



KENTUCKY



Kentucky Summer EBT Toolkit 2025

Outreach and communication to families with children eligible for Summer EBT is critical. Because Summer EBT is a relatively new program in Kentucky, many families may not be familiar with it. Simple, clear, and effective communication is especially important for Summer EBT because families with eligible children can receive Summer EBT in different ways. This toolkit is designed to provide community organizations and government partners with outreach tools to help families participate in Summer EBT in Kentucky.

Templates for the following are included in this toolkit:

- Social Media
- Email
- Robocalls
- Text Message
- Flyer
- Newsletter/Blog

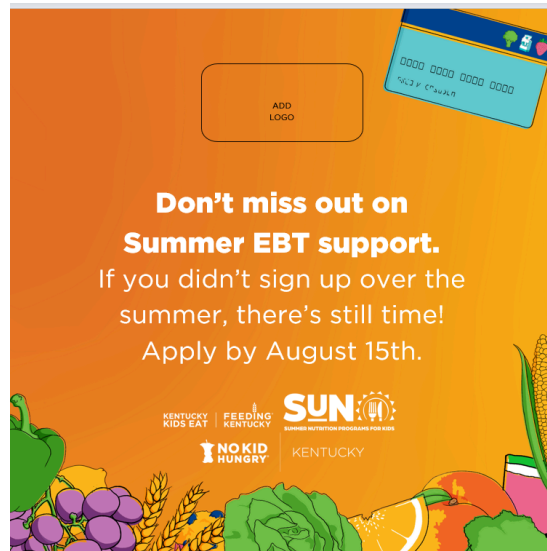
SUMMER EBT OUTREACH TEMPLATES

Templates to help you connect with families about Summer EBT.

Social Media

- **Ready to Use Graphic** ([pdf download](#))
- **Customizable Graphic (Add Your Logo)** ([Canva access](#)) (editable graphic)
- **Caption to Use with Graphic**

Is your family leaving \$120 grocery benefit on the table?
 Check if your child is eligible eligibility for Summer EBT at feedingky.org/sebteligibility.
 Then, if eligible, apply for Summer EBT by August 15th online at kysebt.ky.gov, over the phone by calling DCBS toll-free at 855-306-8959, or in-person by visiting a local DCBS office ([online office locator](#))



Email

[Here are examples of emails, robocall scripts, and text messages](#) to reach KY families with kids attending Community Eligibility Provision (CEP) schools. Messages are available in English and Spanish.



KENTUCKY



- **English**

Subject line: Don't miss out on Summer EBT support for your kids!

Dear Parents and Families,

As we kick off a new school year, we wanted to make sure you don't miss out on Summer EBT support. If you haven't already received your Summer EBT benefits, eligible families can still sign up to receive \$120 per school-aged child until August 15th. This extra food support can help your family as you adjust to the new school year routines.

Check to see if you're eligible for Summer EBT

If you haven't received Summer EBT benefits for your child and could use extra food support, check to see if you're eligible: feedingky.org/sebteligibility

Next, sign up for Summer EBT

If you're eligible, you can apply online at kysebt.ky.gov.

Once you apply and are enrolled, keep an eye out for an eligibility notice in your mailbox. Your Summer EBT benefits will arrive on your existing EBT card or, if you do not have one, a new Summer EBT card in the mail. If you have questions, go to bit.ly/KY-SummerEBT

Start the school year off right, with healthy grocery support from Summer EBT.

- **Spanish**

Asunto: ¡No te quedes sin la ayuda de Summer EBT para tus hijos!

Estimados padres y familias,

Ahora que empieza un nuevo año escolar, queremos asegurarnos de que no te pierdas la ayuda de Summer EBT. Si aún no has recibido tus beneficios de Summer EBT, las familias elegibles todavía pueden inscribirse para recibir \$120 por niño en edad escolar hasta el 15 de agosto. Este apoyo adicional para alimentos puede ayudar a tu familia mientras se adapta a las rutinas del nuevo año escolar.

