



# New Mexico Voices for Children's

10th Annual KIDS  
COUNT Conference

## KIDS at the HEART of PUBLIC POLICY

*Centering Children, Youth, & Families  
for Transformational Change*

Thursday, August 18th, 2022  
10:00AM - 12:00PM  
Virtual via Zoom



# LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Friends:

As we approach our 10th Annual KIDS COUNT Conference, we will again miss seeing your faces in person - in the crowd and on stage celebrating our collective good work and strategizing together the way forward. We will again meet virtually this year, hoping to return to in-person gathering in 2023.

After more than two years of a pandemic and its related recession, it's hard to remember life in 2019, let alone what great things have been accomplished. Prior to the COVID-19 pandemic, New Mexico's kids were just beginning to see stronger and more plentiful opportunities to thrive. This was due to improvements in public policies that impact child and family well-being in the state, many of which NM Voices' team and partners advocated to pass for many years. In 2019 and 2020, public policy changes such as major expansions in tax credits for families with children, a minimum wage increase, and historic investments in early childhood care, K-12 education, and college affordability meant families were in a much better position to thrive.

As the global pandemic exacerbated existing systemic racial and gender inequities, our state's important progress toward better childhood outcomes was threatened and, in some cases, damaged. Despite myriad challenges, many of New Mexico's leaders worked to limit harm by protecting and improving investments in our kids, families, and communities. The federal government made historic, but temporary, investments to alleviate impact. During the 2021 and 2022 legislative sessions, our own state's elected leaders took measures to address the immediate and longer-term needs of New Mexico's children and working families.

Together we have:

- Increased a tax credit for working families and expanded it to include more young adults and immigrant workers
- Significantly expanded other tax benefits for those in our communities most in need
- Ensured crucial hunger relief for families most in need
- Provided emergency economic relief for immigrants and others who were left out of federal stimulus payments
- Issued relief payments for essential workers
- Passed a paid sick leave policy to ensure more workers can care for themselves or loved ones when they are sick without losing wages

And this year alone, New Mexico put families first in public policy by:

- Passing a new state-level child tax credit
- Expanding child care assistance to include nearly all families with children
- Protecting families from predatory lending practices

And now, we have much continued work ahead of us to not only build on these remarkable gains, but also to address pandemic challenges and the systemic barriers that made them so inequitable along the lines of race, ethnicity, gender, and income. This moment in time in the state is unique – so much pain and trauma have been experienced by so many, and also, so much strength, vision, and potential pulses through our communities, guiding us toward a brighter future.

Your support of NM Voices' annual KIDS COUNT Conference helps us raise the resources necessary to work together with partners and policymakers to make the transformational public policy changes that can lay the groundwork for that progress. We hope you can support this year's 10th anniversary event.

For a more in-depth read about the outcomes of our advocacy work, download the below fact sheets to see what happened in each legislative session below:

- [2022 Legislative Session](#)
- [2021 Legislative Session](#)
- [2020 Legislative Session](#)
- [2019 Legislative Session](#)

We hope to see you at this year's event. Thank you for all of your support.

Very warmest,



Amber Wallin  
Executive Director, New Mexico Voices for Children

**OUR MISSION** Improve the status, well-being, and racial and ethnic equity of New Mexico's children, families, and communities in the areas of health, education, and economic security through credible research and effective advocacy.



# KIDS COUNT DATA BOOK & ANNUAL CONFERENCES

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 impact 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 profoundly to their experiences in the early years.

Data reported in the New Mexico KIDS COUNT Data Book and at the KIDS COUNT Conference show us where we stand, where we’re making progress, 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.

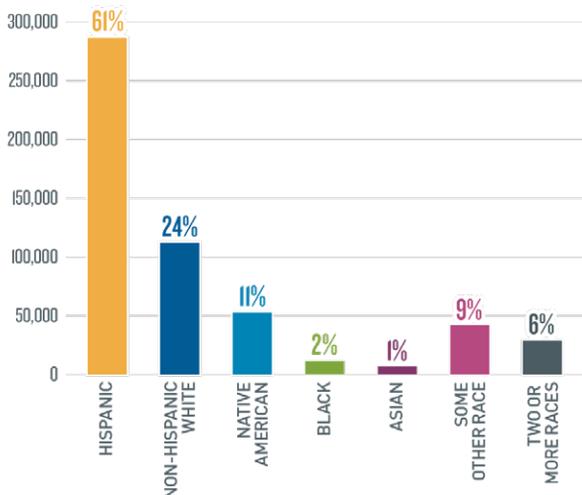
Each year prior to the pandemic, NM Voices convened more than 500 stakeholders in person (including policymakers, advocates, business owners, activists, social workers, educators, and youth) to learn, share, and strategize about how best to pave the road ahead for our kids to thrive and our communities to flourish. Since 2020 we have held our KIDS COUNT Conferences virtually, bringing speakers from near and far to lift up the challenges faced and solutions being created by and with families across New Mexico to make the future brighter for our children.

