



Advocacy101

Together we can make a difference



About me

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- Former staffer for US Senator John Cornyn
- Former White House Intern
- Health Law and Policy Program, University of Houston Law Center

What is advocacy?

- The Houston Food Bank defines advocacy as the pursuit of affecting change through education and relationship building.
 - Relationship building is key component
 - We can teach EOs about hunger issues and a goal of our education is to be seen as hunger experts
 - We want EOs to consult us when considering legislation

What is advocacy?

- Advocacy can include, but is not limited to:
 - Calls/written letters to representatives
 - Visits to an elected official's office
 - Grassroots campaigning for an issue
 - Participation in a town hall or city council meeting
 - Involvement with a group trying to influence political change

Why do we need advocacy?

- **Affect legislation**

- When you hear about a new law or piece of legislation that is being debated, it's generally NOT because the legislature randomly picked it up; it's most often brought up because an interest group has been pushing for change.

- **Build awareness and relationships**

- Most EO's never know hunger. We are here to educate them on hunger issues and the effect hunger has on their constituents. To them, we are the experts.

- **Get money**

- There would be no point to advocacy if we didn't either change the law or get money to keep our programs moving. The more EO's understand the need for and the depth and breadth of the services we provide, the more likely we (collectively) will be to be recipients of appropriations and other legislation that increases our funding.



Who represents me?

- The HFB region has:
 - Over 100 mayors
 - 72 County Commissioners
 - 39 State Representatives
 - 10 State Senators
 - 10 Federal Representatives
 - 2 Federal Senators

Who represents me?

- **Local**

- Mayor
- City Council
- County Judge
- Commissioners



Who represents me?

- **State**

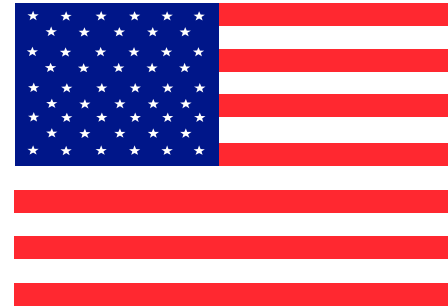


- 1 Representative
- 1 Senator
- Governor
 - Rick Perry

Who represents me?

- **Federal**

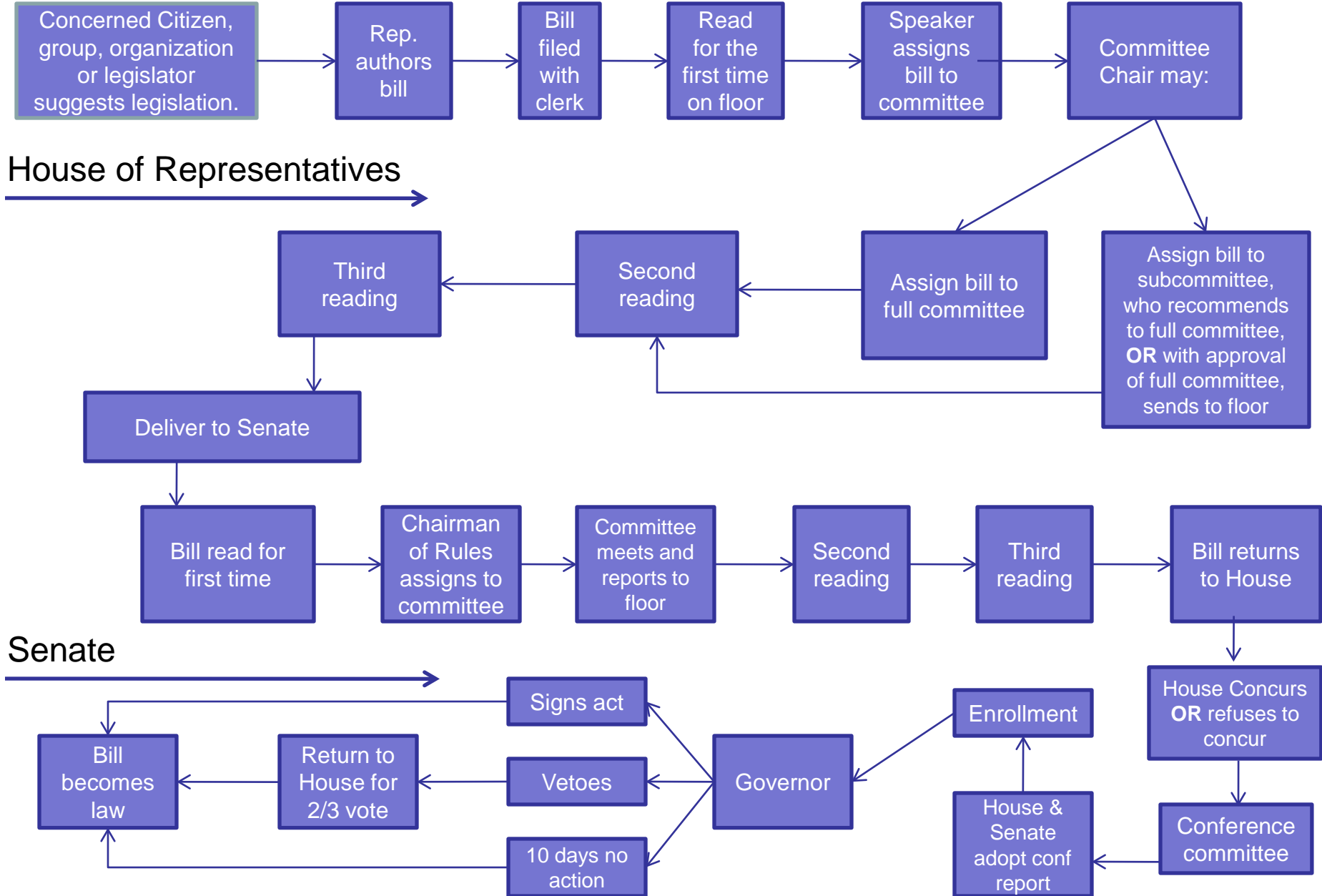
- 1 Representative
- 2 Senators
 - Kay Bailey Hutchison
 - John Cornyn