Consulta si eres elegible para Summer EBT

Si no has recibido los beneficios de Summer EBT para tus hijos y te vendría bien una ayuda adicional para alimentos, comprueba si calificas: feedingky.org/sebteligibility

A continuación, insíbete en Summer EBT

Puedes inscribirte a través de kysebt.ky.gov

Una vez que te hayas inscrito, espera a recibir un aviso de elegibilidad en tu buzón. Tus beneficios Summer EBT llegarán en una tarjeta EBT existente o, si no tienes una, una



KENTUCKY

KENTUCKY
KIDS EAT



nueva tarjeta de Summer EBT en tu buzón. Si tienes preguntas, visita bit.ly/KY-SummerEBT

Empieza con fuerza el año escolar, con la ayuda de Summer EBT para la compra de comestibles saludables.

ROBOCALL

- **English**

Hello! This is an important message from your child's school about signing up for Summer EBT support. Summer EBT is back! This program provides \$120 in extra grocery benefits to eligible families with school-aged children during summer break. Last year, it helped 395,000 kids in Kentucky access healthy food over the summer. Most eligible families will be automatically enrolled, but some will need to apply. Signing up is quick and easy. Check if your child is eligible at feedingky.org/sebteligibility and if eligible apply online at kysebt.ky.gov or contacting DCBS at 855-306-8959. The deadline to apply is August 15th. Thank you and have a great day.

- **Spanish**

¡Hola! Este es un mensaje importante de la escuela de tus hijos sobre cómo inscribirse para el apoyo de Summer EBT.

¡Vuelve Summer EBT! Este programa proporciona \$120 adicionales en beneficios de comestibles a familias elegibles con niños en edad escolar durante las vacaciones de verano. El año pasado, ayudó a 395,000 niños de Kentucky a acceder a alimentos saludables durante el verano.

La mayoría de las familias que califican serán inscritas automáticamente, pero algunas deberán solicitarlo. Inscribirse es rápido y fácil. Averigua si necesitas inscribirte en feedingky.org/sebteligibility

Gracias y que tengas un buen día.

TEXT

- **English**

Summer EBT is back! Are you already signed up?

At your child's school, unless you're receiving SNAP, KTAP, income-based Medical Assistance (Medicaid), or Kinship Care, you may need to sign up for Summer EBT.

Here's the deal:

Summer EBT helps families with \$120 in extra support for groceries for kids when school's out! Most eligible families are automatically enrolled, but others (like you!) may qualify too. You just need to apply by August 15th. It's quick and easy. Find out if you're eligible here: feedingky.org/sebteligibility. Then, if you're eligible and need to apply, go to: kysebt.ky.gov. Contact DCBS at 855-306-8959 if you have questions,

- **Spanish**

¡Vuelve Summer EBT! ¿Ya estás inscrito?

En la escuela de tus hijos, a menos que estés recibiendo SNAP, KTAP, Asistencia Médica basado en ingresos (Medicaid), o Kinship Care, es posible que necesites inscribirte en Summer EBT. De esto se trata:

¡Summer EBT ayuda a las familias con \$120 dólares adicionales de ayuda para los alimentos de los niños cuando se acaban las clases! La mayoría de las familias que califican son inscritas automáticamente, pero otras (¡como la tuya!) también pueden calificar. Solo tienes que inscribirte. Es fácil y rápido. Averigua si calificas y necesitas

inscribirte hoy mismo en feedingky.org/sebteligibility

Si eres elegible y necesitas inscribirte visita kysebt.ky.gov

Estamos a tu disposición para resolver cualquier duda, ¡pregúntanos!

FLYER

- [This flyer for families attending CEP schools](#) can be shared electronically or printed and provide information for families about Summer EBT benefits, eligibility, and enrollment. This flyer also comes in [Spanish](#).

NEWSLETTER/BLOG

Summer EBT is back in Kentucky! Families can buy more food for their children with Summer EBT. Summer EBT provides \$120 per child during the summer months, when KY schools are out.

Summer EBT is a permanent program that launched in 2024 that helps KY families with school-age children buy groceries during the summer when kids might not have access to school meals. Children and families can participate in *both* Summer EBT and [summer meals](#), as well as other benefit programs.

