



Wisconsin WIC Program Information & Income Eligibility Guidelines

Purpose:

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a nutrition program for pregnant women, infants, women who are breastfeeding, postpartum women, and children younger than 5. WIC provides nutrition education, breastfeeding education and support, supplemental nutritious foods, and connections to other community services.

Wisconsin families want to raise strong and healthy kids, and WIC is here to help. Health benefits of WIC have reduced premature births, low birthweight, and long-term medical expenses.

Who is Eligible for WIC?

To qualify for WIC benefits in Wisconsin, a person must:

- Live in Wisconsin
- Meet the income guidelines (*listed on the next page*)
- Have a health or nutrition need. A nutrition assessment will be completed at the WIC clinic.
- Be pregnant; be breastfeeding a baby under 1 year of age; had a baby in the past six months; be a baby under age 1; or be a child younger than 5 years of age.
- A person may qualify if someone in their family is receiving WI FoodShare, Medicaid, BadgerCare Plus, Wisconsin Works Program (W2), Temporary Assistance to Needy Families (TANF), or Food Distribution Program on Indian Reservations (FDPIR)
- Foster children, Kinship Care recipients under age 5, and pregnant foster teens are eligible for WIC.

Benefits Received by WIC Participants

All participants receive:

- Screening for nutrition and health needs
- Information on how to use WIC foods to improve health.
- Benefits to buy foods that help keep you and your children healthy and strong.
- Referrals to doctors; dentists; programs like FoodShare, Medicaid, BadgerCare Plus, W-2, Head Start

Women receive:

- [WIC foods](https://www.dhs.wisconsin.gov/wic/approved-foods.htm) (<https://www.dhs.wisconsin.gov/wic/approved-foods.htm>)
- Information on healthy eating during pregnancy and breastfeeding
- Help with starting or continuing breastfeeding.

Infants receive:

- Help with starting or continuing breastfeeding.
- Infant formula, if needed
- Immunization referrals

Parents/caretakers receive information on taking care of babies.

Children receive:

- [WIC foods](https://www.dhs.wisconsin.gov/wic/approved-foods.htm) (<https://www.dhs.wisconsin.gov/wic/approved-foods.htm>)
- Immunization referrals

Parents/caregivers receive information on food shopping, recipes, and feeding your child.

Go to [DHS Wisconsin](https://www.dhs.wisconsin.gov/wic/local-projects.htm) (<https://www.dhs.wisconsin.gov/wic/local-projects.htm>) to locate your local WIC office to apply:

For other health information and referral services contact *Well Badger Resource Center*: Call 800-642-7837, email help@wellbadger.org or go to [Well Badger Resource Center](https://wellbadger.org/) (<https://wellbadger.org/>)

Wisconsin WIC Program - Income Eligibility Table

The income levels are based on 185% of the US Dept. of Health and Human Services Nonfarm Income Poverty Guidelines for Gross Income (*before deductions*). Applicants exceeding 185% are not eligible.

July 1, 2024 – June 30, 2025

Family Size	Income Levels				
	Weekly \$	Every Two Weeks \$	Twice Per Month \$	Monthly \$	Annual \$
ONE	536	1,072	1,161	2,322	27,861
TWO	728	1,455	1,576	3,152	37,814
THREE	919	1,838	1,991	3,981	47,767
FOUR	1,110	2,220	2,405	4,810	57,720
FIVE	1,302	2,603	2,820	5,640	67,673
SIX	1,493	2,986	3,235	6,469	77,626
SEVEN	1,685	3,369	3,650	7,299	87,579
EIGHT	1,876	3,752	4,064	8,128	97,532
ADDITIONAL	192	383	415	830	9,953

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Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

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| 1. mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or | 2. fax:
(833) 256-1665 or (202) 690-7442; or | 3. email:
program.intake@usda.gov |
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