




2025 Impact Report

A photograph of a smiling Black man wearing a white polo shirt and a white baseball cap with "WHOLE WAVE" on it. He is handing several green circular tokens to a customer's hand. In the foreground, there are cardboard boxes filled with green and red apples. The background is a blurred outdoor market setting.

Wholesome Wave Georgia
(WWG) gets healthy food from
local farmers to Georgia families
in need.

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.

26,310 EBT transactions

75 Fresh For Less partners across Georgia

\$403,797
SNAP benefits matched, which translated to:

\$618,970
total economic impact

Accessible and Affordable

“Without SNAP doubling, we would not eat as healthy a diet! Neither myself nor my wife are capable of working anymore so SNAP benefits have become an integral part of our budget as we have a limited and fixed income.”

- Johnny from Columbus, Georgia



Food for Health



In 2025, 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.

674

Household
Members Impacted

\$92,828

Prescription
Redemptions

115

Free blood pressure
tests conducted

\$150,286

Total economic
impact

105

Free A1C tests
conducted

Eating Healthier with Fruits and Veggies

"I'm a resident of Douglasville and I was introduced to the program by my primary care physician and I absolutely love it. The program has helped me eat healthier with more fruits and vegetables. Missy, the program coordinator is amazing. I love her for always helping, from running the bags to the car to helping with the makeup classes. I thank you all for having this program in place for me."

- Food for Health Graduate in Douglasville.



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.

602

Total Households Served

892

Total Cases

1,537,184

Food Insecure Georgians*

*Source: [Hunger Free America](#)



Our Service

“The last year has been tumultuous with uncertainty around changes to the SNAP program. Many people are worried about losing SNAP assistance and being thrown back into the stress of where their next meal may come from.

That is why I feel so strongly that the work we do is essential to Georgia families. We bring our knowledge and support so these resources are available and easily accessible. Bridging the gap, we empower our neighbors and give them the tools they need to thrive.”

- Syren Reynolds, 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.

20

Pop Up
Markets Hosted

486

Residents
Served

6 Older Adult
Communities
Engaged



Beyond Healthy Food

This produce isn't just food, it's purpose. The vegetables we purchased served older adults across metro Atlanta.

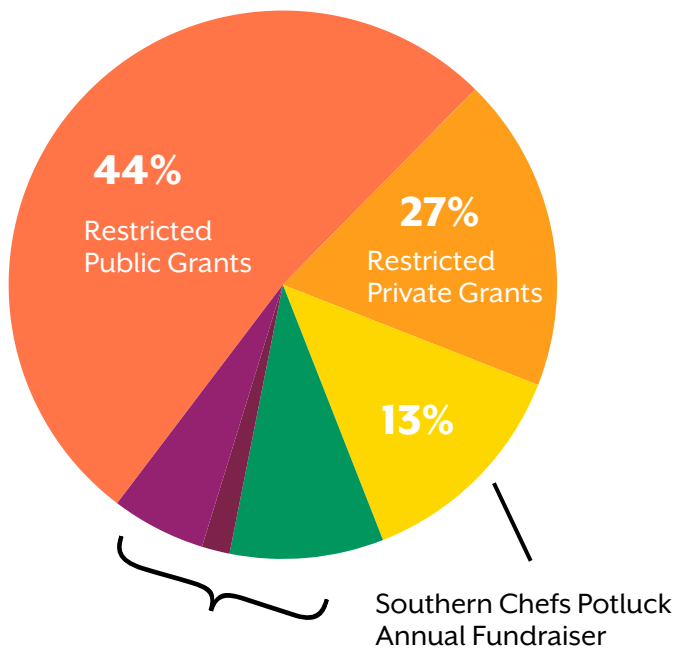
By integrating locally sourced ingredients into our meal and market offerings, we're not only providing healthier options, but we're also honoring the deep value of local agriculture and the people behind it.



