



# THE ROADRUNNER ROUNDUP

Winter 2023



MEMBER OF  
FEEDING  
AMERICA



## Roadrunner Food Bank Completes New Strategic Plan, Updates Mission/Vision/Core Beliefs

For so many, the new year symbolizes a new beginning, a fresh start — a time of resolutions, commitments, and re-commitments. For us, the new year brings an exciting time for our organization's future.

Creating a strategic plan is quite an undertaking but so worth it. From August 2021-April 2022, Roadrunner's Board of Directors and Senior Team participated in two Strategic Advances, multiple Executive Committee and full board meetings, multiple Senior Team meetings, and several ad hoc meetings to co-create our strategic plan.

The process was informed by over 500 pages of stakeholder input which represented the needs and interests of New Mexicans. More than 80 staff, 350 volunteers, 100 neighbors we serve, four other New Mexico food banks, 25 statewide pantries, shelters, and other community partners helped with strategic planning. Participants came from both rural and urban areas. The surveys, focus groups, and one-on-one interviews were conducted in both English and Spanish which guided and informed our strategic priorities. Through conscientious discussion, deliberation, and decision making, a consensus-based strategic plan was developed and subsequently approved by our board.

One of the key strategies of the plan involved updating our mission, vision, and core beliefs while affirming our core values. I'm proud to announce these thoughtfully crafted statements which will guide our organizational culture and strategies in the years ahead.

### **Updated Mission Statement:**

Roadrunner Food Bank's mission is to provide nourishing food to New Mexicans through vibrant community partnerships and passionate public and private support.

### **Updated Vision Statement:**

Our vision is that everyone has enough to eat.

### **Updated Core Beliefs:**

- Hunger is unacceptable.
- Everyone deserves access to enough food.
- Food sustains life and nourishes health.
- Culturally appropriate and nutritious food is our priority.
- We respect the dignity and equity of all.

### **Reaffirmed Core Values:**

Accountability, Integrity, Respect, Unity through Teamwork, Passion (AIRUP)

These aren't just words to us. These types of statements can be highly motivating when they are expressed clearly and with intent, and when they are communicated effectively to everyone within the organization. We collectively believe in our organization's values and beliefs and are passionately committed to its mission and vision. We put our heart and soul into our work because we know it matters. But these statements also express our organization's purpose to people we serve, partners, agencies, donors, policy makers and stakeholders across New Mexico, and they can also have the same effect.

We also realize that while statements can be powerful — they can be meaningless when they are not backed up by actions. Our comprehensive, collaborative, and stakeholder-centered approach in creating our strategic plan resulted in 17 strategies with short, mid, and long-term goals, benchmarks, timelines and clear lines of responsibility. We look forward to sharing out more of our plans in the coming months and would welcome your comments on what you've seen so far — send us a note at [info@rrfb.org](mailto:info@rrfb.org).

Sincerely,

Mag Strittmatter  
President and CEO





## The Food Bank was Invited to be Part of a Historic Event!

Roadrunner Food Bank was invited to participate in a historic event on September 28, 2022 — the second ever White House Conference on Hunger, Nutrition and Health. The first was held 53 years ago and resulted in the creation of the WIC program, National School Lunch Program and laid the foundation for what is now the Supplemental Nutrition Assistance Program (SNAP). The conference itself covered five pillars identified in the White House's National Strategy and featured speakers including President Joe Biden and USDA Secretary, Tom Vilsack. The five pillars include Improving food access and affordability; Integrating nutrition and health; Empowering all consumers to make and have access to healthy choices; Supporting physical activity for all; and Enhancing nutrition and food security research.

**Roadrunner's Community Initiatives Team facilitated a watch party for the conference, inviting stakeholders from across the state to discuss these pillars and the significant connections between health and hunger.**

Our Chief Programs Officer, Katy Anderson, traveled to Washington D.C. the week of the conference and was invited to speak with elected officials from our state. She shared, "It was such an honor to be a part of this important discussion nationwide, and to know that many of the goals and programs that Roadrunner



has been working on are perfectly aligned with the White House strategy. We know that health and hunger are inextricably linked, and the conference focused heavily on those connections."

