

December 17, 2024

CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

EXECUTIVE SUMMARY

ALL COUNTY WELFARE DIRECTORS LETTER

The purpose of this letter is to notify County Welfare Departments (CWDs) and community-based organizations (CBOs) that May 2025 is CalFresh Awareness Month. Each year, CalFresh Awareness Month provides an opportunity to ensure eligible individuals and families across the state are aware of the food and nutrition resources available to them.

December 17, 2024

ALL COUNTY WELFARE DIRECTORS LETTER

TO: ALL COUNTY WELFARE DIRECTORS

FROM: ALEXIS FERNÁNDEZ GARCIA, DEPUTY DIRECTOR
FAMILY ENGAGEMENT & EMPOWERMENT DIVISION

SUBJECT: MAY IS CALFRESH AWARENESS MONTH

The purpose of this All County Welfare Directors Letter (ACWDL) is to notify counties and community-based organizations (CBOs) that May 2025 is CalFresh Awareness Month. By providing nutrition assistance to millions of Californians with low-income each month, CalFresh plays a critical role in addressing hunger and food insecurity and ensuring a healthy California for all.

The 2024 CalFresh Awareness Month proved to be highly successful, with events hosted by CBOs and counties across the state. Continuation of this effort is vital to ensuring that individuals and families are aware of the CalFresh benefits and services available to them.

To advance equity, the California Department of Social Services (CDSS), in partnership with counties and other stakeholders, continues to focus its outreach efforts on California's most underrepresented and vulnerable populations while also focusing on the needs of:

- College students,
- Veterans,
- Older adults and people with disabilities,
- Immigrant and mixed status households, and
- Other underserved communities.

The CDSS CalFresh Outreach Unit will host the fifth annual CalFresh Awareness Month 2025 kick-off webinar and introduce this year's theme: "CalFresh for All". This theme

focuses on increasing CalFresh awareness and access among California's diverse communities. The webinar will be held on **Tuesday, March 18, 2025 from 10:00am to 12:00pm**. Counties and CBOs are encouraged to attend and learn innovative approaches to improving CalFresh awareness, outreach, and access. Register for the [2025 CalFresh Awareness Month webinar](#) today!

Each year CDSS strives to have county and CBO partners present some of their community engagement strategies during the CalFresh Awareness Month webinar. If your organization or county is interested in presenting during the webinar, please reach out to the CalFresh Outreach Unit via email at CalFreshAccess@dss.ca.gov by Friday, January 17, 2025.

Thank you in advance for your proactive efforts to address hunger and food insecurity in your community and improve the lives of all Californians.

If you would like to learn more about CalFresh Awareness Month, please contact Danielle Wilson, Manager, CalFresh Outreach Unit, at (916) 639-2532 or email CalFreshAccess@dss.ca.gov.