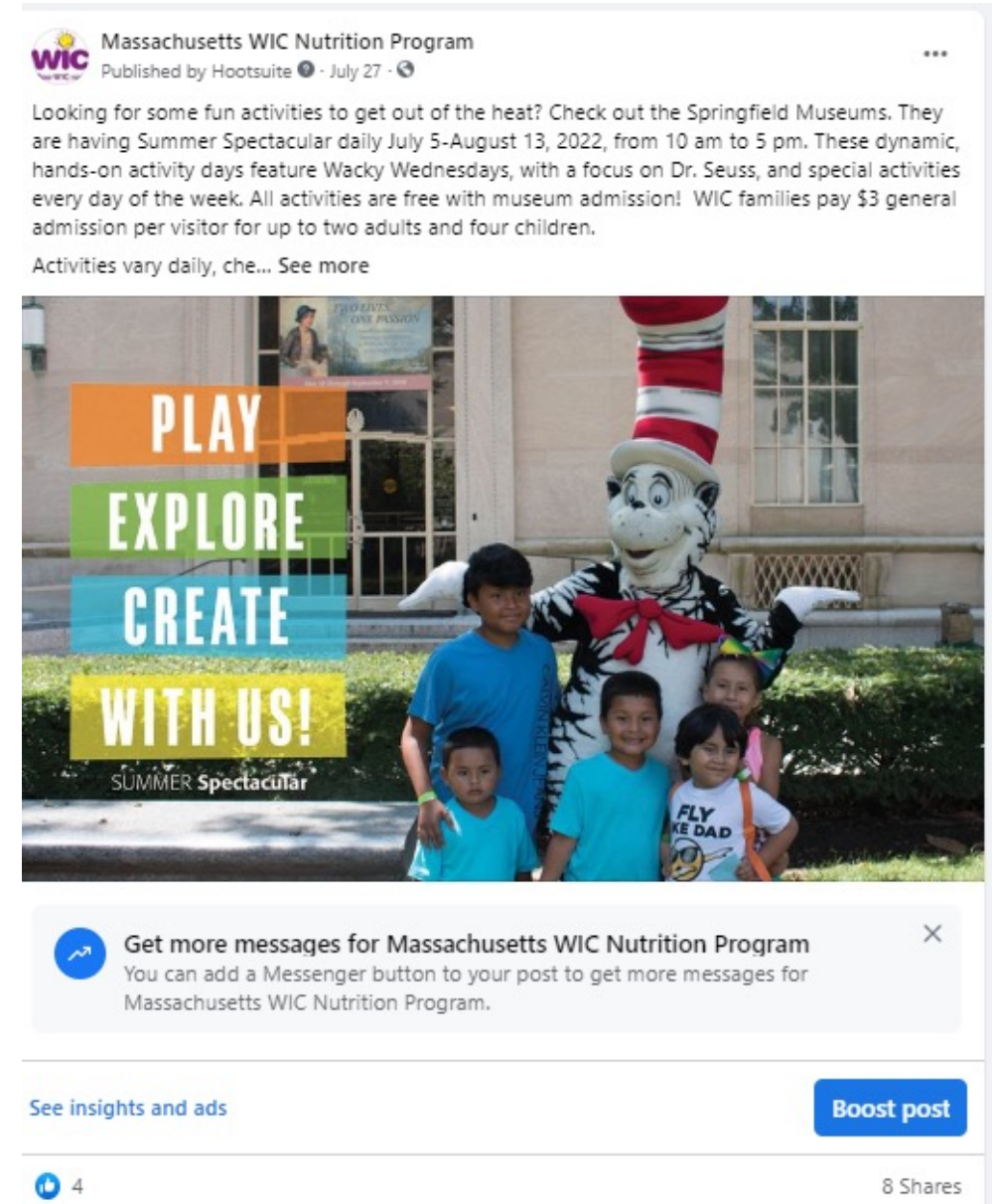
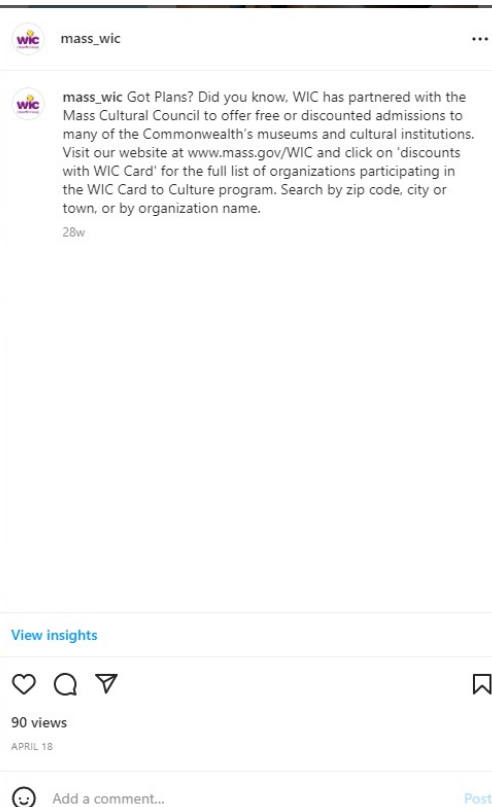
-Local WIC Programs

