

Nourish California's Impact in 2024

Acknowledgement

We want to thank our many partners, community members, supporters, department administrators, California legislative leaders and the Administration who worked with us and championed our policy proposals to create a California where every person has access to the food they need to thrive.



Key Accomplishments from 2024

Nourish California has gone through a year of transition and is excited to reflect on these moments with you. As a part of our five-year strategic plan, we are focusing on our community-centered campaigns to ensure community input drives policy change. This means listening to community members' experiences, expertise, and ideas for how we can change policies in California to make our state a more equitable place for all.

Read through to learn more about our organization, our campaigns, and our impact during 2024.

CalFresh Forum

This year, Nourish California had an **advisory group** that informed the content of the CalFresh Forum. The advisory group helped decide on the discussions/breakout sessions that happened throughout the day, as well as suggested potential speakers they would like to hear from. Thank you to everyone who joined us both in-person and virtually!



Movement Messages

In October 2024, Nourish California launched our first **Short Message Service (SMS) project**, Movement Messages! This project is an easy way for community members to receive resources for current hunger challenges and get involved with legislative advocacy by text.

In support of the Thriving Transitions campaign, Movement Messages has shared resources on SB 1254, CalFresh myths for formerly incarcerated people, & more.

Diversity, Equity, Inclusion, Belonging

Our staff engaged in a series of DEIB trainings to unpack **white supremacy culture** inside and outside of our organization, challenge assumptions about how our work can be done, and increase our awareness of oppression, privilege, and biases.

Better with WIC

In 2023, rising food costs and a growing need for support led to an unanticipated demand for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). The existing funding levels were no longer enough to meet this demand, putting the program at risk of severe cuts.

In response to this urgent threat, Nourish California, in partnership with leading national & state organizations, engaged hundreds of community members, WIC Client Directors, & anti-hunger advocates to take action and urge Congress to fully fund the WIC program.

“When WIC gave that [fruit & vegetable] increase it was like we hit the lottery. We were trying all types of fruits & vegetables... The kids loved that.”

We contributed to an advocacy effort that successfully secured

\$1 billion increase

in funding for the WIC program, avoiding harmful cuts & ensuring that nearly 1 million Californians continue to receive full benefits.



Fruits and Vegetables

Together, we secured a **historic permanent increase** in WIC benefits for fresh fruits and vegetables. We provided a public comment to USDA’s interim final rule on new WIC food packages and met regularly with administrators to advocate for an updated program.

Benefits are now permanently established at:

\$26/month	
for children	
\$47/month	\$52/month
for pregnant & postpartum participants	for breastfeeding & chestfeeding participants

FOOD4ALL

Storytelling

In 2024, the Food4All campaign centered community members' stories to successfully put pressure on Governor Newsom to uphold his commitment to ultimately expanding Food4All for Californians ages 55+, regardless of immigration status, in a year of budget deficits.



Community members co-led these efforts as:

- speakers in two press conferences
- testifiers in legislative hearings
- storytellers in an op-ed and data release
- expert in a panel at a national conference on anti-hunger policy

Language Access Work

The Food4All campaign remains committed to expanding language justice in coalition and advocacy spaces.

Every coalition call and in-person event included simultaneous interpretation, and we continue to expand what written documents we are able to provide in multiple languages.



Our 2024-2025 coalition retreat in November was a fully bilingual event.

CalFresh Barriers & Benefits

Fruit & Vegetable Pilot

Nourish California contributed to **renewal of funding** for the CalFresh Fruit & Vegetable EBT Pilot Program. This program was so successful, that its funding ran out early in April 2024.

Through community action and leadership from our legislative champion, the CalFresh Fruit and Vegetable Pilot officially restarted in November 2024.

over 10,000
petition signatures

over 3,000
individual letters sent to legislators, urging them to continue funding this vital program



Safe Drinking Water Pilot

The CalFresh Safe Drinking Water Pilot provides an extra \$50/month in benefits for households in the Central Valley who must rely on unsafe drinking water systems.

We helped **extend this pilot, which was meant to end in 2025, until funding runs out** to ensure that benefit recipients don't experience a lapse in assistance.

“The [CalFresh Water Pilot] helped. It helped not only with water. I did buy three cases of water with it, but my family, we eat a lot of fruit. So, I went out and bought a lot of fruit that morning too, for breakfast.”





Thriving Transitions

Until now, there was no support for people transitioning out of prison or jail back to community to have access to food. Nourish California’s advocacy helped **pass SB 1254** to make CalFresh a part of this process and increase the chance of a thriving transition for justice-impacted people.

This bill gained bipartisan support, showing that human-centered policies can bring people together across the aisle.

Policy Centered in Community

SB 1254 is a historic policy that is rooted in the insights and actions of justice-impacted people. Nourish California strives to center the voices of those most impacted by the policies we are advocating for -- from brainstorming what policy change is needed in California to our strategies for victory.

Leadership Summit

Nourish California hosted a Leadership Summit for the Thriving Transitions coalition. Together we began planning for the growth of the coalition and next steps in the movement.



Every Kid, Every Day

SUN Bucks

SUN Bucks provides \$120 per child each summer to help cover meals when school is out. This program has been a success in California, with

5.3 million benefit cards

delivered, totaling

\$642 million in benefits



In close collaboration with state & local partners and the community, our advocacy contributed to secure **full state funding** to cover the administrative costs of implementing SUN Bucks in California in 2024.

We worked with the California Department of Social Services and a coalition of partners to ensure SUN Bucks reaches as many families as possible with clear, accessible, and supportive processes.



Simplifying the public comment process

We looked to different ways to engage community members in advocacy beyond the legislative process.

There was an opportunity for community to provide input to USDA on the SUN Bucks Interim Final Rule, and we created an explainer of the public comment process, its importance in rule-making, and an easy template for community members to use to provide their suggestions directly to USDA.



Closing

These wins could not have happened without you, our community. Thank you for providing your voice, your time, and your financial support in the fight for a more equitable California. We look forward to continuing to partner with you all and making sure that all Californians have access to the food they need to thrive.



Please help us continue this fight by donating today at

<https://act.nourishca.org/action/donate>.

From,

George Manalo-LeClair
Executive Director

Betzabel Estudillo
Chief Engagement Officer