2025 Finances

Revenue

\$1,896,521



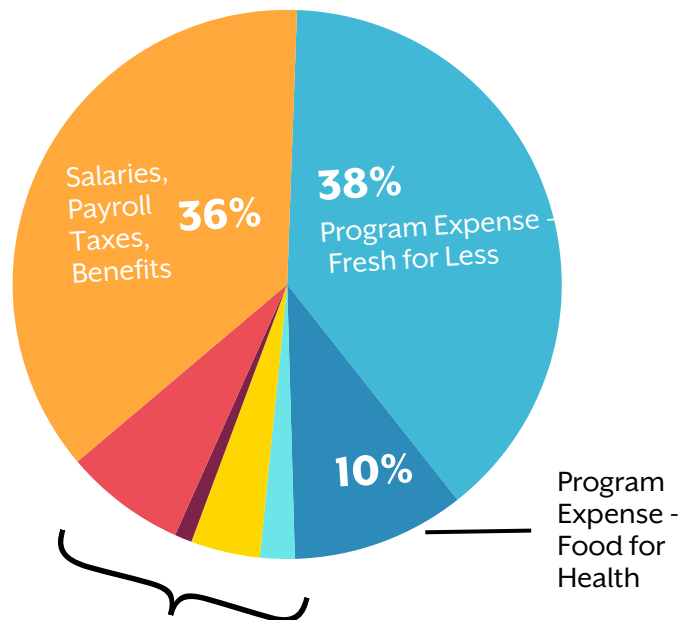
2% Program Support & Management

5% Private Unrestricted

9% Individual Donor Contributions

Expenditures

\$2,012,579



8% Events & Development

1% Communications

5% Administration & Overhead

2% Program Expense - SNAP Connection

Platinum
Transparency
2025

Candid.

Charity
Navigator



+ FOUR-STAR +

THANKS TO OUR 2025 SUPPORTERS

From a one-time individual donation to private foundation grants to governmental support of Wholesome Wave Georgia's mission and programs, generosity is key to strengthening our nonprofit's infrastructure and sustaining food security programming for our neighbors. Your gifts change lives, one healthy meal at a time.



MEET OUR HEROES

Wholesome Wave Georgia is a force-multiplier for healthy choices, providing a direct opportunity for our neighbors to secure their own well-being. When we have the power to choose real, nutritious food, we shift from merely 'getting by' to building a future with dignity.

- Andy D.

A Monthly Donor since 2020

I was so happy to be able to do the fundraiser and was elated to support Wholesome Wave Georgia. Thank you all for the work that you do to help families in need!

- Kevin Scollo, Owner

Independent Baking Company, Athens



GIVING CAMPAIGNS



Wholesome Heroes
\$31,635



Farmers Market Week
\$13,426



End of Year Giving
\$88,180

Thanks to our 2025 Southern Chefs Potluck Sponsors!



GOLD

RoughDraft
atlanta

serenbe

TABLE SPONSORS



Chris & Elizabeth Willett

Peter Dale & Jay Schumacher

PATRONS

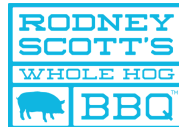


On Screen Cuisine

Josh Berman

David Nadler

IN-KIND



TAILOR & TABLE



UNITED DISTRIBUTORS, INC.



QUATTRO THEORY
NAPA VALLEY



LUXPORT





Our annual Network Gathering of market partners from across Georgia. WWG's 75 partners help make fresh, local food affordable to SNAP families.