## NM Households with Children

Who are having difficulty paying for usual household expenses	38%
Where children are not eating enough because food is unaffordable	29%
Who have little confidence in their ability to make their next housing payment	29%

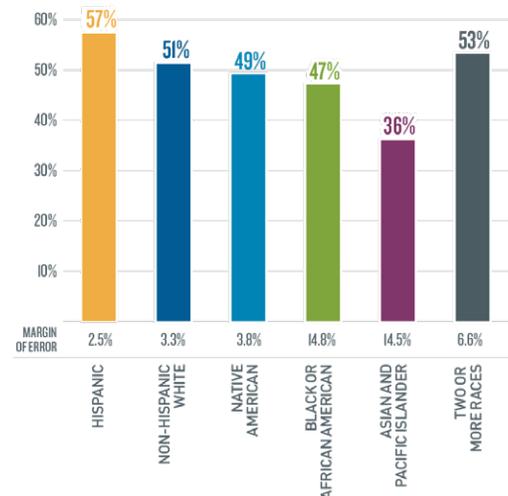
SOURCE: Population Reference Bureau analysis of U.S. Census Bureau, Household Pulse Survey, October, 2021

### CHILD POPULATION BY RACE AND ETHNICITY 2019



SOURCE: U.S. Census Bureau, American Community Survey, Table B01001, 2019  
 NOTE: 2020 data unavailable due to the COVID-19 pandemic. The percentages total more than 100% due to overlap among some races and ethnicities.

### YOUNG CHILDREN IN NEW MEXICO NOT IN SCHOOL BY RACE AND ETHNICITY 2015-2019



SOURCE: Population Reference Bureau analysis of data from the U.S. Census Bureau, American Community Survey, 2015-2019  
 NOTE: Higher margins of error indicate less statistical reliability due to small sample sizes.

# BECOME A SPONSOR FOR KIDS COUNT

In years past, our annual in-person event was our largest fundraiser - we were able to garner funds from organizational and individual sponsors and ticket registrations in a way that provided crucial support to our policy advocacy work. Since the pandemic, our virtual conferences have yielded significantly less income, understandably. We hope to return to in-person events next year. Until then, we hope you'll consider sponsoring at one of the levels below for the 10th Annual KIDS COUNT Conference. Sponsorship levels include the following:

## 1. \$5000 + Presenting Sponsor

As Presenting Sponsor of the KIDS COUNT Conference, your company, business, or organization is a key underwriter of the event, and receives:

- Unlimited tickets for the virtual event on August 18
- Brand recognition with logo in print marketing via traditional and social media and via NM Voices eVoices blasts leading up to the conference.
- Visual and verbal acknowledgement for your commitment to the well-being of children and working families during the event.

## 2. \$1000 Yucca Sponsor

As a Yucca Sponsor, your company, business or organization makes the conference possible, and receives:

- Unlimited tickets for the virtual event on August 18
- Brand recognition with logo in social media and via NM Voices eVoices blasts leading up to the conference.
- Visual acknowledgement with logo of your commitment to the well-being of children and working families during the event.

## 3. \$500 + Chile Sponsor

As a Chile Sponsor, your company, business or organization makes the conference possible, and receives:

- 15 tickets for the virtual event on August 18
- Brand recognition in text in NM Voices eVoices blasts leading up to the conference.
- Visual acknowledgement with text of your commitment to the well-being of children and working families during the event.

## 4. \$250 + Piñon Sponsor

As a Piñon Sponsor, your company, business or organization makes the conference possible, and receives:

- 10 tickets for the virtual event on August 18
- Visual acknowledgement with text of your commitment to the well-being of children and working families during the event.

# BECOME A SPONSOR

To become a sponsor, please complete [this Google Form](#). Once you submit this form, NM Voices' Director of Operations & Organizational Effectiveness Farah Council will follow up with an email that includes your sponsorship invoice and instructions for payment options (including by credit card, check, or purchase order). Her email will also include any related special instructions for the type of sponsorship(s) you've chosen. If you have any questions in the meantime, you can email her directly at [fcouncil@nmvoices.org](mailto:fcouncil@nmvoices.org).