



**Commonwealth of Massachusetts**  
**Executive Office of Health and Human Services**  
**Department of Transitional Assistance**


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**Online Guide Transmittal 2023-67**  
**September 26, 2023**

**To:** Department of Transitional Assistance Staff  
**From:**  Sarah Stuart, Associate Commissioner for Change Management  
**Re:** Cross Programs: SNAP into BabySteps

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**Overview**

The Office of Economic Empowerment (OEE) is a department within the Office of the Treasurer and Receiver General of Massachusetts. The OEE is tasked with offering free and accessible financial education, promoting wage equality, and creating a bright future for children across the state.

BabySteps is Massachusetts' first statewide children's savings account program. The BabySteps Savings Plan jump-starts families into saving for their children's future postsecondary educational and vocational goals as early as birth with a free \$50.00 seed deposit to open a U.Fund 529 savings account (within one year of birth or adoption of the child). The 529 savings account is a tax advantaged investment plan offered by the Massachusetts Educational Financing Authority (MEFA) and is managed by Fidelity Investments.

The OEE is working with the Department to offer a new benefit "SNAP into BabySteps" for participants enrolled in both the BabySteps Savings Plan and the Supplemental Nutrition Assistance Program (SNAP). This benefit makes every Massachusetts child who is enrolled in the BabySteps Savings Plan and SNAP (within one year of their birth) eligible to receive a monthly deposit of \$10 into their MEFA U.Fund 529 account for a period of one year. This benefit will be in addition to the BabySteps \$50 seed deposit, provided when the 529 account is opened, making the total value of deposits \$170.

**Overview  
(Continued)**

When FAWs and EA case managers are speaking with clients who have a SNAP case, and there is a child under one year old in the household, staff must inform the client of the SNAP into BabySteps benefit. Scripts have been added to the OLG to assist staff in discussing BabySteps and SNAP into BabySteps with clients.

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**Purpose**

The purpose of this Online Guide Transmittal is to advise staff of the BabySteps Savings Plan and the SNAP into BabySteps benefit and how to provide clients with information about both benefits.

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**New Online  
Guide Page**

**Topic:** Cross Programs  
**Book:** BabySteps  
**Page:** BabySteps Savings Plan

**Topic:** Cross Programs  
**Book:** BabySteps  
**Page:** SNAP into BabySteps

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**Questions**

If you have any policy or procedural questions, after conferring with the appropriate TAO personnel, please have your Systems Information Specialists or TAO management email them to [DTA.Procedural Issues](#).

Systems issues should be directed to the Systems Support Help Desk.

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