
WWA News Flash

Wisconsin WIC Association

Building Bridges | Strengthening Families



At-Large Representative Applications - Now Open

Are you interested in expanding your leadership and advocacy role in WIC? WWA is seeking applications for two At-Large Representatives to serve on the WWA board starting October 2025-October 2027. For more information, please reach out to any board member or email wic.wi.association@gmail.com. Please complete your application [here](#) before **June 30th**.

2025 Bylaw Update

This Spring the WWA board reviewed the Bylaws and proposed two changes. These changes are related to redesignating the Chair position as Co-Chairs and identifying NWA Voting members.

Please review the two updates for the [WWA Bylaws Proposal](#).

Voting will open **July 12th** and is open to all WWA members.

2025 WWA WIC Apparel Online Store - Now Open

You Asked...We Listened! WWA will be hosting an online store through Fox Cities Embroidery as an ongoing fundraiser for 2025.

The store will be open for an extended period of time and local agencies will submit orders that will be mailed directly to them. Individual orders as well as agency orders will be available. If you are interested in an order for your agency, please reach out to the WWA board and we will connect you with the sales representative to process tax exempt orders.

Please view the [Store Flyer](#) to see new items available

Advocacy Matters!

With the proposed federal budget including cuts to the WIC Cash Value Benefit (CVB), which would directly impact the families we serve, your voice is more important than ever! Timely action from WIC staff and supporters can help bring awareness of the harmful effects these reductions will have for our families.

Make your voice heard today through [NWA WIC Action Central](#). Please check our [WWA Advocacy](#) page for ongoing updates.

Upcoming Events and Calendar

The **Annual Fall Membership Meeting and Member Discussion** will take place virtually on **Thursday, September 18th** from 11:30-1:00. Please join us to learn what we have accomplished this past year and join in the member discussion.

Recorded events eligible for continuing education credits are hosted on the [Continuing Education](#) page, located under Calendar & Events tab.

About WWA

The mission of the Wisconsin WIC Association is to inspire and empower the Wisconsin WIC community to advocate for and promote quality nutrition services and assure effectiveness through collaboration, cooperation and education.