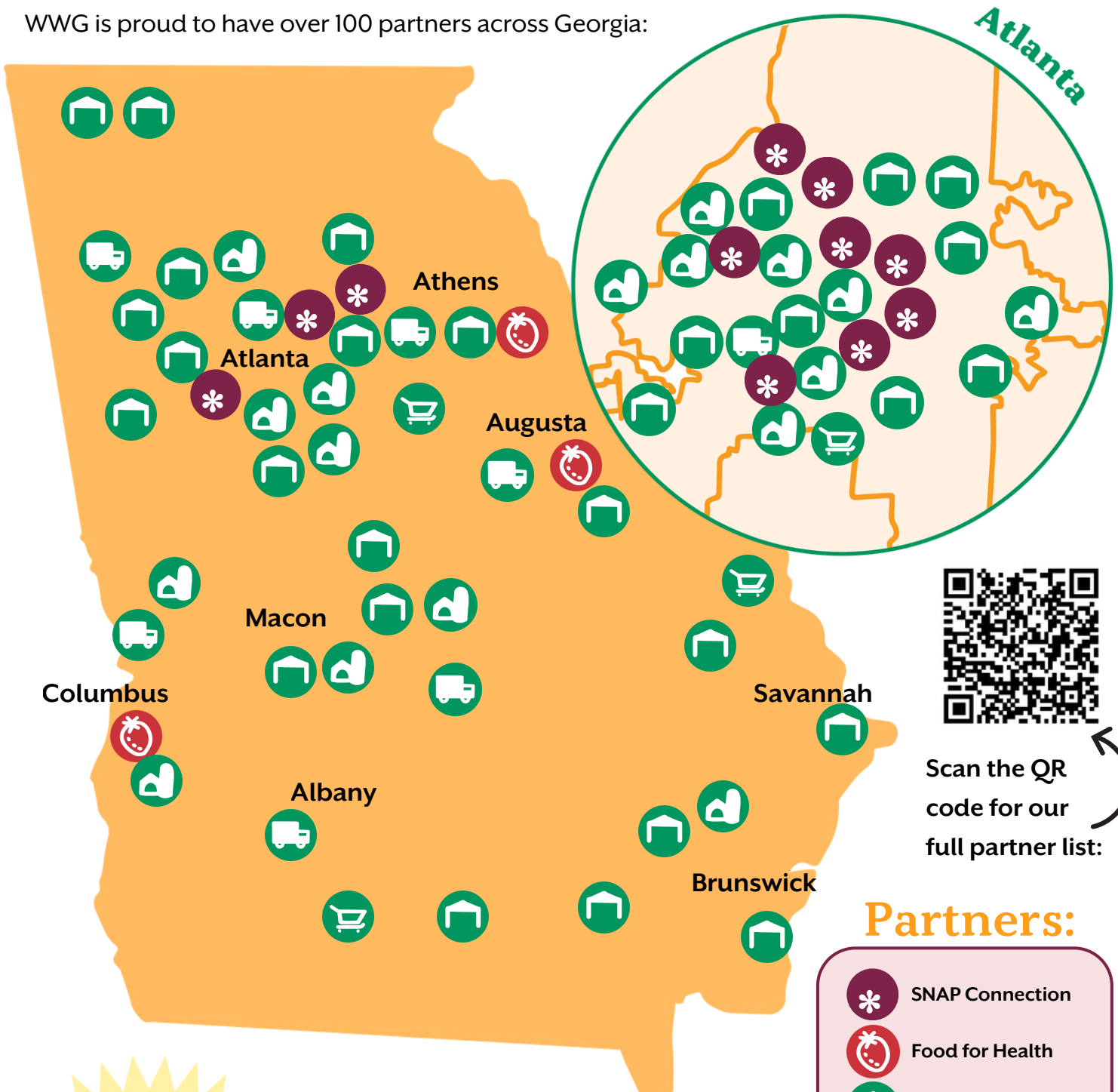
Special Thanks To:  Georgia Power



WWG Team Members at Southern Chefs Potluck.

WWG Across Georgia

WWG is proud to have over 100 partners across Georgia:



Scan the QR code for our full partner list:

Partners:

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

\$7 million

Since 2009, WWG facilitated more than \$7 million in economic impact at partner sites by matching the value of SNAP/EBT (“food stamps”) on produce purchases and offering produce prescriptions.