No Kid Hungry Case Study:
The New Mexico Collaboration to End Hunger

Introduction
The New Mexico Collaboration to End Hunger is a coalition of private and public sector leaders who have been working to end hunger in the state since 2007. The Collaboration is housed within the New Mexico Community Foundation, staffed by a Director and 2.5 staff. It is guided by a strategic 3-year plan to end hunger. This case study provides background on the impetus, structure and work of the collaboration and highlights lessons learned over the 5 years of operation.

Getting Started
In 2006, New Mexico fell to the worst in the nation in hunger. This statistic meant that one in every six New Mexicans (1 in every 4 children) were food insecure as reported in the annual USDA study. This announcement provided the impetus to write a Plan to end hunger in New Mexico.

The first draft of the New Mexico Plan to End Hunger was completed in March 2007 and presented to three key organizations in New Mexico; PNM Resources Foundation, McCune Foundation and Albuquerque Community Foundation. A champion to end hunger was found at PNM Resources Foundation (the local utility company’s foundation). Diane Harrison Ogawa at PNM Resources Foundation made a three-year funding and volunteer commitment and then asked her peers in the foundation community to do the same. Nancy Pope, who was working for New Mexico state government, led the end hunger efforts from the public sector. Nancy wrote the New Mexico Plan to End Hunger (a three year plan) and began making presentations to both public and private sector individuals and organizations.

State government support came from the Human Services Department, Department of Health, Children, Youth & Families Department, Aging and Long-Term Services Department, Public Education Department and the Lt. Governor’s office. The Intergenerational Summer Food Program was also created and three summer food sites were piloted in the summer of 2007.

The New Mexico Collaboration to End Hunger also formed during 2007 and began meeting three times a year. Nancy left state government in 2008, became Director of the Collaboration, and moved its office to the Albuquerque Community Foundation.

In 2010, Share Our Strength became a partner of the Collaboration and brought their No Kid Hungry Campaign to the state. Share Our Strength also made additional connections and strengthened existing relationships to make the Collaboration a focused organization working to end hunger.

Results
Today the Collaboration describes its progress in the following way:

More than 80 partners from both public and private sectors form The New Mexico Collaboration to End Hunger. The Collaboration’s partners work in both programming and policy over the past four+ years and have helped more than 28,000 New Mexicans move out of food insecurity. New Mexico was the worst in the nation in food insecurity when the Collaboration was formed in 2007 and now is ranked 13th worst according to USDA’s state food insecurity report (10/2011).
The partners fall into five main categories: 1) National, State and Local government, 2) Nonprofit organizations, 3) Corporations, 4) Local and Regional Foundations and 5) National Organizations.

The Collaboration leveraged its successful efforts of the past four years by hosting six Community Meetings statewide in fall 2010 to gain input its second Plan. In addition to gaining input, the objectives of the meetings were to increase awareness of local hunger, increase understanding of the Collaboration, and engage local partners and other stakeholders in developing effective strategies to end hunger in their community and across New Mexico.

During the fifth summer (2011) of the Intergenerational Summer Food Program, over 8,000 children at 64 sites were fed free breakfast and lunch for seven weeks. In addition weekend food bags were provided to each child for seven weekends. Seniors helping with gardening and nutritional education were provided at many of the sites.

Major Take-Aways

1. The coalition exceeded the overarching three-year Plan goal of moving New Mexico from the worst in the nation to the fifth worst in the nation. Along with many others, the collaboration helped move New Mexico to the 12th worst in the nation in three years.
2. Having complete and accurate data is critical to success, but sharing data may not be a common or comfortable practice for contributing organizations.
3. Working across sectors may not come naturally to all collaborators.
4. Awareness is key: when most New Mexicans understood that one if four children in New Mexico were hungry they wanted to help change this situation.

Keys to the Collaboration’s Success

1. Writing a Plan to end hunger and sharing with corporations, foundations, nonprofits and government agencies and individuals brought collaborators together around one table to focus on a common issue in a way that hadn’t happened before.
2. Humanizing the statistics of hunger in New Mexico gave a face to hunger and helped New Mexicans understand that it was their neighbors that needed their help.
3. Identifying all potential partners and making personal presentations to each helped connect the mission of the coalition to that of the collaborators. By understanding which nonprofits were already doing the work to end hunger and asking them to come together around a statewide Plan then adding in State agencies, universities (that have a huge capacity for volunteers and other resources), national nonprofits and funders it provided a complete cross-section of who needed to be at the table to end hunger in New Mexico.
New Mexico Collaboration to End Hunger Partners – Partial Listing

**National, State and Local government**
- New Mexico Department of Health
- New Mexico Children, Youth & Families Services Department
- New Mexico Public Education Department
- New Mexico Aging & Long-Term Services Department
- City of Albuquerque
- New Mexico Human Services Department
- USDA Regional
- New Mexico’s Congressional Delegation
- Western New Mexico University
- UNM Cancer Center
- Mescalero Boys & Girls Club
- Roswell Boys & Girls Club
- Farmers Markets of New Mexico
- Farm to Table
- Desert Harvest

**Corporations**
- Sandia National Labs
- Wells Fargo
- Ben E. Keith Foods

**Nonprofit organizations**
- University of New Mexico’s Research Service Learning Program
- Volunteer Center of Grant County
- NMSU Extension Service
- The Storehouse of Albuquerque
- Mid Region Council of Governments
- United Way of Central New Mexico
- Albuquerque Boys & Girls Club
- ACCION New Mexico, Arizona and Colorado
- Bread for the World – New Mexico
- New Mexico Center on Law and Poverty
- Rio Grande Community Farm
- Roadrunner Food Bank
- Meals on Wheels – Albuquerque
- Community Action Agency of Southern New Mexico
- UNM Cancer Center
- The Domanica Foundation

**Local and Regional Foundations**
- PNM Resources Foundation
- McCune Foundation
- Albuquerque Community Foundation
- New Mexico Community Foundation
- Taos Community Foundation
- Santa Fe Community Foundation
- The Domanica Foundation

**National Organizations**
- Share Our Strength
- Con Agra Foundation
- Daniels Fund
- AARP
- FRAC
Share Our Strength’s No Kid Hungry Campaign in New Mexico

At the core of the No Kid Hungry strategy to end childhood hunger in New Mexico are three goals:

- Improve access to public and private programs that provide food to families and their children who need and are not receiving it.
- Strengthen community infrastructure and systems for getting healthy food to children.
- Improve families’ knowledge about available programs, healthy food choices and how to get the most from limited resources.

In addition to the program goals outlined below, the partnership’s comprehensive five year plan to end childhood hunger in New Mexico will also improve participation in other key programs, including the Special Supplemental Nutrition Program for Women Infants and Children (WIC), the School Breakfast Program, the Child and Adult Care Food Program (CACFP), After-School Supper and the Earned Income Tax Credit (EITC). Finally, the plan will also increase participation in nutrition education programs across the state.

For more information on the New Mexico Collaboration to End Hunger, please visit: www.endnmhunger.org.