WIC Card to Culture

Photo of Women, Infants, & Children (WIC) Nutrition Program card that should be accepted for the “WIC Card to Culture” discount

Any bearer of a card you accept (EBT, WIC, and/or ConnectorCare) should be given the discount(s) you offer that population. Do not ask for a photo ID in addition to the WIC card.

There is only one version of the Women, Infants, & Children (WIC) Nutrition Program card.

A picture containing graphical user interface, text, application

Description automatically generated

WIC cards do not have identification photos on them.

For EBT and WIC programs, there is only one card issued per family, so the name on the card may not be the individual who requests the discount. It could happen that a two-parent family of four receives WIC benefits and the parent who is bringing their child(ren) to your institution is not the “head of household” so does not have their photo on the card.

Unlike with EBT cards, there is no common identifying number or other way to verify WIC cards via phone or internet. Instead, organizations may set a discount code (such as “WelcomeWIC”) to be entered by WIC cardholders into an online admissions system. The code would only be advertised on the website for WIC cardholders, hosted by our partner agency. You could verify the card when the visitor arrives in person, or (best practice) take people at their word when they self-identify as being eligible for this discount.