



Max Einhorn

Max graduates from the Wharton School with a concentration in finance. During his junior year of high school, wildfires ravaged southern California and the lack of preparation within his community inspired Max to take action. He founded a social business named Disaster Aware with the goal of educating and preparing Southern California for the next natural disaster and worked with 2-1-1, a hotline in San Diego. At Penn, Max has been involved as the philanthropy chair of Beta Theta Pi fraternity, vice president of the Wharton Investment Club, and member the club ski and tennis teams. He continued his relationship with 2-1-1 by working there the summer after his freshman year of college. His summer project was to improve 2-1-1's relationship with its top twenty-five partners by interviewing the CEOs and program managers of each organization and encouraging them to participate in 2-1-1's new outreach program. Max continues his relationship with 2-1-1 through his research on San Diego County's relatively low enrollment rates in the Supplemental Nutrition Assistance Program and what agencies, such as 2-1-1 San Diego, can do to improve such enrollment rates.

CAPSTONE PROJECT

“CalFresh is Ripe – for Change: Supplemental Nutrition Assistance Participation Issues in San Diego County”

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San Diego County has one of the lowest SNAP (Supplemental Food Nutrition Assistance) participation rates in the United States. This paper explores why San Diego’s participation rates are so low, discusses what an innovative non-profit named 2-1-1 San Diego is doing to improve the SNAP participation rates, and gives suggestions for potential improvements to 2-1-1’s SNAP assistance department. Research into the issue uncovered lesser known obstacles that San Diegans face –intrusive documentation, challenges with large populations of undocumented immigrants, and inaccessible welfare departments – that make it difficult for them to receive SNAP assistance. The research found in this paper was based on interviews with 2-1-1 staff, analyses of 2-1-1’s vast database, and study of various government websites. This work should serve as a first step toward identifying SNAP enrollment problems that are unique or exaggerated in San Diego County and finding ways to solve said problems. Once agencies in San Diego make progress toward solving these problems, their solutions can be shared with SNAP assistance agencies across the country that face similar challenges.