- Part of my role at the Food Bank is to work with and enable you to advocate for hunger issues. Advocacy is a group effort and I can coordinate meetings and other events involving elected officials.
 - This includes unique events involving agencies in new ways. I have ideas for advocacy and I'm sure you do, as well. I am here to work with you to implement these ideas for the greatest return to the clients we serve.

The Legislative Process in Texas

(for bill originating in HOR)



I can help navigate this process

- I can lay out a strategy that will maximize our opportunity to affect change.

- Who to contact

- When to contact

- Strength in numbers



- Part of my strategy will be to put you in front of your elected officials, so they know who exactly their actions are helping.
 - As voters, they value your input

I can help navigate this process

- I can help you identify the elected officials for your specific location
 - Contact information for office
 - Provide a specific point of contact within the office



I can help navigate this process

- I can provide information for issues that are of concern to you.

✓ **Let me do the research for you!**

- I will write the position papers and talking points and compile the statistics for elected officials to use in making their decisions.

I can help navigate this process

- I can arrange meetings with elected officials



- While meetings are not always necessary, they do greatly assist at decision making time. However, relationships must be built before we ask them to support a specific piece of legislation.

Recently Passed Texas Legislature

Budget Rider, Article V

- \$4,000,000 through TDCJ for Serving For Success Diversion Program
- This will translate to more food for your agency

Recently Passed Federal Legislation

H. Res. 210/ S. Res. 67

- This legislation recognizes the need for an increased role for the school in feeding low income children. It encourages states to provide breakfast to all students in districts with high need.

HUD Appropriation

- \$617,500 for HFB purchase and renovation of new building
- This will go toward our capital campaign

YOU MAY HEAR FROM ME
REGARDING THE FOLLOWING
ISSUES...

What we're working on

Texas Legislature

HB 1622

- TFBN request for \$20,000,000 to be distributed to food banks across the state
- This translates into higher quality food for your agency

What we're working on

Federal Legislature

H.R. 176

- Anti-Hunger Empowerment Act of 2009
 - Eliminates fingerprint requirement for SNAP benefits
 - Creates *Beyond the Soup Kitchen Pilot Program*
 - Grants for 30 communities to:
 - Reduce hunger and food insecurity
 - Increase use of SNAP and other assistance programs
 - Promote economic independence
 - Reduce obesity

What we're working on

Federal Legislature

H.R. 271

- **Charitable Mileage Rate for Meal Delivery**
 - Internal Revenue Code Amendment
 - For meal delivery to elderly, disabled and at-risk individuals
 - Over 400% deduction increase
- **This will allow you to take a larger tax deduction for the essential service you provide.**

What we're working on cont'd.

H.R. 329

- **Food Assistance to Improve Reintegration Act of 2009**
 - To amend the Personal Responsibility and Work Opportunity Reconciliation Act of 1996 to repeal the denial of food stamp eligibility of ex-offenders.
 - This will complement our Serving For Success program that is currently running in the pilot stage



On the horizon...

Federal Legislature

- **Child Nutrition and WIC Reauthorization of 2009**
 - President Obama has set a goal to end child hunger by 2015
 - This will be the most important piece of legislation regarding hunger issues that Congress addresses this year.
 - The federally-funded child nutrition programs – which include school lunch and breakfast, child care meals, afterschool snacks, summer foods, and WIC – will be reauthorized by Congress in 2009. The reauthorization process is a great opportunity to improve these programs at the federal level.



On the horizon...

Federal Legislature

- **Child Nutrition and WIC Reauthorization of 2009**
 - Issues addressed:
 - Increased funding for school nutrition programs
 - Addressing indirect costs
 - Removing Social Security number from application



On the horizon...

Federal Legislature

- **Child Nutrition and WIC Reauthorization of 2009 cont'd.**
 - August recess will be perfect time to advocate
 - Tell your reps that you want more money to improve child nutrition
 - **Invest in school breakfast**
 - **Improve the nutrition on school lunch trays** by strengthening the National School Lunch Program

You can directly influence public policy

- As we develop and implement a comprehensive policy agenda, I may ask you to:
 - **Call your elected officials**
 - I will provide talking points
 - **Write letters**
 - I will provide outlines
 - **Visit district office**
 - **Visit Capitol office for hearing or personal visit**
 - Would only ask to do this in limited situations where your presence is vital to passage of legislation

Please join us!

- We are inviting elected officials to HFB and we want you to be there!
 - EOs will tour Food Bank,
 - Round table discussion with representatives from agencies in their district
 - This will be a great opportunity to meet your different elected officials and let them know what you're doing to combat hunger in their district.
- * *2 hours of your time = increased awareness and greater influence at the city, state and federal level*



Questions?
Comments?

Thank you.