-Website

Social Media Posts



@MassWIC



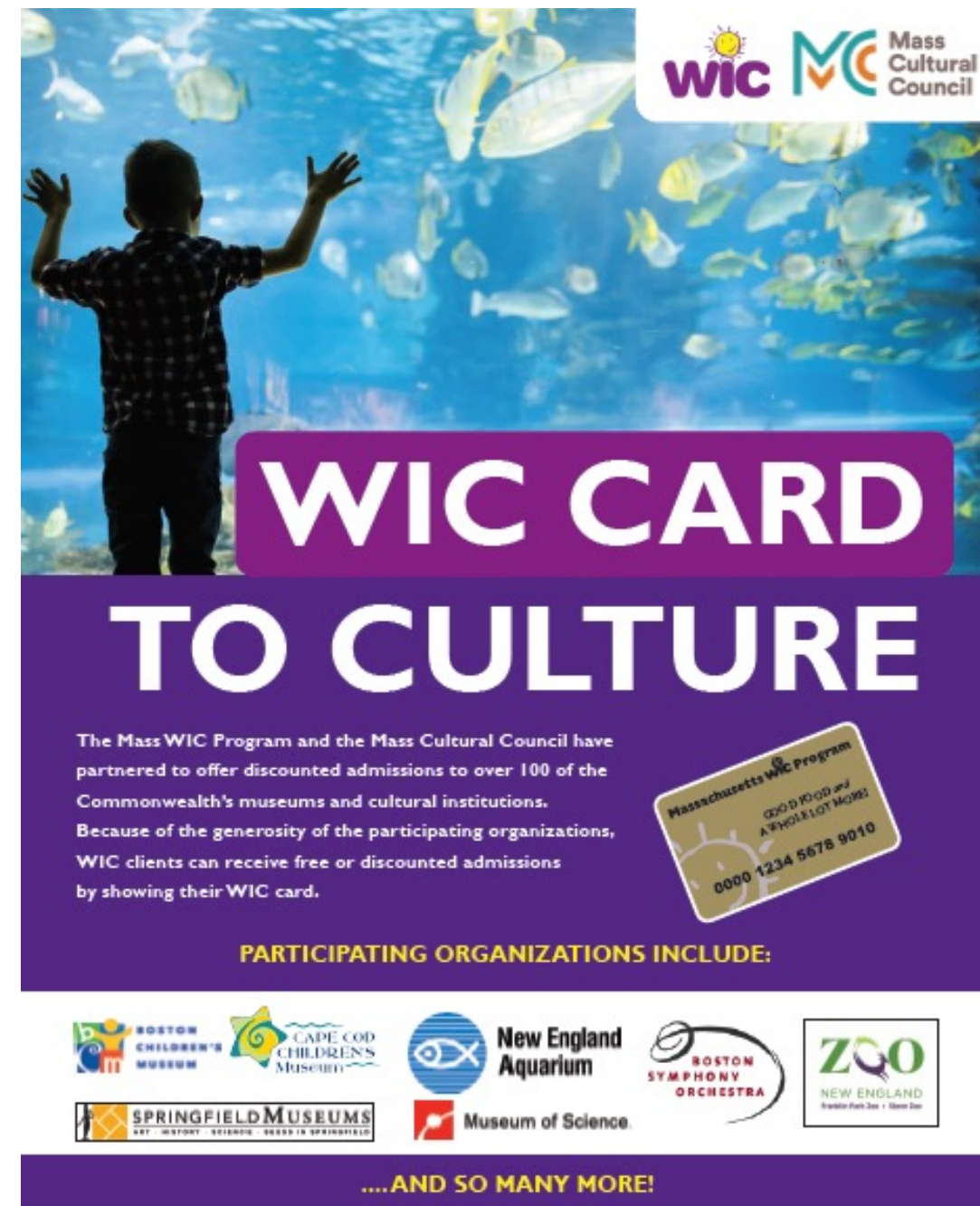
Local WIC Programs

-31 Community Coordinators

-Local Program Facebook pages

-Attend events in their cities/towns

-[Flyers](#)



The flyer features a background image of a young child standing in front of a large aquarium tank, reaching out towards the water. The tank is filled with many small, light-colored fish. In the top right corner, the WIC logo and the Mass Cultural Council logo are displayed. The title "WIC CARD TO CULTURE" is prominently displayed in large, white, bold letters on a purple background. Below the title, a paragraph explains the partnership between the Mass WIC Program and the Mass Cultural Council, highlighting that WIC clients can receive free or discounted admissions to over 100 of the Commonwealth's museums and cultural institutions. To the right of this text is a graphic of a WIC card with the text "Massachusetts WIC Program", "0000 10 00 and A WHOLE LOT MORE!", and "0000 1234 5678 9010". Below the paragraph, the text "PARTICIPATING ORGANIZATIONS INCLUDE:" is followed by a row of logos for the Boston Children's Museum, Cape Cod Children's Museum, New England Aquarium, Boston Symphony Orchestra, Springfield Museums, and Museum of Science. The ZOO New England logo is also present. At the bottom, a purple banner contains the text "....AND SO MANY MORE!" and "FOR A COMPLETE LIST VISIT: MASS.GOV/WIC".

