sowing seeds for the future

INVESTING IN EARLY CHILDHOOD

Wednesday, June 24, 2020
Embassy Suites
1000 Woodward PI NE
Albuquerque, NM 87102

• Keynote Speaker: Secretary Groginsky of NM ECECD
• Youth Spirit Award Luncheon Ceremony
• Spirit of Hope Advocacy Awards
• Breakout Learning Sessions on Early Childhood Care & Education
Dear Friends:

When we plant a garden, we are careful to include the ingredients it needs to thrive. Children, like gardens, need certain ingredients in order to grow and reach their unique potential. Children’s chances of being healthy, doing well in school, and growing up to be contributing members of society are tied to their experiences in the earliest years. Research shows that safe, secure, nurturing, and non-stressful environments during the first five years are essential to the positive development and healthy growth that will set children up for success later in life. High-quality early childhood programs like home visiting, child care assistance, and pre-K lead to improved child well-being and are linked to significant long-term improvements for children and savings for states.

With much support, Governor Michelle Lujan Grisham created a cabinet-level Early Childhood Education and Care Department (NM ECECD) in 2019. This year’s KIDS COUNT Conference will center on the evidence behind the importance of the Department’s programs and the need to adequately fund them. Resourcing this new department will be essential to reversing the impact of years of underfunding for early childhood care and education services.

We invite you to be a partner – to children, families, and communities in New Mexico. By sponsoring the 8th Annual KIDS COUNT Conference “Sewing Seeds for the Future: Investing in Early Childhood,” you are investing in children and in systems that point them toward opportunity. All children – regardless of where they live, how much money their parents make, or the color of their skin – should have the best possible opportunities to reach their full potential. At the 8th Annual KIDS COUNT Conference on June 24, some 500 New Mexicans will gather to learn, share, and strategize how best to pave the road ahead for our kids to thrive and our communities to flourish.

We are honored to have the support of members of the business and philanthropic communities – folks who care deeply about and want to improve the well-being of children in our state. We offer a wide range of sponsorship opportunities and benefits, all outlined in this packet. We want to share the good news of your commitment with our networks and constituencies. Our goal is to ensure that your business receives maximum benefit and coverage for your charitable investment.

We thank you for your continued support as we enter a new era for our state and hope you will partner with us in this endeavor.

Best Regards,

James Jimenez
CHILDREN’S CHARTER

our vision for the next generation

All children and their families are economically secure.

All children and their families have a high-quality cradle-to-career system of care and education.

All children and their families have quality health care and supportive health programs.

All children and their families are free from discrimination based on race, ethnicity, religion, disability, gender, sexual orientation, or country of origin.

All children and their families live in safe and supportive communities.

All children and their families’ interests and needs are adequately represented in all levels of government through effective civic participation and protection of voters’ rights.

All children and their families’ needs are a high priority in local, state, and federal budgets and benefit from a tax system that is fair, transparent, and that generates sufficient revenues.
KIDS COUNT is a nationwide effort to track the status of children across the nation and in each state in four areas of well-being: economics, education, health, and family and community. KIDS COUNT is driven by research showing that the consequences of the events kids experience in childhood are carried with them the rest of their lives. Children's chances of being healthy, doing well in school, and growing up to be productive and contributing members of society are tied most profoundly to their experiences in the early years.

Statistics reported in the New Mexico KIDS COUNT Data Book and at the KIDS COUNT Conference show us where we stand, where we’re doing better, and where and how we need to improve. KIDS COUNT tells a story of child well-being and of the opportunities available to our kids. In New Mexico, that story isn’t as positive as it should be. The good news is that there are common-sense solutions that will help our children succeed. At the KIDS COUNT Conferences, we discuss what the data say about the story of kids in New Mexico and explore evidence-based policy solutions for improving child well-being in our state.