It will certainly take time before new programs surface from the conference, but there is no question about the energy and excitement around moving this work forward in a meaningful way!



## Not All Heroes Wear Capes

Roadrunner Food Bank has amazing partner agencies located across New Mexico. They consist of dedicated individuals who make it possible for food to be distributed to New Mexicans experiencing hunger in every county of our state. Each season, Roadrunner selects a partner whose leaders have distinguished themselves in the hunger-relief network and acknowledges them with the Regional Hero Award!

Linda Smith is the Executive Director of Bethel Community Storehouse in Estancia, NM. She has gone above and beyond, actively serving her community for 34 years. Linda shared, "Being acknowledged as a regional hero means so much for our team. Everyone works so hard all the time to bring the best of services to our community." Linda started volunteering at the neighborhood food pantry in 1988. She was looking for a way to assist her community and became addicted to helping make life easier for others. "The more I volunteered, the more I recognized the great need here in rural New Mexico. This was my community, my neighbors and I wanted to help make a difference," she shared.



The Bethel Community Storehouse is an interfaith community mission of 14 churches and has been serving for 35 years. On top of food, they provide free clothing, furniture, household items and much more. Bethel is all about community — neighbors helping neighbors!

Angie Armijo works with Cesar Chavez Charter High School in Deming, NM. She has gone above and beyond to help ensure that the youth of her community have food for themselves and their families, Angie shared, "Being acknowledged as a regional hero means a lot to me. It is a true honor to be recognized and rewarded. There are so many community members here in New Mexico who do so much for the counties and communities. I feel we are all the regional heroes." Angie was inspired to get involved with the hunger-relief network because she saw the need in Luna County. "I work at a charter school and see students come hungry to school and lack food at home. I am so thankful for Roadrunner for what they do and giving us the opportunity to partner with them to help our community," she said. "My favorite part is interacting with the people and seeing the smile on their faces when the Roadrunner semi pulls up. It gives them hope and they feel the love!"





## Twenty Years of Wearing Roadrunner Shoes



It all started in April 2003. Ed and Jane McCullough answered a call for volunteers through a local newspaper article. Roadrunner Food Bank was hosting "Sorting Sunday," an event that brought nearly 1,000 volunteers to come to the food bank throughout the day to help sort non-perishable food items that were received from the letter carrier's annual food drive.

Understanding that hunger was a major issue in New Mexico, Ed and Jane decided to inquire into more volunteer opportunities to help the food bank.

They began regularly volunteering at our old location by the airport. It was a much smaller building and had a much smaller staff with only 27 members. One of their first volunteer tasks was sorting potatoes. As with any donated produce we receive in commercial scale loads, it often meant sorting through produce that is not always pristine and perfect and often near the end of its ability to use. When they got home after their shift, they realized their shoes smelled strongly of the product they had sorted. From then on, Ed and Jane had pairs of "Roadrunner shoes" that were only worn at the food bank and kept in the garage when at home.

Over the years, Ed and Jane helped the food bank with a variety of volunteer tasks. One of the most memorable was volunteering at La Mesa Elementary, a Title I school located in the International District of Albuquerque. Some of the students did not have enough food to eat at home and the school lunch was the only meal they would eat that day. After a year of volunteering at the school, Ed and Jane got to know a lot of the students. They can still remember many of the students' names and personalities after all these years.

Over time, Ed and Jane have done a variety of tasks at the food bank, including laundry, bread sorting, Souper Bowl preparation and general cleaning. As Ed always says, "the work that volunteers

are asked to do isn't always glamorous, but it must be done." They encourage others to get involved, teach their children about food insecurity and empathize with the challenges others face.

At the end of September 2022, after nearly 20 years of volunteering with Roadrunner Food Bank, Ed and Jane decided to hang up their "Roadrunner shoes" and retire. Roadrunner is grateful for their years of dedication and honored by their gift of time. Many people's lives have been impacted by the thousands of volunteer hours donated by Ed and Jane McCullough.

