

REGIONAL

NAVIGATOR REPORT 2025

SINERGIA- NOURISH COLORADO



**DOUBLE UP
FOOD BUCKS™
COLORADO**

**DECEMBER
2025**

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1. INTRODUCTION



In 2025, Sinergia partnered with Nourish Colorado as a Regional Navigator to enhance the Double Up Food Bucks Colorado program, a state initiative enabling families utilizing SNAP to double the value of their fruit and vegetable purchases, thereby bolstering local farmers and economies.

COLLABORATION IN THE FIELD

As an integral component of its mission, Double Up works to:

- * Enhance food and nutritional security within low-income communities.
- * Support small enterprises and agricultural producers in executing this incentive.
- * Enhance the program's visibility by engaging in direct community outreach.
- * Linking local retailers with Colorado farmers to enhance the availability of products cultivated within the state.

In this context, Sinergia's role was pivotal: to provide bilingual, culturally relevant, and accessible information to families who, for the most part, were unaware of the program's existence.

Through school events, canvassing, community fairs, visits to participating stores, and farmers' markets, Sinergia successfully connected hundreds of families with a resource that directly influences their health, economy, and well-being.



2. GENERAL REACH OVERVIEW 2025

Throughout the year, Sinergia conducted activities in Denver, Aurora, Commerce City, Thornton, and regions with a significant concentration of families utilizing SNAP.

The fieldwork encompassed:

- School events involving families and students
- Graduation ceremonies and parental conferences
- Community and cultural festivals
- Visits to retailers that participate in Double Up
- Tables in agricultural markets
- Conducting outreach in targeted neighborhoods
- Collaborations with law enforcement agencies, community centers, and partner organizations

This initiative fostered hundreds of significant interactions, wherein the information was tailored to the culture, language, and requirements of each community.

3. ENGAGED COMMUNITIES PROFILE

In 2025, according to event records, Sinergia engaged directly with a minimum of 1,250 individuals who visited the information table or received personalized explanations regarding the Double Up Food Bucks program. This figure encompasses interactions at schools, community fairs, farmers markets, participating stores, and canvassing tours in targeted neighborhoods.

Although Latino families constitute the majority of the population served, Sinergia engaged with a variety of communities, including approximately:

55%
Latin / Hispanic

26%
Anglo-Saxon

10%
African American

5%
Asian descent

These figures affirm that Sinergia's outreach possessed a wide multicultural scope, with a distinct focus on Latino families, while also incorporating other racialized and migrant communities that utilize the EBT card and directly benefit from the program.



4. KEY INSIGHT ON PROGRAM AWARENESS

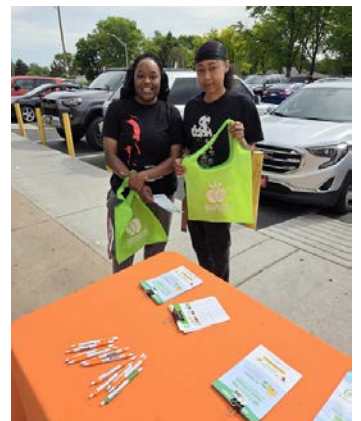
Analysis of the 2025 events indicates that in 3 out of 4 activities (77%), families possessed an active EBT card yet remained entirely unaware of the Double Up Food Bucks program.

This recurring pattern underscores a substantial information gap within priority communities and emphasizes the necessity of direct, bilingual outreach by Sinergia.



Families possessed an EBT card but were unaware of the program.

77%



5. SUCCESS STORIES FROM THE COMMUNITY

These narratives embody the voices, experiences, and realities of individuals who initially engaged with Double Up Food Bucks through Sinergia's outreach initiatives. Each interaction illustrates the program's human impact and underscores the significance of delivering clear, accessible, and culturally relevant information.



SYRACUSE LIQUORS
Customers

- * Many individuals were unaware that they could utilize Double Up Food Bucks at their regular store. Several indicated that, despite using EBT, they had never received information regarding this benefit from store personnel. The direct explanation provided by the Sinergia team was instrumental in addressing concerns and fostering immediate interest in the program.



PARA TI MUJER
Empowerment course graduation for 50 women

- * In the "Para Ti Mujer" program, all participants received EBT (Early Childhood Education) through their children. A presentation on the Double Up Food Bucks program was delivered, and they indicated that this information was both novel and highly beneficial for enhancing their family finances.



