

2022 MEMBERSHIP IMPACT REPORT

A lingering pandemic. Sustained elevated demand for services. Historic inflation. A changing workforce. Supply chain disruptions. Increased competition. Funding that hasn't kept pace. A growing senior population. Unmet need in our communities.

TOGETHER IN 2022, WE FACED IT ALL. AND WE SAW THOSE CHALLENGES AND RALLIED LIKE WE ALWAYS DO.

Meals on Wheels America **RETAINED 94%** of our existing Members and welcomed **49 NEW ORGANIZATIONS** into the family. We learned from each other, pushed to serve more seniors, expanded our offerings to better meet their needs and galvanized support and resources to sustain the entire network – including distributing more than **\$5.4 MILLION IN GRANT FUNDING AND REVENUE** to Members.

READ ON TO LEARN HOW ONCE AGAIN WE PROVED THAT TOGETHER, WE CAN DELIVER®.



TOGETHER WE ARE

**1,043
MEMBERS STRONG**

**REPRESENTING ALL
50 STATES AND THE
DISTRICT OF COLUMBIA**

**COLLECTIVELY SERVING
MORE THAN 600,000
SENIORS EACH WEEK**



We were proud to present **GEORGE HAWTHORNE**, Director of Nutrition and Transportation of REAL Services, Inc. in South Bend, IN, as the recipient of the fifth annual **SISTER ALICE MARIE QUINN AWARD** honoring influential leaders from across the network.



We were thrilled to present **CAESARS FOUNDATION** with the first-ever **MEALS ON WHEELS DRIVING FORCE AWARD** in recognition of two decades of exceptional, multi-faceted support of our network, including local van donations and volunteerism.

TOGETHER, WE EXPANDED OUR KNOWLEDGE AND CAPABILITIES

- Introduced **20+ NEW COURSES** to Meals on Wheels Connect, our Member-to-Member online learning platform
- Held **50+ LIVE WEBINARS** focused on Members' most pressing challenges
- Held our first **VIRTUAL VOLUNTEER SYMPOSIUM FOR NEARLY 400 PARTICIPANTS** featuring innovative volunteer recruitment, re-engagement, recognition and retention strategies
- **WELCOMED MORE THAN 400 LOCAL PROGRAM** leaders at our first in-person Conference since 2019, with more than 200 participating virtually – altogether, **347 MEMBER ORGANIZATIONS WERE REPRESENTED**
- Launched a **RISING STAR COHORT** with support from **THE HOME DEPOT FOUNDATION** designed to expand professional growth and **EQUIP 16 MEALS ON WHEELS LEADERS** of tomorrow with the skills and community needed to thrive



TOGETHER, WE ENGAGED IN FEDERAL AND GRASSROOTS ADVOCACY EFFORTS

Continued to advocate for increases to the federal programs that support the Meals on Wheels network, including a doubling of the Older Americans Act (OAA) Nutrition Program for a total of **\$1.934 BILLION IN FY 2023**

FACILITATED DOZENS OF MEAL DELIVERIES and/or meetings between U.S. Senators and Representatives and local Meals on Wheels programs

Rallied advocates to send **TENS OF THOUSANDS OF MESSAGES TO CONGRESSIONAL OFFICES** throughout the year

Kept Members informed by sharing **30 WASHINGTON UPDATE** emails

ISSUED 20 LETTERS, STATEMENTS, PUBLIC COMMENTS AND TESTIMONIES for the record supporting Meals on Wheels programs and the seniors they serve, as well as joined numerous sign-on letters with coalitions and other national organizations

ADVOCATED FOR OLDER ADULTS THROUGHOUT THE WHITE HOUSE CONFERENCE ON HUNGER, NUTRITION, AND HEALTH – the first in over 50 years – which announced a new national strategy aimed at ending hunger and improving nutrition and increasing healthy eating in America by 2030 and support for increasing funding for senior nutrition programs like Meals on Wheels



TOGETHER, WE RAISED AWARENESS FOR OUR SHARED MISSION AND THE NEEDS OF THE NETWORK

- **JOINED FORCES WITH CELEBRITY SUPPORTERS** such as NBA legend Earvin “Magic” Johnson, actors Lily Tomlin, Andrew Burnap, Annaleigh Ashford, Danny Burstein, Gail Bean, Jalyn Hall, Poorna Jagannathan, Ramona Young and Zyra Gorecki, and singers Lance Bass and Coffey Anderson to launch the **#RESPECTYOURELDERS CAMPAIGN**, garnering **9+ MILLION IMPRESSIONS** across our digital channels
- **REACHED NEARLY 200 MEMBERS** that have taken on a local version of the national Meals on Wheels brand, leveraging our **UNDENIABLE BRAND RECOGNITION AND FAVORABILITY**
- Reached as many as **571 MILLION PEOPLE THROUGH NATIONAL MEDIA APPEARANCES** throughout the year, including a coveted segment on Good Morning America’s GMA3, where we discussed the critical state of senior hunger alongside Feeding America
- Leveraged an additional **\$10+ MILLION** in donated media to air our popular PSAs featuring Richard Gere and his father in media markets across the country
- Released the findings of our **2021 MEMBER PERSPECTIVES + PRACTICES SURVEY** offering an up-to-date and actionable **UNDERSTANDING OF THE NETWORK’S CURRENT NEEDS**, practices and beliefs, as well as your interests and visions for the future
- Leveraged the results of **TWO MEMBER PULSE SURVEYS** throughout the year to raise awareness for the increased demand for services and sustained challenges due to the pandemic, historic inflation and other factors
- **CELEBRATED THE 50TH ANNIVERSARY OF THE OLDER AMERICANS ACT (OAA) NUTRITION PROGRAM** by:
 - Supporting bipartisan resolutions in both the U.S. House of Representatives and the Senate
 - Co-hosting a Facebook Live event with the National Association of Nutrition and Aging Services Programs (NANASP)
 - Sharing our story with a national audience via AARP.org, ABC News, The Hill and more
 - Participating in the Administration for Community Living’s virtual celebration
 - Supporting hundreds of Members participating in a very special milestone March for Meals