Each year, NM Voices convenes more than 500 stakeholders (policymakers, advocates, business owners, activists, social workers, educators, and youth) to learn, share, and strategize about how best to pave the road ahead for our kids to thrive and our communities to flourish. At this year’s event the key focus will be on collective action to ensure the needs of children in New Mexico are at the forefront of electoral campaigns.

**RANKINGS**

**Children Living in Poverty by County (2017)**

<table>
<thead>
<tr>
<th>County</th>
<th>Poverty Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Alamos County</td>
<td>14%</td>
</tr>
<tr>
<td>United States</td>
<td>18%</td>
</tr>
<tr>
<td>Sandoval County</td>
<td>19%</td>
</tr>
<tr>
<td>Santa Fe County</td>
<td>19%</td>
</tr>
<tr>
<td>Bernalillo County</td>
<td>19%</td>
</tr>
<tr>
<td>Lea County</td>
<td>21%</td>
</tr>
<tr>
<td>Eddy County</td>
<td>22%</td>
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<tr>
<td>Harding County</td>
<td>24%</td>
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<tr>
<td>Valencia County</td>
<td>25%</td>
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<tr>
<td>Chavez County</td>
<td>25%</td>
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<tr>
<td>New Mexico</td>
<td>26%</td>
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<tr>
<td>Union County</td>
<td>27%</td>
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<tr>
<td>Colfax County</td>
<td>29%</td>
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<tr>
<td>Curry County</td>
<td>29%</td>
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<tr>
<td>San Juan County</td>
<td>29%</td>
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<tr>
<td>Guadalupe County</td>
<td>29%</td>
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<tr>
<td>Otero County</td>
<td>29%</td>
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<tr>
<td>Grant County</td>
<td>31%</td>
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<tr>
<td>Lincoln County</td>
<td>31%</td>
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<tr>
<td>Taos County</td>
<td>32%</td>
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<tr>
<td>Roosevelt County</td>
<td>32%</td>
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<tr>
<td>Rio Arriba County</td>
<td>33%</td>
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<tr>
<td>DeBaca County</td>
<td>34%</td>
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<tr>
<td>Mora County</td>
<td>34%</td>
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<tr>
<td>Hidalgo County</td>
<td>36%</td>
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<tr>
<td>Torrance County</td>
<td>36%</td>
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<tr>
<td>Cibola County</td>
<td>37%</td>
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<tr>
<td>San Miguel County</td>
<td>37%</td>
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<tr>
<td>Doña Ana County</td>
<td>38%</td>
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<tr>
<td>Quay County</td>
<td>38%</td>
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<tr>
<td>Luna County</td>
<td>40%</td>
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<tr>
<td>Socorro County</td>
<td>40%</td>
</tr>
<tr>
<td>Sierra County</td>
<td>43%</td>
</tr>
<tr>
<td>Catron County</td>
<td>45%</td>
</tr>
<tr>
<td>McKinley County</td>
<td>46%</td>
</tr>
</tbody>
</table>

**SOURCE:** U.S. Census Bureau, Small Area Income and Poverty Estimates, 2017.

**RACE & ETHNICITY**

**Young Children Not In School by Race and Ethnicity (2013-2017)**

- Hispanic: 61%
- Non Hispanic White: 54%
- Native American: 49%

**SOURCE:** Population Reference Bureau analysis of data from the U.S. Census Bureau, American Community Survey, 2013-2017. **NOTE:** Estimates for other races and ethnicities suppressed because the confidence interval around the percentage is greater than or equal to 10 percentage points.

**TRENDS**

**Low-Birthweight Babies by Year (2008-2017)**


1. BE A CONFERENCE SPONSOR

$20,000 - $500 | Conference Sponsor

As a sponsor of the KIDS COUNT Conference your business receives acknowledgement for its commitment to the well-being of children and working families. By underwriting the KIDS COUNT conference, your company gives back to your community and beloved state. NM Voices pays your generosity forward by focusing on using vital data to influence public policies that benefit everyone in our state, especially the most vulnerable. See table for level benefits.

