

Husband and Wife Launch 'Snap Into Action' — A National Platform Tackling Food Insecurity as SNAP Benefits Tighten

New national platform connects neighbors to share food and essentials as SNAP benefits pause, offering a fast, human response to food insecurity.

SAN DIEGO, CA, UNITED STATES, October 29, 2025 /EINPresswire.com/ -- With millions of Americans bracing for food insecurity as SNAP benefits tighten during the ongoing government shutdown, one couple has turned compassion into action. Husband-and-wife team Philip Cheung and Phyllis Hong have launched SnapIntoAction.com — a new nationwide platform empowering neighbors to help one another with groceries, essentials, and hope.



SnapIntoAction.com empowers neighbors across America to step up for one another as millions face food insecurity from reduced SNAP benefits.

“

No one should go hungry while their neighbors have the power to help. Snap Into Action reminds us that compassion isn't complicated — it just needs a place to live.”

Phyllis Hong

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Across the country, community groups have exploded with “grocery buddy” posts — local residents offering to share food or gift cards with those struggling to feed their families. Snap Into Action brings that same spirit of kindness to a single, easy-to-use platform, helping people connect faster and more safely.

“We built Snap Into Action because no one should go hungry while their neighbors have the power to help,” said Phyllis Hong, co-founder of Snap Into Action. “It’s a reminder that compassion isn’t complicated — it just

Her husband and co-founder Philip Cheung added, “Technology is often blamed for dividing

people. We wanted to use it to bring communities back together — to make generosity something that can scale nationwide.”

A Simple Idea, Built for Urgency

Visitors to SnapIntoAction.com can:

Post what they need — groceries, diapers, toiletries, or other essentials

Offer what they can — food, gift cards, or local assistance

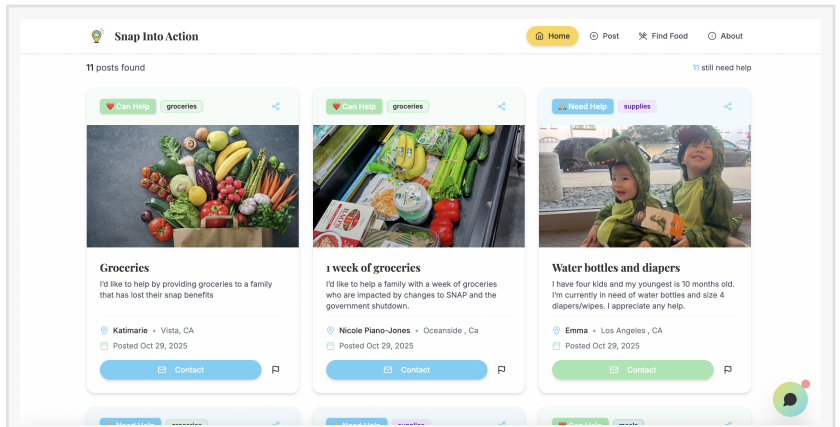
Find food nearby — through a national Find Food Near You map of pantries and community sites

With millions relying on SNAP each month, the U.S. Department of Agriculture has warned that up to \$8 billion in food stamp benefits may be disrupted, leaving food banks under record pressure. Snap Into Action offers a human-scale solution that complements those institutional efforts — connecting ordinary people who can help with those who urgently need it.

“Technology is often blamed for dividing us,” said Cheung. “We wanted to use it to bring people back together — to show that communities can take care of each other when systems fall short.”

The platform is free, fast, and nationwide, giving Americans a way to take action today — whether that means helping a new mom recovering from surgery feed her kids, or covering groceries for a senior on a fixed income.

Snap Into Action is not a government program or charity — it’s a movement built around one idea: no family should go hungry when their community can help.



The screenshot shows the Snap Into Action website interface. At the top, there's a navigation bar with 'Home', 'Post', 'Find Food', and 'About'. Below the header, it says '11 posts found'. The main content area displays three posts:

- Groceries**: A post by Katmarie in Vista, CA, offering to help a family that has lost their SNAP benefits. It includes a photo of various fruits and vegetables.
- 1 week of groceries**: A post by Nicole Plano-Jones in Oceanside, CA, offering to help a family with a week of groceries impacted by SNAP changes. It includes a photo of a grocery store aisle.
- Water bottles and diapers**: A post by Emma in Los Angeles, CA, requesting help with water bottles and diapers for her 10-month-old child. It includes a photo of two children in dinosaur costumes.

Each post has a 'Contact' button. At the bottom of the screenshot, there is a large yellow location pin icon with a blue circle in the center. Inside the circle is a white shopping basket icon containing a bottle, an apple, and a heart, representing the Snap Into Action logo.

Snap Into Action Logo

About Snap Into Action

Founded in 2025 by husband-and-wife team Philip Cheung and Phyllis Hong, Snap Into Action is a nationwide, community-driven platform that connects neighbors who need help with those who can help. Its mission is to make kindness scalable — transforming peer-to-peer generosity into a coordinated movement that combats food insecurity and strengthens local resilience.

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