



2024 Impact Report



Wholesome Wave Georgia (WWG) makes fresh, healthy, locally-grown produce affordable and available to all Georgians.

Fresh for Less

Wholesome Wave Georgia's Fresh for Less program makes healthy produce grown by local farmers more affordable by matching SNAP/EBT dollars at partner farmers markets, farm stands, mobile markets, and brick and mortar locations across the state.



25,156 EBT transactions

75 Fresh For Less
partners across
Georgia

\$435,757
SNAP benefits
matched, which
translated to:

\$671,066
total economic
impact

Accessible and Affordable

“Working with WWG allowed so many people to gain access to fresh produce and helps people realize that eating healthy can be affordable. Eating veggies seems so simple, but it’s not something a lot of people in poverty learn about, especially in places dominated by fast food restaurants.”

- EliYahu Ben Ysrael, Atlanta Harvest



Food for Health

In 2024, Wholesome Wave Georgia's Food For Health program partnered with healthcare providers and farmers markets at three strategic locations to provide participants with produce prescriptions, nutrition education, and free health screenings.



614

Household
Members Impacted

\$132,234

Prescription
Redemptions

248

Free blood pressure
tests conducted

\$224,798

Total economic
impact

146

Free A1C tests
conducted

Getting Comfortable With Healthy Food

“If you give [someone] something free, if you offer a free thing, it will get people like me who are scared to go out, or who don't want to spend money, or who think it's expensive, or are scared to try it. So they'll try something new. They'll get used to it. They'll get comfortable. And then they'll start buying healthy, organic stuff. Which is the important part.”

- MaryAnne from Lexington, GA, on the value of Produce Prescriptions



SNAP Connection

SNAP Connection primarily provides free eligibility screening in English and Spanish for SNAP as well as help with applying for and renewing SNAP benefits. Team members can provide assistance for other public benefits programs like Medicaid, CAPS, TANF, and WIC.



894

Total Households
Served

1,257

Total Cases

1,426,880

Food Insecure
Georgians in 2024



Our Service

“Many of us are one paycheck away from being in a dire situation of need or help. Being able to be there for neighbors in their time of need and treating them with dignity and respect is important.”

“I am a firm believer that our neighbors reach out to us because of how we service/treat our neighbors, not necessarily because of what we do. We are not the only organization that offers SNAP assistance, but I strive to make sure our customer service is one of a kind.”

-Maria Perez, WWG Benefit Specialist



Community Outreach



Wholesome Wave Georgia partnered with National Church Residences across metropolitan Atlanta to create fresh markets and cooking demonstrations.

Our teammate, Mike Rouse, empowered older adults to lead programs that promote aging in place and challenge ageism, fostering a stronger, more inclusive community.

6,000

Residents
Engaged

680

Participants in
Cooking Classes

18

Older Adult
Communities Engaged



Your Health, Your Way

Through the Your Health Vision, Your Way program, WWG helps older adults plan for the future AND offers older adults the tools to actively shape it. By challenging ageism and promoting self-determination, this initiative reinforces that aging is about growth, strength, and new possibilities. Done their way!





This family received 50% off locally grown plants thanks to WWG's matching program at farmers markets.



Our annual Network Gathering of market partners from across the state. WWG has 75 partners helping to make fresh, local food affordable.



A health assessment conducted at Athens Farmers Market.



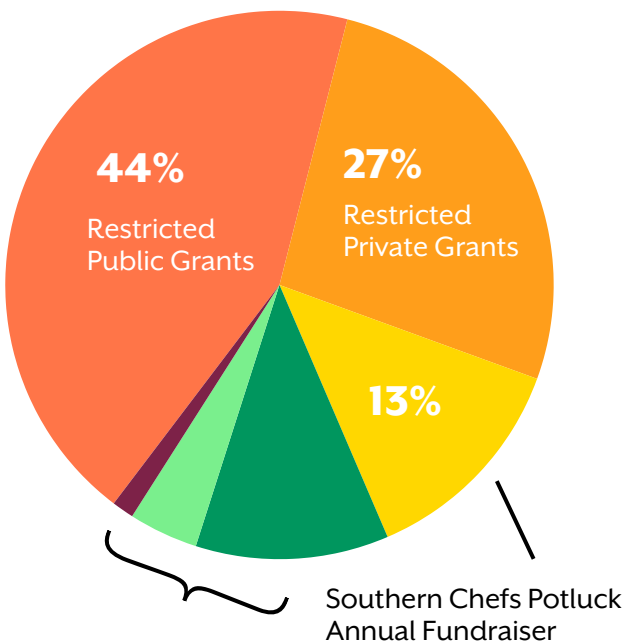
WWG Team Members at Southern Chefs Potluck.

2024 Finances

Revenue

\$1,787,284

Our federal grants accounted for 44% of revenue.