WIC CARD TO CULTURE

The Mass WIC Program and the Mass Cultural Council have partnered to offer discounted admissions to over 100 of the Commonwealth's museums and cultural institutions. Because of the generosity of the participating organizations, WIC clients can receive free or discounted admissions by showing their WIC card.

MASSACHUSETTS WIC PROGRAM
0000 10 00 and A WHOLE LOT MORE!
0000 1234 5678 9010

PARTICIPATING ORGANIZATIONS INCLUDE:

BOSTON CHILDREN'S MUSEUM **CAPE COD CHILDREN'S MUSEUM** **New England Aquarium** **BOSTON SYMPHONY ORCHESTRA** **SPRINGFIELD MUSEUMS** **Museum of Science** **ZOO NEW ENGLAND**

....AND SO MANY MORE!

FOR A COMPLETE LIST VISIT: MASS.GOV/WIC

Website

-Main Website: www.mass.gov/wic

-Complete list of WIC discounts:
<https://www.mass.gov/info-details/get-discounts-with-your-wic-card>



Internet connections



Table of Contents

Cultural organizations

We have partnered with the [Mass Cultural Council](#) to offer free or discounted admissions to many of the Commonwealth's museums and cultural institutions.

Below is a list of organizations participating in the WIC Card to Culture program. Search by zip code, city or town, or by organization name.

Please note: hours or services may differ due to COVID-19. Please contact the organization for more information. This list has been updated as of August 1, 2022. The discounts listed below are valid until December 31, 2022.

