FEEDING WISCONSIN
State Association of Food Banks

SNAP (Supplemental Nutrition Assistance Program) Toolkit

SNAP (known as FoodShare in WI) Basic Facts

- In Wisconsin, 705,400 people received SNAP benefits in federal Fiscal Year 2024. This includes 270,000 children and 108,000 seniors.
- For every meal that a food bank provides, SNAP provides nine.
- SNAP supports local economies – each dollar in federally funded SNAP benefits generates between $1.50 and $1.80 in economic activity.
- The average benefit is only $6 per person per day.
- 85% of Wisconsin counties with the highest rate of food insecurity are rural.

Impact on Food Banks and Pantries

- Food banks are seeing a 30-45% increase in guest visits.
- Our food banks – while incredibly effective – cannot replace the scale of federal programs like SNAP.
- Any policy that takes resources away from those who struggle financially is concerning, not only for the people directly impacted, but also for the systems that will be asked to fill the resource gap.

Government Shutdown Response

Email Language to Network Partners

Subject: Update on FoodShare and Impact of Federal Government Shutdown

Dear [Partner's Name],

The state and federal government has stated that November SNAP (FoodShare) benefits are delayed until the government reopens. This is a rapidly evolving situation, and we will send updates as we learn more.

What We Know:

- FoodShare benefits will be delayed for November. While benefits are not canceled, the length of the delay and the number of people impacted will depend on how long the shutdown lasts. Benefits are typically issued between the 2nd and 15th of each month, with recipients' issuance dates determined

by the 8th digit of their social security number.
- While FoodShare is federally funded and will be directly impacted, other programs like BadgerCare Plus, WIC, Medicaid, and SeniorCare are not currently affected by the shutdown.
- There is currently no indication that FoodShare cards will stop working, but November benefits won't be loaded until the government reopens. If this changes, Wisconsin Department of Health Services (DHS) will send out a notice.
- You can still apply for FoodShare. DHS is still processing and approving applications. The law states that benefits get backdated to the date of filing.

Because this situation is constantly changing, the best place to get the most up-to-date information is DHS' FoodShare News page: FoodShare: News for Members. DHS is working closely with us, other partners, and the public to ensure the most accurate information is shared.

Please reach out with questions or issues you are hearing about in the community so we can help get the best information out to our partners.

Thank you,
[Partner Organization]

What FoodShare Participants Can Do

- Update Contact Information: Remind participants to keep their contact information up to date with the State of Wisconsin.
- Stay Informed: FoodShare members can check MyACCESS for updates. Visit MyACCESS.
- If participants have remaining SNAP benefits, encourage everyone to use them until new benefits are loaded once the shutdown ends.
- DHS is still accepting and processing FoodShare applications. New applications will be processed and put in a queue until the shutdown ends.

Social Media Language

- Due to the ongoing government shutdown, November FoodShare benefits will be delayed for participants. There has been no notice of benefits being cancelled, but the number of individuals that will experience a delay and the length of the delay will depend on how long the government is shut down.
- FoodShare benefits are 100% federally funded. Other programs like WIC, BadgerCare Plus, Medicaid, and SeniorCare are not currently impacted.
- This is a rapidly evolving situation and to avoid misinformation, we encourage everyone to visit the Wisconsin Department of Health Services' FoodShare News page for the most accurate information and updates to the program.

Media Talking Points

- Food security is not a partisan issue and we ask the Governor and the legislature to explore all options to provide additional food assistance to those in need during this time.
- This is a rapidly evolving situation and to avoid misinformation, we encourage everyone to visit the Wisconsin Department of Health Services' FoodShare News page for the most accurate information and updates to the program.
- For families who struggle financially, any policy change that takes resources away increases the challenges they face.

What can the public do to help?

- If you'd like to help during this time of uncertainty, the best way is to make a food or monetary donation directly to your local food bank or food pantry. They know exactly what their neighbors need most — and they can stretch every dollar further through bulk purchasing. While community food drives come from a wonderful place, coordinating pickups can take away time and transportation resources we need to keep food moving quickly where it's needed most. Please consider dropping off food donations directly to your local food bank or food pantry.
- You can easily find a nearby food bank or food pantry here: Find Your Local Food Bank | Feeding America

One Big Beautiful Bill Act (OBBA) Implementation

DHS estimates that $69.2 million in General Purpose Revenue will be needed to implement the changes signed into law in July through the "One Big Beautiful Bill Act" (OBBA).

The changes to SNAP include:

- Starting October 1, 2026, the federal government's portion of SNAP administrative costs will go from 50% to 25%, which will increase Wisconsin's portion to 75% from 50%. This cut will cost Wisconsin an estimated $32.4 million every two years.
- Expanding work requirements to include adults through age 64 (up from the previous age of 54), if there is not a child under age 14 in their home. This change will impact approximately 43,700 Wisconsinites. The DHS estimates that it will cost $20.7 million to cover the increased costs associated with a significant rise in participation in the FoodShare Employment and Training (FSET) program, which is designed to help program participants train for and find employment.
- Threatening to make Wisconsin cover between 5-15% of the SNAP's non-administrative benefit costs traditionally covered by the federal government, based on its program error rate. This could cost Wisconsin taxpayers up to $205.5 million annually. The DHS is requesting $16.1 million to implement changes aimed at reducing its error rate, thereby eliminating this additional taxpayer burden.

Media Talking Points

- For the short term, Wisconsin lawmakers and the Governor must come together to make sure FoodShare has the funding it needs to keep providing groceries to families.
- For the long term, the federal bill passed in July includes the largest cut to SNAP in our nation's history, dramatically shifting costs to states. We're urging the Wisconsin legislature to approve $69 million in state funds necessary to implement critical changes and avoid millions in federal fees.

Resources

Wisconsin SNAP Legislative Sign-On Letter
Kids Forward: Children & Families at Risk of Losing Critical Food Support
LFB SNAP Impact