Many children will have already received Summer EBT benefits automatically through another program they participate in, but some families will need to apply via an [application process](#) with the KY Department of Community-Based Services (DCBS). Unsure if your child is eligible for Summer EBT? Feeding Kentucky's [online eligibility screener](#), specific to Kentucky, is designed to help families easily assess their child's eligibility.

For more information, visit DCBS's [Summer EBT webpage](#) or call the DCBS Toll Free Number at 1-855-306-8959,.



ABOUT SUMMER EBT

What is Summer EBT?

[Summer EBT](#) is a new, permanent federal program that provides families of eligible children with \$120 for groceries during the summer months. Kentucky is proudly [participating in Summer EBT in 2025](#), thereby providing families with financial support to purchase groceries when school is out. Summer EBT will be automatically provided to most eligible children via an EBT card. However, some families may need to submit an application to receive these benefits.

Summer EBT benefits function similarly to SNAP (the Supplemental Nutrition Assistance Program), allowing families to purchase food at various [SNAP-approved retailers](#), including grocery stores and farmers' markets. Many participating retailers also provide the option of online shopping with options for pickup or delivery.

Children and families can participate in *both* Summer EBT and [summer meals](#), as well as other benefit programs.

Who is Eligible?

Most children who are eligible for Summer EBT will be automatically enrolled. However, some families will still need to apply to receive benefits. Immigration status does not affect eligibility.

Automatic Eligibility

Children aged 6-17 years of age as of August 1, 2024 automatically qualify for Summer EBT if they:

- Receive Supplemental Nutrition Assistance Program (SNAP), income-based Medicaid, and/or Kinship Care.
- Have been deemed eligible for free/reduced price school meals through the National School Lunch Program at a non-CEP school.

For more information, visit the Kentucky Department of Community Based Services (DCBS)'s [Summer EBT site](#).

Other Ways to Determine Eligibility

However, any school-aged student that is income-eligible may participate in Summer EBT and have to apply. For families who are uncertain whether or not their child automatically qualifies for Summer EBT, or if they will need to apply to receive Summer EBT benefits, **this [online eligibility screener](#), specific to Kentucky**, is designed to help families easily assess their child's eligibility.

This [No Kid Hungry interactive tool](#) allows users to determine eligibility based on household size and income.



KENTUCKY



Application

Children who are not [automatically enrolled](#) may still be able to receive Summer EBT benefits through an [application process](#) with the Kentucky Department of Community-Based Services (DCBS).

[Apply for Summer EBT Here](#)

Families only need to submit one application per household. The last day to submit an application in Kentucky is **August 15, 2025**, to be considered for 2025 Summer EBT benefits.

Benefits

Summer EBT benefits of \$120 will be placed on an EBT card for every eligible household. Families who have received SNAP, KTAP or Kinship Care on an EBT card in the past 3 years, or benefits on a Summer EBT card last year, will receive Summer EBT benefits on that card. Families who do not already have an EBT card will get a new one in the mail. This card will be reused from year-to-year in Kentucky, for as long as the child qualifies for Summer EBT. Therefore, families with multiple children in the home that qualify for Summer EBT will get one EBT card. Families should save these cards.

KY DCBS began sending out eligibility letters in May notifying families with automatically enrolled children about their Summer EBT benefits. Letters will continue to be sent throughout the summer months.

Summer EBT benefits expire **122 days** after the issuance date. Once the benefits expire, they will be removed from the EBT card and cannot be replaced. For the first round of issued benefits, they'll start expiring around mid-September if not used.

Customer Support

- KY Summer EBT Helpline: **855-306-8959**
- [DCBS's Summer EBT Website](#)
- [How to order a replacement Summer EBT card](#), page 4
- [How to activate your Summer EBT card and set up your PIN](#), page 4
- EBT card customer service helpline: **888-979-9949**
- [DCBS's FAQs](#)
- [USDA's Summer EBT Website](#)



SUMMER EBT PROVIDES GROCERY BENEFITS

Summer EBT, also known as SUN Bucks, provide every eligible child with \$120 in grocery benefits for the summer months—a game changer for families struggling to stretch their grocery budget to replace the free meals their children typically get at school.