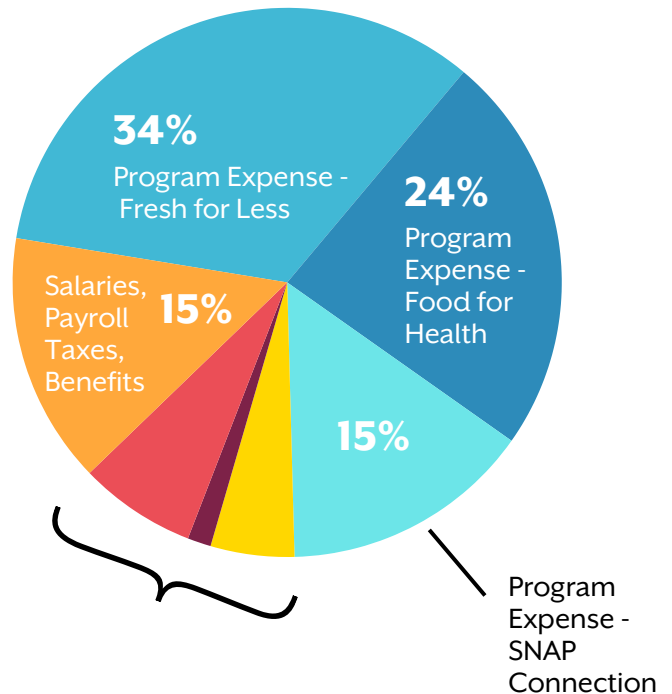


- 1%** Program Support & Management
- 4%** Indirect Rate
- 11%** Individual Donor Contributions

Expenditures

\$1,991,087

Our programs accounted for 73% of spending.



- 7%** Events & Development
- 1%** Communications
- 5%** Administration & Overhead

Platinum
Transparency
2025

Candid.

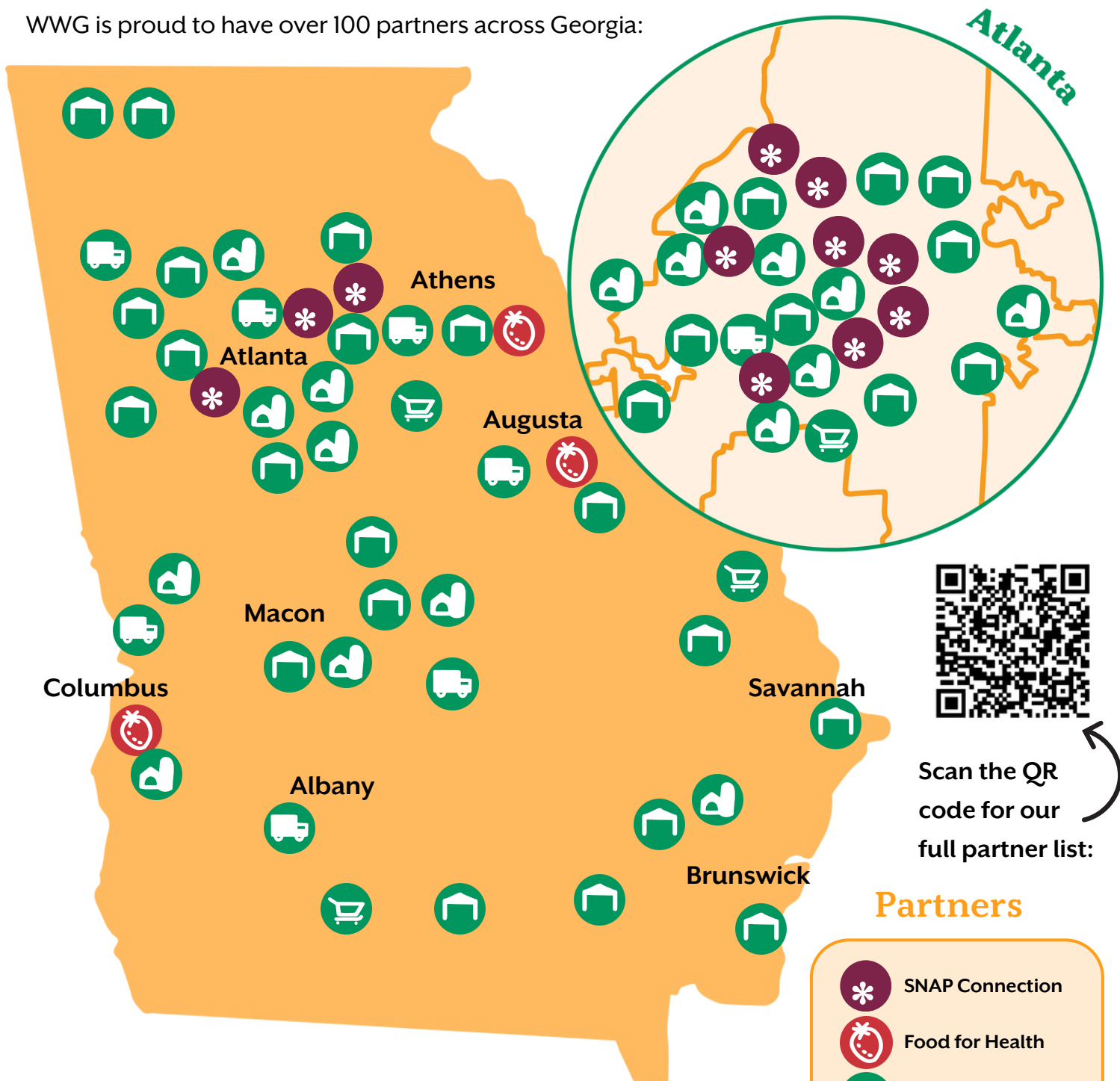
Charity
Navigator



★ FOUR-STAR ★

WWG Across Georgia

WWG is proud to have over 100 partners across Georgia:



\$6.2
million

Since 2009, WWG facilitated more than \$6.2 million in economic impact at partner sites by matching the value of SNAP/EBT (“food stamps”) on produce purchases and offering produce prescriptions.

Partners

-  SNAP Connection
-  Food for Health
-  Farmers Market
-  Mobile Market
-  Farm Stand
-  Retail Partner