



Wisconsin FoodShare Outreach Network



SERVICES OFFERED by the NETWORK

The goal of the FoodShare Outreach Network is to increase enrollment in FoodShare Wisconsin by integrating simple, everyday strategies and outreach activities into our daily lives and business practices.

Why is outreach so critical?

Many of us interact with potentially eligible families and individuals every day: you worship with them at church, shop alongside them, use library services and attend school activities together. Each day brings us the opportunity to make our hungry neighbors aware of FoodShare, help them access benefits, and break the stigma long associated with “getting food stamps.”

Despite recent increases to enrollment, only an estimated 63% of eligible households receive FoodShare benefits that not only put healthy, nutritious food on the table for our low income families, children and seniors: the USDA estimates that every \$5 spent with FoodShare generates \$9 in local economic activity, additional resources that no Wisconsin county can afford to turn away.

You can play a critical role making sure your family, friends, neighbors and clients receive the benefits they need and are eligible for – all while increasing economic activity right in your own community. And the Wisconsin FoodShare Outreach Network can help you!

Services offered through the Wisconsin FoodShare Outreach Network:

- ❖ Brochures, sample fliers, posters and other materials that you can customize to your community’s outreach activities
- ❖ Free onsite training:
 - Myths and facts about FoodShare Wisconsin
 - Successful strategies customized to your outreach setting and goals
 - Navigating the ACCESSS website and providing application assistance
- ❖ Training tools and supporting collateral materials
- ❖ Annual statewide conference in September that connects and trains people who are committed to ending hunger throughout Wisconsin
- ❖ Website with information that can be shared with everyone in your community.

**Contact us for more information or to share ways
you are currently conducting outreach in your community!**

SWIPE OUT HUNGER!

For more information, contact Gina Wilson at GinaW@shfbmadison.org or 608-216-7213.



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CREATIVE WAYS TO CONNECT

1. Know the various benefits of FoodShare to help encourage clients to take that step
 - Unused benefits carry over from month to month and can be saved for up to a year
 - Even a small amount can help with staples, such as bread, meat, milk, and produce
 - For every \$5 spent in FoodShare benefits about \$9 is generated in the local economy
2. Start a conversation
 - “Do you know about the FoodShare program?”
 - “FoodShare is helping people stretch their grocery dollars.”
 - “We’re sharing information about the FoodShare program.”
 - Break the myths surrounding the program – FoodShare is not welfare and you’re not helping anyone else when you don’t apply for benefits
3. Distribute information about FoodShare anywhere you are able
 - Hang up a poster with FoodShare information
 - Display information about FoodShare
 - The Network can provide brochures, flyers, and posters
 - Hand out flyers during registration process or in grocery bags
 - Give a presentation or host a display table at community events
4. Include an article in your newsletter and contact other local organizations asking them to do the same.
 - The Network has many templates you can use. Contact Gina Wilson at GinaW@shfbmadison.org for an electronic version.
5. Include FoodShare information in trainings for new volunteers or during a staff meeting
6. Screen for eligibility
 - Go to <https://access.wisconsin.gov> and click “Am I Eligible?” It takes 5-10 minutes to complete an eligibility screening, and the tool screens for 12 different programs, including FoodShare, healthcare and energy assistance
 - If it looks like the individual may be eligible, provide a resource sheet on how to apply.
7. Provide on-site application assistance using the “Apply for Benefits” tool on <https://access.wisconsin.gov>, or use a paper application if your site does not have reliable internet service
8. Refer clients to an outreach worker, county office or application assistance site. Call the FoodShare Helpline at 1-877-366-3635 to screen for eligibility and find out where application assistance is available.

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