Central Region

Show entries

Search:

Organization Name ↕	URL ↕	WIC Discount ↕	Region ↕	Location ↕	Days & Hours ↕	Telephone ↕
		Arts Transcending Borders at the College of the Holy Cross offers				

ConnectorCare Presenter

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Jason Lefferts

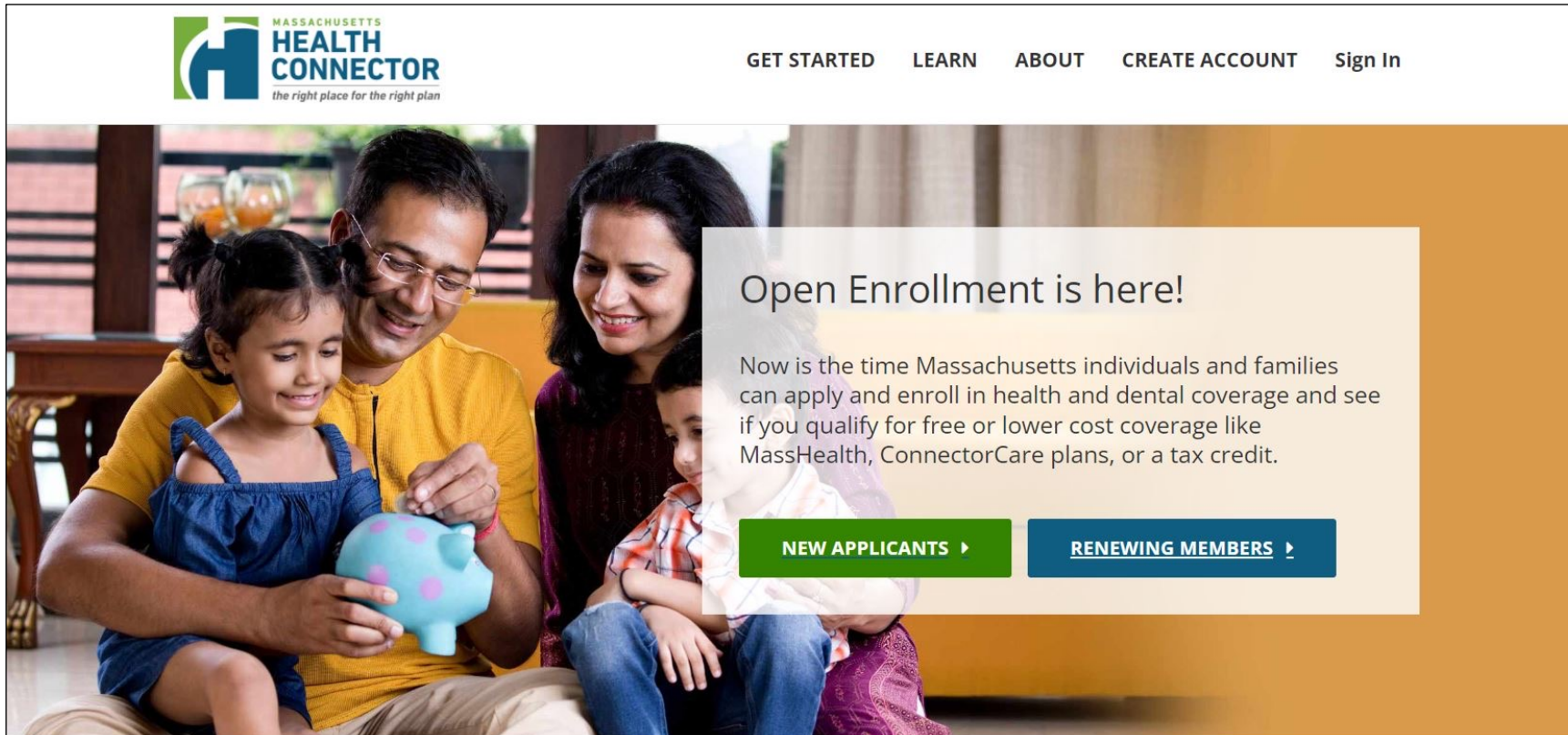
Director of Communications
and Outreach

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Massachusetts Health Connector

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The Massachusetts Health Connector provides health and dental insurance to 275,000 people, and many get financial help paying for their coverage.



