Service Insights Initiative Will Provide New Look at Hunger

Service Insights is a new initiative providing a shared client intake system across the state. It allows us to generate timely, usable insights to understand more about people seeking food assistance, their unique circumstances and how we can improve our services to them.

This spring we began the pilot phase of Service Insights with our technology solution partner, Link2Feed. Link2Feed works with 42 food banks and 2,300 organizations to provide a cloud-based technology solution. The system gathers basic demographic data about people struggling with hunger. Partners in Gallup, Carlsbad, Clovis, Las Cruces, Roswell, Tijeras and Albuquerque served as test sites in the pilot phase.

Pilot sites helped develop best practices and collected sample data over three-months. While the pilot data represents a small number of clients we serve across the state, it shows the following receive help from our test sites:

- Children – 25 percent
- Seniors – 26 percent
- Households visiting the pilot food distributions sites – 2,402

Erica Rozoksky, project manager overseeing the project, said, “Traveling the state to support programs as they begin to use Link2Feed has confirmed that the faces of those experiencing hunger are very similar across our communities. Registering clients in the system has been an opportunity to get to know their stories, hear their heartbreaks and celebrate their successes. Link2Feed is much more than a tool to gather data; it is a tool to connect us in deeper and more meaningful ways.”

This fall the pilot phase ends and we anticipate launching Service Insights and Link2Feed to our entire network through the Summer of 2022. Involving our statewide partners in this ongoing data collection initiative will be important to tweak, change and meet the service needs of our neighbors experiencing hunger into the future. Plus, it’ll allow us to provide you, our supporters, more consistent and up-to-date information.

Special thanks to an Alliance Data for funding this multi-year project.

Invite Us To Speak

Learn more about hunger in our state and how we distribute food to communities in New Mexico, by inviting our staff to speak. If you are part of a civic group, a fraternal organization or a business, we would be honored to educate and provide updates about our work.

With a little bit of planning time, we can schedule a time that works for you. Contact info@rrfb.org or call 505.349.8909 to set up a date and time.

Thanks for taking the time to learn more about hunger in New Mexico!
On June 25, we hosted a ribbon cutting to celebrate our Warehouse Revitalization Project! The project was generously underwritten by the Abram and Ray Kaplan Foundation, Feeding America, the J.E. and L.E. Mabee Foundation, the Morgan Stanley Foundation, and the State of New Mexico.

Our building was originally constructed in 1987 and wasn’t built with refrigeration and food processes in mind. Later, 13,500 square feet of cold space was added, but none of it was near our docks. Modern food warehouses are designed to have some dock doors under cooler conditions to maintain cold temperatures on incoming and outgoing product. To compensate for this lack of refrigerated dock space, we used a small freestanding cooler and freezer near the docks to sort and prep. While this worked for a few years, our distribution has more than doubled to nearly 35 million pounds. Lack of cold storage strained our system and overfilled our existing cold storage capacity.

Now, we have an additional 10,600 square feet of cold storage that spans five of our dock spaces and have replaced all of our dock levelers, added two additional forklifts and a new tractor with a refrigerated trailer adding to the necessary tools to distribute more nutritious food like produce!

You Are Invited!

You may know we provide food and hope to 70,000 New Mexicans experiencing hunger each and every week, but there is so much more to the story! So, consider yourself invited to join us for one of our free monthly Food for Thought Tours. These succinct, one-hour introductory events will educate and inspire you with the facts and stories about our work. It’s not just a tour of our warehouse, it’s a tour of our mission! To learn more, please contact brian.brown@rrfb.org or 505.349.8829.

Souper Bowl 2020 - January 25th

Get your game faces on! Not for football, but soup and dessert! Join us for our annual fundraising event featuring 40 plus restaurants and the savory soups and desserts they provide to guests.

Early bird ticket prices are available through January 3rd:

- Adults = $40
- Children 12 and younger = $10

As our guest you’ll enjoy the creations of participating restaurants, and you’ll also have a hand in deciding the winner in our People’s Choice categories. Your votes select restaurant winners for Best Soup, Best Vegetarian Soup, Best Dessert and Best Decorated Booth.

Plus, there will be an opportunity to win prizes as part of our raffle including tickets on Southwest Airlines!

Purchase tickets at our early bird rate at www.rrfb.org or call 505.349.8909.
**Program Highlight: Childhood Hunger Initiative**

One of Roadrunner’s major goals is to serve those in need in the very best way possible, and with high rates of food insecurity among New Mexican children, that goal becomes especially important. Roadrunner operated its backpack-only program, Food for Kids, for nearly 15 years with success. After the recession began, we started contemplating other options to serve children for a number of reasons.

First, and most importantly, school partners receiving our backpacks reported the food needs were not being met with a weekly backpack. More and more of those comments from our schools centered around food needs for the entire household. Schools were noticing that multiple children and sometimes whole families were sharing the three pounds of food that came in a weekend backpack. Additionally, the food in our backpacks was completely non-perishable meaning that there was no fresh produce or other highly nutritious food included in the backpacks.

The feedback encouraged us to make a change to better serve children and their families. If a child is food insecure, that means everyone in their household is also food insecure. How could Roadrunner get more highly nutritious food into the hands of children who need it, and provide food support to their families as well? And how could we do that with the same Food for Kids backpack program budget we had been operating with for years?