6. CHALLENGES IDENTIFIED IN THE FIELD

Throughout 2025, efforts in schools, stores, fairs, and neighborhoods facilitated the identification of challenges that constrain the program's scope and are crucial for the formulation of future strategies.

INSUFFICIENT INFORMATION AMONG PARTICIPATING STORES

- * At various stores, individuals remarked that they regularly utilize their EBT card but had never been informed about Double Up Food Bucks by the staff. The absence of clear signage and uniform messaging results in many families being unaware of the program's existence, even while shopping at locations where the benefit is offered.

DISPARITY IN STAFF TRAINING AT RETAIL ESTABLISHMENTS

- * Not all staff members were acquainted with the program or knew how to articulate it effectively. Employee turnover and the daily workload hinder the clear communication of the message to buyers.

DISTRUST OR MINIMAL ENGAGEMENT IN CANVASSING

- * In certain neighborhoods, numerous individuals refrain from opening their doors to strangers, thereby diminishing the frequency of direct interactions.

6. CHALLENGES IDENTIFIED IN THE FIELD

DEMAND SURPASSES THE SUPPLY OF PRINTED MATERIALS.

- * At several events, the program's reception was so favorable that the bilingual materials (flyers, promotional items, printed resources) were insufficient for all interested individuals.

ENHANCING LINGUISTIC DIVERSITY

- * In addition to Spanish and English, families were identified who speak additional languages, including those from Africa and Afghanistan. This highlights the necessity of considering accessible materials for communities with diverse languages and literacy levels.



7. PROSPECTS AND SUGGESTIONS FOR 2026

Based on the findings and challenges identified, distinct opportunities are evident to enhance the program's impact in the forthcoming years:

* ENHANCE OUR VISIBILITY IN EDUCATIONAL INSTITUTIONS AND FAMILY ENVIRONMENTS.

School events, graduations, and parent meetings have demonstrated their effectiveness as channels for engaging families who currently utilize EBT but are not informed about Double Up.

Continuing and expanding these activities can substantially enhance the utilization of the program.

* ENCOURAGE CONCISE TRAINING SESSIONS FOR RETAIL PERSONNEL.

Concise sessions or reference materials for staff, such as pocket cards and posters in the checkout area, can assist employees in addressing fundamental inquiries and reinforcing the messages conveyed by community navigators.

* ENHANCE SIGNAGE AND COMMUNICATION WITHIN PARTICIPATING STORES.

Establishing clear signage, bilingual resources, and straightforward communications regarding the operation of Double Up can enhance the visibility of the benefit on a daily basis.

* UTILIZE DIGITAL RESOURCES AND QR CODES.

Incorporating QR codes into flyers and signage that direct to brief videos and straightforward explanations can assist families in revisiting the information at their convenience or sharing it with others.

7. PROSPECTS AND SUGGESTIONS FOR 2026

* ENHANCE COLLABORATIONS WITH COMMUNITY ORGANIZATIONS.

Connections established with Para Ti Mujer, Cultivando, public schools, and community centers serve as essential entry points for further disseminating the program among organized groups and local leaders.

* OUTLINE A STRATEGIC CANVASSING PLAN FOR HIGH-POTENTIAL AREAS.

Door-to-door surveys conducted near participating stores and markets yielded significant results. Strategizing new pathways around these retailers enables us to link information with tangible, localized actions for families.



8. CONCLUSION



+ 1,250

people reached in 2025



77%

was unaware of the program, despite having a EBT card.



+ 20

community, educational institution, and outreach events

In 2025, Sinergia supported hundreds of families in uncovering a resource they were previously unaware of, despite their regular use of EBT.

The outreach revealed that when information is presented in the appropriate language, context, and setting, families are inclined to utilize Double Up Food Bucks to enhance their diet, support local farmers, and manage their household finances effectively.

The findings, challenges, and opportunities identified this year set a robust foundation for further enhancing the program in 2026, in collaboration with Nourish Colorado, participating stores, schools, and community organizations.

Sinergia reaffirms its dedication to fostering connections between families and healthy, accessible, and culturally relevant food systems in Colorado.

THANK YOU.



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