The screenshot shows the homepage of the Massachusetts Health Connector. At the top left is the logo with the text "MASSACHUSETTS HEALTH CONNECTOR" and the tagline "the right place for the right plan". To the right of the logo are navigation links: "GET STARTED", "LEARN", "ABOUT", "CREATE ACCOUNT", and "Sign In". The main visual is a photograph of a family (father, mother, and two children) sitting together. Overlaid on the right side of the photo is a white text box with the heading "Open Enrollment is here!". Below the heading, the text reads: "Now is the time Massachusetts individuals and families can apply and enroll in health and dental coverage and see if you qualify for free or lower cost coverage like MassHealth, ConnectorCare plans, or a tax credit." At the bottom of this text box are two buttons: a green button labeled "NEW APPLICANTS ►" and a blue button labeled "RENEWING MEMBERS ►".

What is ConnectorCare?

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-The ConnectorCare program provides significant financial help to people who earn between \$17,000 and \$40,000 a year

-**135K** ConnectorCare cardholders

Income	Lowest Premium
Up to \$20,385	\$0
\$20,385-\$27,189	\$48
\$27,189-\$33,975	\$90
\$33,975-\$40,777	\$134

Members enroll in commercial plans, with significant state and federal subsidies that lower monthly premiums and include low co-pays and no deductibles

ConnectorCare ID Cards

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In 2023, eight plans will offer coverage through the Health Connector, but only **five** of those plans participate in ConnectorCare.

-Each carrier has its own ID card, which includes its logo, member ID information, and other plan details



ConnectorCare ID Cards (Con't)

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- All ID cards for ConnectorCare members include “ConnectorCare” somewhere on the card
- Not all Health Connector members are ConnectorCare members. Only those who qualify for ConnectorCare have that on their cards



Promoting Card to Culture

The Health Connector encourages members to use their access to great opportunities throughout the state:

- Social media content, including Facebook live videos at participating organizations
- Member emails, with regional ideas for visiting Card to Culture locations
- [Card to Culture webpage](#)

