

B 007 09

EXECUTIVE ORDER

Establishing 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, Bill Ritter, Jr., Governor of the State of Colorado, hereby issue this Executive Order creating the Colorado Campaign to End Childhood Hunger by 2015.

I. Background, Need, and Purpose

Childhood hunger has become widespread and pervasive throughout the United States. In 2008, nearly 12.4 million children were at risk of hunger. This represents one in six American children facing the destructive effects of hunger in the United States.

Colorado has not been immune from the afflictions of childhood hunger. Since 2000, Colorado has seen a 40% increase in the number of children who are eligible for the free lunch program. Fortunately, anti-hunger advocates in our State are undertaking important work to help Coloradans increase their access to nutritious and affordable foods. Additionally, the Colorado Coalition to End Hunger (“CCEH”) was created to confront childhood hunger issues and implement lasting solutions throughout the State. At the national level, Share Our Strength (“SOS”) has served as an impetus for state and local action, prompting the formation of anti-child hunger campaigns in Maryland, Florida, Washington, and the District of Columbia.

One of the most effective strategies to combat child hunger is the formation of public and private coalitions that pool resources and expertise into one forum. 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 the Supplemental Nutrition Assistance Program (“SNAP”) (food stamps), school breakfast and lunch programs, summer nutrition efforts, and the Women, Infants, and Children (“WIC”) Program (nutrition programs for pregnant woman and children), children facing hunger are able to benefit from access to a consistent stream of nutritious foods. Last, while available federal programs are an important first step into quelling child 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 is daunting but achievable. In order to accomplish this goal, the State of Colorado will partner with SOS, CCEH and a broad array of stakeholders from around the state to develop and implement a comprehensive and strategic campaign to end childhood hunger in Colorado.

II. Mission

- A. The Colorado Campaign to End Childhood Hunger by 2015 (the “Campaign”) will be a partnership between Colorado’s public and private sectors. The mission of the Campaign will be to establish a statewide, coordinated effort to end hunger among Colorado’s children by 2015.
- B. By December 31, 2010, the Campaign shall establish a strategic plan to accomplish the goal of ending childhood hunger by 2015.
- C. Beginning immediately, the Campaign shall work to increase the number of Colorado children who receive school breakfast and participate in summer meal programs.
- D. The Campaign 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.
- E. The Campaign shall make recommendations to the Governor regarding policy proposals that will further the Campaign’s mission of ending childhood hunger by 2015. To the extent changes in Colorado law are needed to reach the objective, beginning in 2010, and in subsequent years, the Campaign shall develop legislative recommendations no later than the last working day of September preceding the commencement of the legislative session.

III. Membership

- A. The Campaign, in order to better serve its collaborative structure, shall consist of members from both the public and private sectors.
- B. The Campaign shall be managed by three principal Partners (“Partners”): the Office of the Governor, Share Our Strength, and the Colorado Coalition to End Hunger. The Lieutenant Governor, or her designee, shall facilitate and direct Campaign activities on behalf of the Office of the Governor.
- C. The activities of the Campaign partners shall divide, and have discretion to divide accordingly, the additional members and representatives into (1) the Steering Committee and (2) the Coalition.
- D. The size, membership, and responsibilities of the Steering Committee will be determined and defined jointly by the Campaign Partners. The Steering Committee shall include, but shall not be limited to, individuals and organizations that represent anti-hunger advocates, educators, businesses, agriculture, non-profits, the faith community and state and local governments.
- E. The Campaign partners and the Steering Committee will also identify and develop the “Coalition” whose functions and responsibilities will be determined and defined by the Campaign Partners.
- F. The Campaign partners may establish working groups, task forces or other structures from within its membership or with outside members to assist it in its work.
- G. The Campaign 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 the Campaign and furnish it with such information as is necessary or useful to further the purposes of this Executive Order and the Campaign. The activities of the Campaign will be funded by gifts, grants, and donations, including but not limited to a grant from Share Our Strength. The Colorado Coalition to End Hunger has agreed to manage and act as the fiscal agent for the funds raised by the Campaign.

V. Directive and Duration

The Colorado Campaign to End Childhood Hunger by 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 this twenty-fourth day of
November, 2009.

Bill Ritter, Jr.
Governor