2. YOUTH SPIRIT AWARDS

$1000 | Youth Spirit Awards

The Youth Spirit Award recognizes exemplary New Mexico youth who contribute to equity, community well-being, and social justice by working to make the world a better place through community service, advocacy, or organizing. The Youth Spirit Award is open to all New Mexico youth ages 13 to 25 demonstrating remarkable service and leadership within the past two years. Each year NM Voices honors four change-making youth for their work and dedication. Awardees receive recognition as well as financial support. By sponsoring an award, your company leadership is invited to be involved in the selection process, receives seating for 10 at the luncheon, is granted participation in presenting the award, an advert in the program, and recognition at the event.

3. SPIRIT OF HOPE AWARDS

$1000 | Spirit of Hope Awards

Each year NM Voices honors outstanding, civically active individuals across our state. These coveted awards acknowledge the work of passionate, committed activists, advocates, and public servants. Sponsoring an award grants your company leadership an invitation to be involved in the selection process, seating for 10 at the luncheon, participation in presenting the award, an advert in the program, and recognition at the event.

- Alice King Public Service Award: Honoring the former first lady’s deep commitment and service to the health and well-being of New Mexico’s children.
- Patty Jennings & Polly Arango Citizen Advocacy Award: Honors the work of Patty and Polly, who worked with the state Legislature to create the Medically Fragile Children’s Program and expand Medicaid coverage for children.
- Spirit of Hope Award: Honors New Mexico’s hard-working supporters of programs and services that make a difference in the lives of children. Their work has had profound impact, ultimately improving the quality of life for all New Mexicans.
- Legislative Advocacy Award: Recognizes those who serve as citizen legislators by demonstrating superb advocacy on behalf of New Mexico’s children and families.
4. BUY A PROGRAM ADVERTISEMENT
   Full page | $500 (4.5"w x 7"h)
   Half page | $250 (4.5"w x 3.5"h)
   Quarter page | $125 (2.25"w x 3.5"h)

5. SET UP AN INFORMATION TABLE IN FOYER
   Network at the Conference! Limited number of tables available.
   1 Table | $150

be a sponsor for kids, make them count:

Fill out the form on the next page

or

Fill out the form online at bit.ly/KCSponsor2020

or

Contact Farah Council, Director of Development at fcouncil@nmvoices.org, (505) 244–9505 ext 101
BECOME A SPONSOR TODAY!

Contact Name: ___________________________  Organization: _____________________________
Office Phone Number: _______________________    Email:___________________________
Mailing Address: __________________________    City: ___________________________
State: ____________ Zip Code: ___________________________________

1. SPONSORSHIPS
☐ Presenting Sponsor | $20,000+
☐ Yucca | $10,000+
☐ Chile | $5,000+
☐ Piñon | $1,000+
☐ Adobe | $500

2. AWARD UNDERWRITING
☐ Youth Spirit Award | $1,000
☐ Alice King Public Service Award | $1,000
☐ Patty Jennings & Polly Arango Citizen Advocacy Award | $1,000
☐ Spirit of Hope Award | $1,000
☐ Legislative Advocacy Award | $1,000

3. PROGRAM ADVERTISEMENTS
☐ Full page | $500    ☐ Half Page | $250    ☐ Quarter Page | $125

4. VENDOR INFORMATION TABLE
☐ Vendor Information Table | $150

TOTAL DUE: $_____________

Payment options (choose one):
☐ Contact me for sponsorship payment options
☐ Check (please make checks payable to NM Voices for Children)
☐ Check enclosed Check #__________
☐ Credit Card
☐ Discover   Visa   MasterCard   American Express

Card Number: ______________________________________________ Security Code: _________
Expiration Date: __________________ Name on Card: ________________________________
Billing Address (if different from Mailing Address): ________________________________
Signature: __________________________________________________

Thank you for supporting New Mexico Voices for Children and the KIDS COUNT Conference!