After exploring options and much planning, Roadrunner launched the Childhood Hunger Initiative (CHI) in 2014. An added bonus is we were able to do this with the same amount of funding. It allowed us to be more efficient with our donor’s investment. The transition of Food for Kids to the Childhood Hunger Initiative has produced dramatic changes in how we serve New Mexican communities. These changes allowed us to:

- Double the number of schools we work with - from 45 to 90 in 13 counties

The impact of Roadrunner Food Bank’s Childhood Hunger Initiative is heartening and Roadrunner continues to look for ways to expand its reach. If you would like to learn more about our Childhood Hunger Initiative, call 505.349.8909 or email info@rrfb.org. Learn more on our website at www.rrfb.org.

Thank you to each of our donors for joining us in revamping our programs to improve our service to our neighbors in need.

**Three Reasons to Consider Donations of Appreciated Securities**

A gift of appreciated securities held for more than one year may provide significant benefits to you as a donor, such as:

1. **Entitling you to a charitable income tax deduction for the fair market value of the gifted securities as of the date of the gift.**
2. **Eliminating capital gains tax that would ordinarily become due if you had sold the appreciated securities on the open market and donated the proceeds from the sale to charity.**
3. **Claiming your charitable deduction against up to 30 percent of your adjusted gross income. Any unused deductions can be carried forward over the next five years.**

To learn more, please contact andrea.nash@rrfb.org or 505.349.5333.
Give Funds, Give Time, Give Food

Our Fall Campaign to Solve Hunger is the perfect time to get involved this holiday season. Your help will impact our work well into 2020. Below you’ll find many ways you can take part. Contact us at info@rrfb.org or call 505.349.8909 to get involved.

ANYTIME: Amazon Smiles. Amazon donates .5% of eligible Amazon Smile purchases to the charity of your choice. Register at smile.amazon.com.

ANYTIME: Smith’s Inspiring Donations. When you use your reward card at Smith’s, they donate .5% to the charity of your choice. Select your benefiting charity by registering your card at www.rrfb.org/smiths.


ANYTIME: Letter Carrier's Food Drive. A $25 donation will be made to the food bank for any mattress purchased between $999 to $1,999, and a $50 donation for any mattress $2,000 and over. Visit www.rrfb.org for details.

NOVEMBER 18 - FEBRUARY 2: Smith’s Food and Drug Stores hosts their “Round up to End Hunger” campaign encouraging customers to donate at the register.

NOVEMBER 12 – 15: Check your mailbox in Albuquerque! Letter carriers will deliver a bag reminding you to participate in the annual Letter Carrier’s Food Drive on 11/16.

NOVEMBER 16: Letter Carrier’s Food Drive in Albuquerque. Leave a bag filled with non-perishable food at your mailbox. Your letter carrier will pick it up on our behalf.

NOVEMBER 20: Hunger Hotline. If you or someone you know needs help with food, watch KOB TV (NBC) from 5-7 pm. Staff will take incoming calls at the station and provide information about locations to access food anywhere in the state.

NOVEMBER 25: Special Holiday Mobile. Seeking food assistance prior to Thanksgiving? Call 505.349.5340. We’ll provide details about our Special Holiday Mobile Food Pantry distributions happening the week of Thanksgiving.

DECEMBER: Holiday Cards. Treat your loved ones to a beautiful Roadrunner Food Bank card this holiday season. Receive a special card to send to each of your selected recipients. Visit www.rrfb.org/cards for details or call 505.349.8909.

DECEMBER 3: Join in #GivingTuesday. It is a global day of giving! Bring together family, friends, businesses or organizations to do something for the community and in the community. Need ideas? Visit www.givingtuesday.org.

DECEMBER 16: Special Holiday Mobile. Call 505.349.5340 to find out details about our special holiday distribution.

JANUARY 25: Souper Bowl 2020. Tickets are on sale at an early bird rate for our annual soup sampling event! They make great stocking stuffers! Visit www.rrfb.org/souperbowl for ticket details.

THANK YOU TO OUR SPONSORS AND TO YOU FOR TAKING ACTION:

Letter Carrier’s Food Drive—Set for November 16th

The annual Letter Carrier’s Food Drive is set for Saturday, November 16th. This annual food drive is the largest community food drive in Albuquerque hosted by the National Association of Letter Carriers, the United States Postal Service and the National Rural Letter Carriers’ Association.

Participating is easy. Simply fill a bag or two with non-perishable food items and leave it near your mailbox on Saturday, November 16th. Your letter carrier will pick it up for Roadrunner Food Bank.

Mag Strittmatter, President and CEO of Roadrunner Food Bank said, “Donations of food are critical this fall as food inventory in our distribution center has been lower than in previous years. We encourage Albuquerque residents to donate as much as possible to help us through the upcoming months.”

Volunteers are needed to help at post offices that day to help unload letter carrier vehicles, and help sort food. Volunteer shifts are primarily needed in the afternoon and early evening hours. To volunteer, register online at www.rrfb.org/volunteer or call 505.349.8841. Individuals, groups and children older than 6 (with the appropriate number of adults) are all welcome to volunteer.

The food drive takes place in Albuquerque and Rio Rancho. Residents in communities outside of Albuquerque are encouraged to donate food to hunger relief organizations in their areas. For a list of food distribution sites in your area, visit www.rrfb.org/find-help and enter your zip code. A list of sites we supply food to in your area will come up.

Thank you for giving the gift of food!