**Ed and Jane, thank you for being a key part of the Roadrunner Food Bank team! We have been honored by your support and commitment to our mission.**



## New Box Truck Donated by Darden, Penske and Lineage Logistics

In September 2022, Roadrunner Food Bank was the recipient of a very special refrigerated box truck courtesy of Darden Restaurants, Penske and Lineage Logistics who worked through our national organization Feeding America to make this unique gift possible.

Joe Phy, Chief Operating Officer at Roadrunner Food Bank said, "Sourcing new or even used equipment like this is incredibly difficult and incredibly expensive right now. This donation will

help us expand services in rural and Indigenous communities. It'll do so much good in communities and for our neighbors in need."

The gift is part of a national effort by Feeding America to provide equipment and box trucks to several of its member food banks who have large expansive rural areas in their area of responsibility. In addition to the box truck, more than 7,000 pounds of ham steaks also arrived to complement the box truck donation. With rising food prices, many of the people we serve often cannot afford to buy protein items due to the increased costs.

Mag Strittmatter, President and CEO, shared her thoughts about these two unique contributions, "From the bottom of our hearts, we are so incredibly grateful for this generosity and the thinking and remembering of community and the importance of taking care of one another."

**To see the arrival of the donated box truck, visit [www.rrfb.org/box-truck](http://www.rrfb.org/box-truck).**







## Souper Bowl Returns!

Roadrunner Food Bank's food tasting and charity event, Souper Bowl, will return on **Saturday, February 4, 2023, and will be from 11 am to 2 pm.** Held the weekend before the NFL's Super Bowl, Roadrunner's Souper Bowl is a play on words for all foodies. Souper Bowl is a soup and dessert sampling event with delicious dishes from 40+ restaurants in the Albuquerque area. Restaurants are invited to showcase their soup and/or dessert with fun and creative decorations at every booth!

As a fundraising event, a silent auction also gives guests a chance to win incredible prizes like handmade art, getaways, entertainment, dining and more! Guests explore the Albuquerque warehouse and participate in a variety of sampling stations all while serenaded by a local live band. Souper Bowl's goal is to raise funds to help feed people experiencing hunger in New Mexico. By purchasing a ticket, guests have access to all the wonderful flavors from participating restaurants, and, as our guest, you help us choose the best soup, best dessert, and best decorated booth as part of our People's Choice Awards.

**Early bird ticket prices are \$40 for adults and \$10 for children (ages 5-12) until 5 pm on Friday, January 6, 2023.** Purchase your tickets before prices increase at 5:01 pm on Friday, January 6, to \$50 for adults and \$15 for children.

**Purchase tickets online at [www.rrfb.org/souper-bowl](http://www.rrfb.org/souper-bowl) or call 505.349.8909.**

## Save the Date — A Place at the Table

The annual event invites guests to hear moving and inspiring testimonies from our leadership and people we serve. While it is free to attend, it is our hope that guests are inspired to make a gift of financial support as an individual, as an organization or as a company during the one-hour event.

### A Place at the Table



**We've left a seat open for you!**

If you are interested in taking part, we invite you to contact us and commit to being one of our event "Table Captains." Your commitment as a Table Captain allows us to invite those you know to become closer to our work and understand how an investment in our mission can help alleviate hunger in New Mexico.

Save the date for **Thursday, April 19, 2023, from 8 am to 9 am at Albuquerque's Embassy Suites.** To sign up to become a Table Captain or for additional information about the event, contact Andrea Nash at 505.349.5333 or email [andrea.nash@rrfb.org](mailto:andrea.nash@rrfb.org).

## It's a Great Time for New Year's Resolutions!

Do you have a new year's resolution? Or are you just looking to start 2023 off on the right foot? Roadrunner Food Bank has a simple way for all of our supporters and neighbors to begin the year: by creating their legal will. With our partner, FreeWill, it only takes 20 minutes to complete your plans. This free resource helps you secure the future, protect what you love, and sustain the causes you care about. Get started on your will today by visiting **[FreeWill.com/RoadrunnerFoodBank](http://FreeWill.com/RoadrunnerFoodBank).**