The Health Connector on Social Media



Facebook: @healthconnector

Twitter: @healthconnector

Instagram: @healthconnector

YouTube: @TheMAhealthconnector

Card to Culture Presenter

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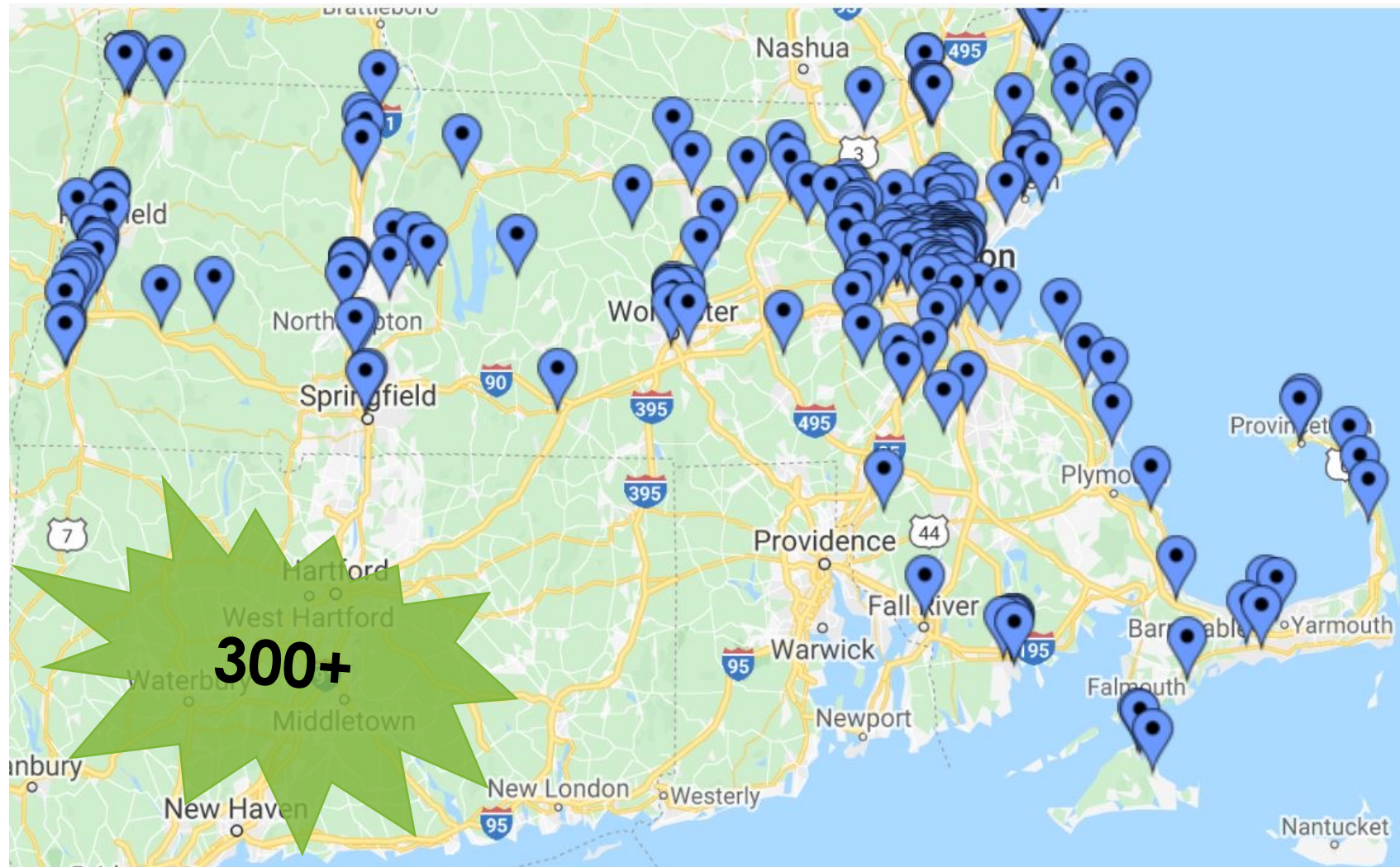
Greg Torrales

Program Coordinator

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Participating Cultural Organizations

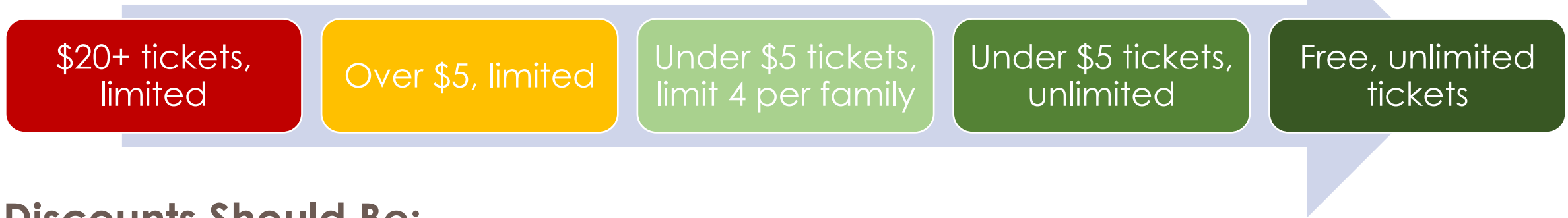
30



How are discounts structured?

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For one-time cultural activities (e.g., performances, class, etc.)



Discounts Should Be:

- For admission to every regular season performance or event.
- Available during all normal operating hours + can be applied at any time.
- Available to the family or individual adult holding the accepted card.
- Administered through your regular process

What other discounts can we offer?

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Sky's the limit!

