



UNITED WAY OF THE FRANKLIN & HAMPSHIRE REGION
Media Release

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IN RESPONSE TO NOVEMBER 1 SNAP SUSPENSION, UNITED WAY OF THE FRANKLIN & HAMPSHIRE REGION STARTS EMERGENCY FUNDRAISING EFFORTS

Northampton, Mass., October 27, 2025 – On Friday, October 24, 2025, Massachusetts Governor Maura Healey held a press conference in response to the federal government’s decision to suspend Supplemental Nutrition Assistance Program (SNAP) benefits beginning November 1, due to the ongoing government shutdown.

If benefits are paused, more than 1.1 million Massachusetts residents currently enrolled in the SNAP program will struggle to afford food. New SNAP requirements and eligibility changes adopted earlier this year, potentially affecting more 150,000 Massachusetts families, are set to begin on November 1st, as well.

To help counter the widespread food insecurity that will occur with the pause of the SNAP program, Healey has urged Massachusetts residents to donate what they can to United Way. The 13 United Ways across Massachusetts, serving all 351 communities, are joining forces to support the state’s efforts to respond to the crisis. Via donations to the emergency United Response Fund and local United Ways, resources will be rapidly deployed to community partners to mitigate impacts from federal delays in SNAP benefits.

This disruption of SNAP benefits will most definitely impact a large number of local Franklin County and Hampshire County residents. Throughout both counties, nearly 30,000 people (or 13% of the total population) rely on their monthly SNAP benefits. The vast majority of these SNAP recipients are children, the elderly, and people living with disabilities. United Way of the Franklin & Hampshire Region (UWFH) hopes to raise funds that will go directly to partner organizations that will help our neighbors to get the nutrition they need. Donations that come into UWFH will be earmarked specifically for this purpose.

“Food security is a priority focus area of our United Way, and we’re going to continue working in collaboration with our partners to make sure those who are underserved in our local community continue to have access to food and the other resources they need,” says Geoff Naunheim, Executive Director of UWFH. When it comes to United Way’s state-wide efforts, “It’s been really gratifying seeing all the United Ways across the state come together so quickly to address this current crisis.”

Food insecurity rates have continued to rise over the past few years, with the Greater Boston Food Bank's 2025 Cost of Hunger in Massachusetts report finding that 1 in 2 families across Franklin and Hampshire counties are impacted. For that reason, UWFH is a participant in the Anti-Hunger Task Force, which was established by Healey earlier this year to advise the administration and produce recommendations for how Massachusetts can mitigate cuts to SNAP and other food assistance programs and work toward long-term solutions to hunger.

For more information about this evolving situation, and to make a donation, you can go to www.uw-fh.org.

About United Way of the Franklin & Hampshire Region

UWFH's mission is to work in partnership with the local community to identify and address the region's most pressing issues. They inspire and engage individuals and organizations to invest together in overcoming those challenges. Their vision is that all individuals and families should have equitable access to the tools and resources designed to support their basic needs and ensure future successes. In doing so, UWFH helps build a strong, vibrant, and inclusive community.