

STATE OF COLORADO

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John W. Hickenlooper
Governor

B 2011 003

EXECUTIVE ORDER

Continuing the Colorado Campaign to End Childhood Hunger by 2015

Pursuant to the authority vested in the Office of the Governor of the State of Colorado and, in particular, pursuant to Article IV, Section 2 of the Colorado Constitution, I, John W. Hickenlooper, Governor of the State of Colorado, hereby issue this Executive Order continuing the Colorado Campaign to End Childhood Hunger now known as No Kid Hungry Colorado to comprehensively and strategically end childhood hunger by 2015.

I. Background, Need, and Purpose

The prevalence of childhood hunger has become much too pervasive throughout the United States. In 2010, more than 17 million children were faced with hunger, representing an increase of 33% since 2009. These national statistics are distressing. With nearly one in four children facing the destructive effects of hunger, the United States must develop a strategy to ensure that all children are able to realize food security.

A large percentage of children in Colorado are also stressed with the day-to-day uncertainty of food. In the last five years, Colorado has seen participation in the Supplemental Nutrition Assistance Program (SNAP) increase by 32%. Additionally, the state has experienced a rise of 44% in individuals participating in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) over the past ten years. These federally funded programs are essential to ensuring that all children in the State have access to food all of the time. The fact that participation in both of these programs has increased significantly is testament to the growing need in our state. Fortunately, anti-hunger advocates in Colorado are working collaboratively to effect change by helping Coloradans increase their access to nutritious and affordable foods. In terms of childhood hunger prevention efforts in Colorado, Hunger Free Colorado (HFC) has worked tirelessly to confront childhood hunger issues and implement lasting solutions throughout the State. Share Our Strength (SOS) has been working in Colorado for 17 years and at the national level continues to be an impetus for state and local action,

prompting the formation of anti-child hunger campaigns in numerous states and cities including Maryland, Florida, Washington, and the District of Columbia.

It is a widely accepted fact that a hungry child is a disadvantaged child. They can't grow, develop and learn like other kids. They have trouble focusing and getting along. They complain often of headaches, stomachaches and other ailments. They fall behind in virtually every way. The work of ensuring all children have access to healthy food supports Colorado's initiative to improve third-grade reading scores and other critical priorities for enhancing the quality of life for all Coloradans.

Organizations like SOS and HFC have experienced success in combating childhood hunger by forming public and private coalitions that pool resources and expertise. The momentum and following that these organizations have generated should be utilized by other agencies to better provide for children who are struggling with persistent hunger. Traditionally, major advances in ending childhood hunger have been prompted by simply enrolling more eligible children in school breakfast and summer school meal programs. Additionally, a major focus of these coalitions has been to increase participation of at-risk populations in existing state and federal food programs. By helping low-income families enroll in relevant federal programs, such as SNAP and WIC, children facing hunger are able to benefit from access to a consistent stream of nutritious foods. While available federal programs are a critical first step in addressing childhood hunger, these coalitions possess the discretion and latitude to work with local organizations and stakeholders to devise state specific plans that are tailored to meet their individual needs.

The goal of ending childhood hunger in Colorado by 2015 will be challenging yet manageable. In order to accomplish this goal, the State of Colorado must continue to partner with SOS and HFC and other organizations to further their work in developing a comprehensive and strategic campaign to end childhood hunger in Colorado in a way that is effective, efficient, and elegant. This administration has shown a strong desire to collaborate with foundations, faith based organizations, local governments, and national governing organizations to develop innovative, multi-faceted, and lasting solutions to the issues facing our state. The same is true as we approach childhood hunger. Along with SOS and HFC, the state of Colorado will reach out to stakeholders from around the State to determine the most effective and efficient methods to continue Colorado's push to end childhood hunger.

II. Mission

- A. The campaign formerly known as Colorado Campaign to End Childhood Hunger by 2015 (now "No Kid Hungry Colorado") will be a partnership between Colorado's public, private, and social sectors. The mission of the Campaign will be to continue to implement the statewide, coordinated

effort to end hunger among Colorado's children by 2015 which has been outlined in the strategic plan released on December 13, 2010.

- B. No Kid Hungry Colorado shall continue concentrating on increasing the number of Colorado children who receive school breakfast and increasing the number of summer meals served to Colorado children.
- C. No Kid Hungry Colorado will serve as a forum for evaluating options and providing policy strategies for achieving the goals listed above and identified in the campaign's strategic plan. The campaign shall provide a forum for initiating and sustaining a statewide dialogue with relevant stakeholders and experts to discuss and formulate options for executive action, legislation, and private efforts necessary to end child hunger in Colorado by 2015.
- D. No Kid Hungry Colorado shall make recommendations to the Governor regarding policy proposals that will further the campaign's mission of ending childhood hunger by 2015.

III. Membership

- A. No Kid Hungry Colorado shall be managed by three principal partners: the Office of the Governor, Share Our Strength, and Hunger Free Colorado. These parties will shall facilitate and direct campaign activities on behalf of the Office of the Governor.
- B. The size, membership, and responsibilities of the No Kid Hungry Colorado Steering Committee will be determined and defined jointly by the campaign partners.
- C. The Steering Committee, in order to better serve its collaborative structure, shall consist of members including, but not limited to, individuals and organizations that represent anti-hunger advocates, educators, businesses, non-profits, the faith community and state and local governments. The activities of No Kid Hungry Colorado partners shall divide, and have discretion to divide accordingly, the additional members and representatives into (1) the Steering Committee and (2) the Coalition.
- D. No Kid Hungry Colorado partners may establish working groups, task forces or other structures from within its membership or with outside members to assist it in its work.

- E. No Kid Hungry Colorado partners shall meet regularly and at their own discretion. The partners shall also coordinate the meeting schedule of both the Steering Committee and the Coalition.

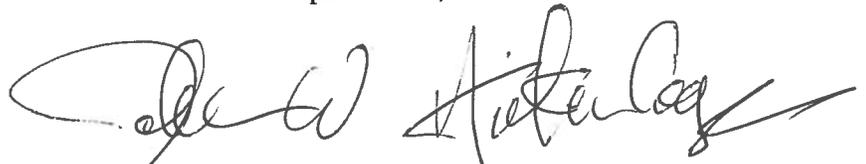
IV. Resources

Each state agency shall cooperate with No Kid Hungry Colorado and furnish it with such information as is necessary or useful to further the purposes of this Executive Order and No Kid Hungry Colorado. The activities of No Kid Hungry Colorado will be funded by gifts, grants, and donations, including but not limited to a grant from Share Our Strength. Hunger Free Colorado has agreed to manage and act as the fiscal agent for the funds raised by the Campaign.

V. Directive and Duration

No Kid Hungry Colorado 2015 is hereby established. This Executive Order shall remain in force until modified or rescinded by a future Executive Order of the Governor.

GIVEN under my hand and the
Executive Seal of the State of
Colorado on September 7, 2011



John W. Hickenlooper
Governor