- Tuition Assistance toward seasonal programs (automatic qualification for financial aid)
- Free memberships, tours, etc.
- Discounted products, studio time, etc.
- “Pay what you can” model



Boston Children's Museum

Program Requirements

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- Consent to having discount(s) listed on our websites and in promotional materials
- Commit to offering discount(s) from the time of sign-up through the end of each calendar
- Train box office or admissions staff ahead of implementing the Card to Culture discount(s)
- Publish discount on your website, referencing the Card to Culture Program, Mass Cultural Council, and partner agencies
- Track and report the total number of offered discounts

Apply Using Grants Management System

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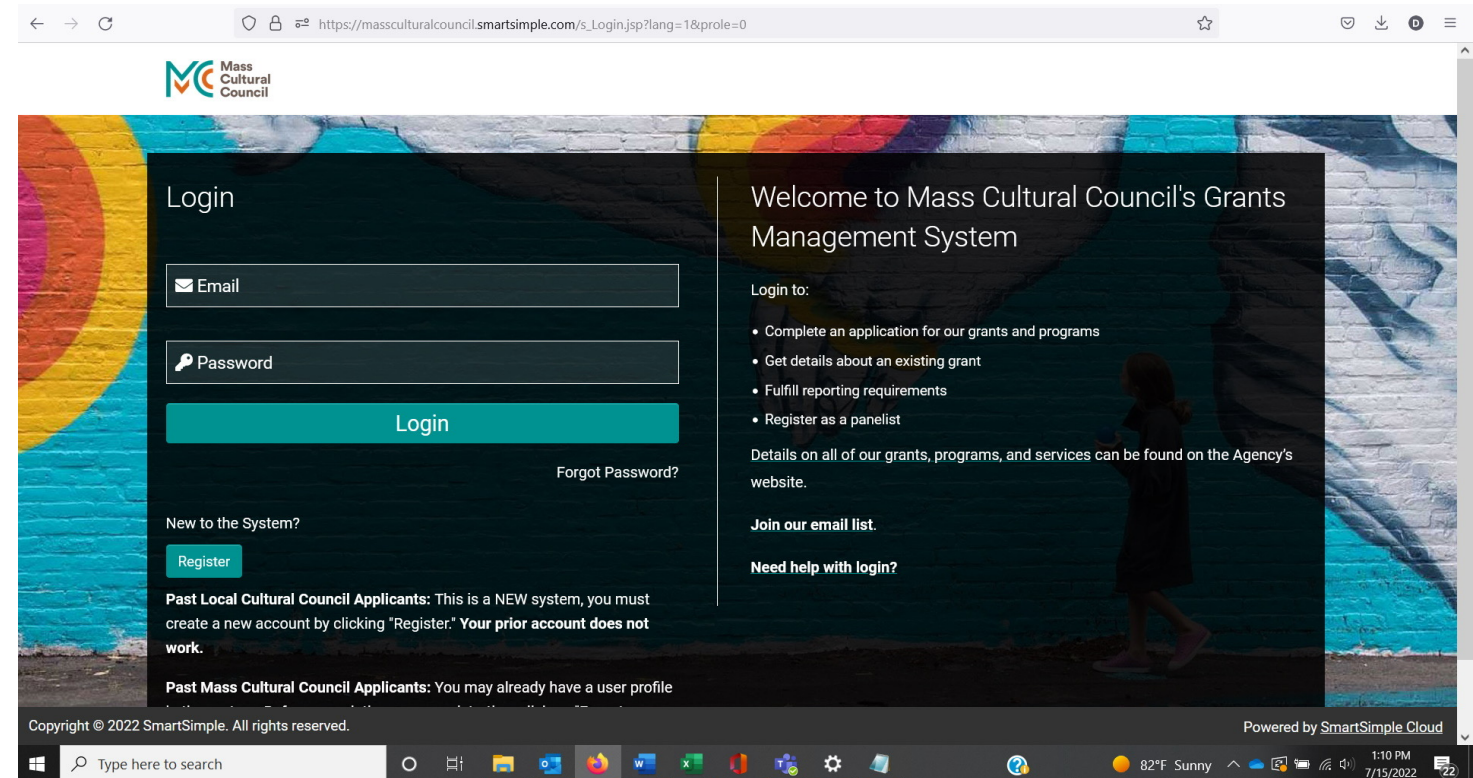
<https://massculturalcouncil.smartsimple.com>

Your email address is your username - your unique ID

Have you applied to past Mass Cultural Council grants?

