

# 2018 WINS

ISSUED MARCH 2019



## ADDRESSING HUNGER IN THE GARDEN STATE

### ADVOCACY IN ACTION

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Securing new laws to feed more kids. Halting harmful federal efforts to cut food assistance. Forging statewide solutions to hunger for college students, seniors and others. Launching a new brand to leverage our ability to shine the spotlight on hunger issues.

**These are all results Hunger Free New Jersey – along with its many partners – realized in 2018.**

From our successful #SNAPFeedsNJ Campaign to the passage of new laws requiring effective breakfast and summer meals programs in our schools, our 2018 wins mean the difference between hunger and healthy food for tens of thousands of New Jersey residents – children, working parents, the elderly, the disabled, veterans and others who struggle to put food on the table.

A RECAP OF OUR 2018 WINS AGAINST HUNGER THAT BROUGHT US CLOSER TO OUR COLLECTIVE VISION OF ACHIEVING A HUNGER FREE NEW JERSEY.

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**CHANGING POLICY & PRACTICE SO EVERY NEW JERSEY RESIDENT HAS HEALTHY FOOD TO EAT, EVERY SINGLE DAY.**



## COMBATING CHILDHOOD HUNGER

### NEW LAWS PROMISE TO FEED MORE KIDS

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Two bills, signed into law in May 2018, will deliver more school breakfast and summer meals to tens of thousands of children across New Jersey. One law requires high-poverty schools to serve breakfast after the bell – the most effective way to reach hungry students. The other mandates that high-poverty districts participate in the federal Summer Food Service Program.

Hunger Free New Jersey led the effort to win passage of these important measures – and is working closely with state and local officials to ensure successful implementation. Stay tuned. We expect to see even more progress in 2019.

### HFNJ LAUNCHES NEW CHILD NUTRITION WEBSITE!

As leader of the successful New Jersey Food for Thought Campaign, Hunger Free New Jersey launched a new campaign website chock full of information and resources to help communities tap into federal dollars to prevent any New Jersey child from facing hunger.

Check it out at  
[njfoodforthought.org](http://njfoodforthought.org).

*Since the 2011 launch of the New Jersey Food for Thought Campaign, the state has achieved an 65 percent jump in students served school breakfast and a 24 percent rise in summer meals participation.*



## PROTECTING FOOD AID FOR THOUSANDS OF NEW JERSEYANS

### NJ RALLIES TO FIGHT FOOD CUTS

When Congress proposed serious cuts to the Supplemental Nutrition Assistance Program (SNAP, aka food stamps), Hunger Free New Jersey jumped to action. Through e-mail messages, social and traditional media, an online petition and visits with our elected officials, we teamed up with local, state and national partners to send a strong message to our Congressional reps: Protect SNAP!

**It worked. All but one of our representatives voted against the proposal, which was ultimately defeated.**

For now, SNAP is safe, but we will continue to fight any threats, while also advocating for changes that will make SNAP available to all who need it.

### RAISING THE VOLUME ON SNAP

Our #SNAPFeedsNJ Campaign reached 19,000 Facebook users and nearly 79,000 Twitter users.

Through our grassroots networks, we sent more than 750 messages to our elected officials protesting SNAP cuts. And, our e-alerts about SNAP cuts were viewed almost 6,000 times.

All this helped to influence our federal lawmakers – leading all but one to vote against harmful cuts to SNAP.

*About 710,000 NJ residents rely on SNAP, pumping \$1.2 billion into our local economies each year.*





## FORGING STATEWIDE HUNGER SOLUTIONS

### PACKAGE OF BILLS TO FIGHT HUNGER ON MANY FRONTS

Thanks to strong leadership at the state level, we achieved significant policy changes that will help struggling college students. We also worked closely with legislative leaders to advance a package of bills that will fight hunger on many fronts.

In late 2018, the New Jersey Department of Human Services changed the rules so that more college students can qualify for SNAP. College hunger is pervasive and threatens the future of our young people. This important change means more college students will be able to earn a degree and forge a productive and self-sustaining future. We commend the department for its leadership on this front!

### PACKAGE OF BILLS ADVANCES HUNGER SOLUTIONS

Included in a package of bills spearheaded by New Jersey Assembly Speaker Craig Coughlin is the Hunger Free Campus Act, which will advance significant solutions to college hunger.

The bill will provide grants to colleges to establish a hunger task force, assist students in enrolling in SNAP, allow students to use SNAP benefits at campus stores, provide at least one on-campus food pantry and develop a "Swipe Out Hunger" student meal credit sharing program.

*Roughly half of community college students face hunger, often forcing them to choose between completing their education or putting food on the table.*



## RAISING THE VOLUME

### NEW NAME, NEW WEBSITE, STRATEGIC COMMUNICATIONS ELEVATES HUNGER ISSUES

In September, we changed our name to Hunger Free New Jersey to more clearly communicate our vision, our mission. We launched a new website. We ramped up our social media and e-communications. And reached out to media outlets.

Guess what? People listened! We earned 77 media hits shining the spotlight on hunger, earned nearly 200,000 impressions on social media and sent more than 65 e-messages to engage hundreds of supporters who added their voices to the need to address hunger in the Garden State.

All of this attention helped to advance our many hunger solutions that will mean the difference between going hungry and having healthy food to eat for tens of thousands of New Jersey residents.

### ADELE NAMED ONE OF NJ'S MOST INFLUENTIAL WOMEN

HFNJ Director Adele LaTourette received well-deserved recognition for her leadership in fighting hunger in New Jersey when she was named on Senator Loretta Weinberg's 2018 Women Power List.

Along with cabinet members, chiefs of staff, business leaders and other strong influencers, Adele was recognized for her role in shaping public policy that moves us toward the goal of a hunger-free state.

*Visit [hungerfreenj.org](http://hungerfreenj.org) to join our network and fight hunger in the Garden State.*



## OUR PARTNERS

### WE COULDN'T DO IT WITHOUT YOU!

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Our work depends on the efforts and support of our many partners.

In 2018, food banks and food pantries across the state stepped up to hold events, meet with elected officials and engage their networks in our advocacy efforts. State agencies, especially the New Jersey Departments of Agriculture and Human Services, worked diligently to expand and enhance their efforts to feed those in need.

Our fellow advocacy organizations who helped rally the troops, proving there is strength in numbers. And our national partners at the Center for Budget and Policy Priorities, the American Dairy Association Northeast and the Food Research & Action Center provided invaluable assistance on many fronts.

### THANKS TO OUR FUNDERS!

As a non-partisan, non-profit organization, we rely on foundation support to conduct this critical work.

We would like to extend a very special thanks to the Food Research & Action Center, Partners for Health, Reinvestment Fund, Robert Wood Johnson Foundation, Tusk Foundation and Walmart for their invaluable support in 2018.

*Hunger Free New Jersey is a non-partisan, non-profit organization that relies on support from individuals and foundations to support our work. To donate, visit [hungerfreenj.org](http://hungerfreenj.org).*