Yes – log in or click “Forgot Password?”

No – click “Register” to create Profile as an Organization



The screenshot shows the login page of the Mass Cultural Council's Grants Management System. The page has a dark background with a colorful mural on the left. The login form includes fields for Email and Password, a Login button, and a Forgot Password link. To the right, there is a welcome message and a list of actions: Complete an application for our grants and programs, Get details about an existing grant, Fulfill reporting requirements, and Register as a panelist. Below this, there is a link to the Agency's website and a link to join the email list. At the bottom, there is a section for new users with a Register button and a section for past applicants with a message about creating a new account.

Mass Cultural Council

Login

Email

Password

Login

Forgot Password?

New to the System?

Register

Past Local Cultural Council Applicants: This is a NEW system, you must create a new account by clicking "Register." Your prior account does not work.

Past Mass Cultural Council Applicants: You may already have a user profile

Welcome to Mass Cultural Council's Grants Management System

Login to:

- Complete an application for our grants and programs
- Get details about an existing grant
- Fulfill reporting requirements
- Register as a panelist

Details on all of our grants, programs, and services can be found on the Agency's website.

Join our email list.

Need help with login?

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Powered by SmartSimple Cloud

Grants_Help_Desk@mass.gov

Submit Application

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- Account homepage > Current Opportunities > Card to Culture > Apply Now
- Applicant Information: Card to Culture Contact
- Discount Information:
 - Add discount text(verbatim)
 - Organization Display Name
 - Organization URL
 - Social Media Links

Staff and Volunteer Training

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CHEAT SHEET FOR STAFF

ABOUT THE PROGRAM

EBT Card to Culture is a collaboration between the [Mass Cultural Council](#) and the [Executive Office of Health and Human Services' Department of Transitional Assistance](#). It ensures the state's best cultural and educational experiences are accessible to low-income residents. There are more than 100 organizations participating all across the state of Massachusetts – including museums, symphonies, theatre companies, community arts and music schools, environmental science organizations, and more. Please refer your patrons to mass.gov/cardtoculture for the full list.

HOW IT WORKS

Patrons use their Electronic Benefits Transfer card to identify they are eligible for the discount your organization has identified. The EBT card is used for ID only, to indicate they are eligible for the discount; the card is not for payment. If your institution is taking monies, they should be collected in the regular methods that your institution uses (cash, credit card, etc.)



"Cheat Sheet for Staff" PDF

-Review [Resources for Organizations](#); add to training SOP

-Train all FOH staff and volunteers:

- To answer program questions
- To identify cards
- To apply discounts/process payments
- Track usage

Website/Collateral Update

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- Add your discount offering on your website and wherever else you regularly advertise discounts
 - Include any relevant instructions for cardholders
- Referencing the [Card to Culture Program](#), [Mass Cultural Council](#), and partner agencies ([DTA](#), [WIC](#) & [MHC](#))
 - Link back to the full list of participating organizations for [EBT](#), [WIC](#) & [ConnectorCare](#) discounts

Tracking Attendance/Final Report

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- GMS note goes out in December (reminder in January)
 - Due Friday, February 10, 2023 (for the 2022 calendar year)
- How many times was this discount used?
 - Track EBT, WIC & ConnectorCare discounts separately
 - If applicable, track how many child discounts you offered
- Staff & Guest Testimonial (optional)

Keep in Mind/Best Practices

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- EBT, WIC, and ConnectorCare cards **are not** used to pay for admission
- Anyone who shows up with the card should get the discount
- Do not ask for an additional photo ID
- Process should feel welcoming & inclusive



Clark Art Institute

Our Why

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Replying to [@DTA_Listens](#) and [@masscultural](#)

Disabled 10 years ago, I lost everything. I thought I'd never physically or financially be able to enjoy museums & performing arts again. After 1.5 years of PT, my first outing not to medical care was the Peabody Essex using my SNAP card discount. Thank you 4 Card to Culture.

10:46 AM · Nov 2, 2022 · Twitter for Android



Want to follow-up?

Mass Cultural Council:

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