TOGETHER, WE GENERATED REVENUE, COST-SAVING SOLUTIONS, VOLUNTEERS AND MORE

SAVED PARTICIPATING MEMBERS \$4.5+ MILLION through our Member Discount Program partners, including Premier, US Foods, Abbott Nutrition and more

Reached **110+ VEHICLES DONATED** through our national partnership with CARS – raising more than \$76,000 for participating programs

Matched more than **15,000 EAGER VOLUNTEERS** with local programs through our ongoing America, Let's Do Lunch™ volunteer recruitment effort

Distributed **\$1.1+ MILLION** to 233 participating Members through Subaru of America's 2021-2022 Share the Love® Event and celebrated **15 YEARS OF PARTNERSHIP**

DISTRIBUTED NEARLY \$125,000 through geographically-targeted grants directed by national donors

LAUNCHED A NATIONAL PARTNERSHIP WITH JIFFY LUBE that includes an in-store customer donation program with a revenue share for participating Members, as well as a 15% discount on vehicle maintenance for all Members' fleet vehicles and personal vehicles of staff and volunteers

DISTRIBUTED NEARLY 10,000 GIFT CARDS from partners such as Wawa, Chick-fil-A, Jiffy Lube, Save A Lot, Food Lion Feeds and Subaru of America to 165 Members to recognize and reward volunteers

Managed the **DONOR DRIVE DIRECT MAIL** program for **90 MEMBERS**

TOGETHER, WE ADVANCED OUR EFFORTS TO FORTIFY THE MEALS ON WHEELS SERVICE MODEL™ FOR THE NEXT 50 YEARS

- **DISTRIBUTED \$793,770 IN GRANTS** powered by the Go Further Fund to 45 individual Members to help bridge gaps in the availability of essential nutrition services in unserved and underserved communities, as well as two community collaborations
- **SUPPORTED MEMBER VOLUNTEER ONBOARDING EFFORTS** with the production of a turnkey video highlighting the Meals on Wheels Service Model and the integral role volunteers play in keeping our wheels in motion
- Launched a **SOCIAL CONNECTION PILOT PROGRAM IN PARTNERSHIP WITH CAESARS FOUNDATION** leveraging technology and trainings to troubleshoot common challenges and deliver and evaluate Friendly Visiting and Friendly Calling programs, including the distribution of **\$100,000 IN GRANTS** to 10 Members
- Distributed nearly **\$2 MILLION IN ADDITIONAL FUNDING** for senior veterans' home modifications and repairs through our Helping Homebound Heroes program in partnership with **THE HOME DEPOT FOUNDATION** – in 2022, the program celebrated the milestone of **2,000 VETERANS SERVED**
- Distributed **\$1.1+ MILLION IN MEALS ON WHEELS LOVES PETS GRANTS** thanks to **PETSMART CHARITIES** to support Members in launching or expanding pet programming, as well as enhanced the Pet Curriculum on Meals on Wheels Connect with case studies and developed a suite of marketing and fundraising tools to help Members generate awareness and funds for their pet programs



- Worked with Brown University researchers and six Member programs to conduct a **QUALITATIVE EFFECTIVENESS STUDY OF SOCIAL CONNECTION PROGRAMS** to evaluate which components are most effective, scalable and transferable and assess the direct impact on clients served
- **ADDRESSED THE CHALLENGES AND OPPORTUNITIES** to build and sustain client-centered, inclusive and impactful nutrition programs and services through a diverse mix of practice-informed education and training opportunities
- **SUPPORTED 13 LOCAL MEALS ON WHEELS PROGRAMS** in expanding their nutrition services and building capacity through **\$450,000** in grant funding from **FOOD LION FEEDS**.

TOGETHER, WE CONTINUED OUR WORK TO FURTHER INTEGRATE MEALS ON WHEELS INTO THE HEALTHCARE SYSTEM

- Worked with Brown University researchers and Members in three states to conduct a **COMPARATIVE STUDY** to prove that a daily hot meal with **SOCIAL INTERACTION IS MORE BENEFICIAL** to dementia or Alzheimer's clients than receiving 10 frozen meals with no social interaction
- Collaborated with Members in two markets to **SERVE 700+ SENIORS THROUGH OUR MEDICARE ADVANTAGE PARTNERSHIP WITH HUMANA**
- **FULFILLED 400+ REFERRALS FOR MEDICALLY-TAILORED MEALS TO INDIVIDUALS UNDERGOING CANCER TREATMENTS** and their caregivers in collaboration with Members in three states through our decade-long partnership with **EISAI PHARMACEUTICALS**
- Partnered with over a dozen Members to **DELIVER 15,000+ MEALS AND 150+ SAFETY CHECKS** to seniors insured through a regional health plan across 12 states
- Launched a **NEW NATIONAL PARTNERSHIP** with a Hospital at Home company and began a new pilot program with Members in Washington state



WE ARE GRATEFUL FOR OUR MEMBERS, THE ROLE THEY PLAY IN THE GREATER MEALS ON WHEELS MOVEMENT AND THE WORK BEING DONE IN EACH COMMUNITY TO ENSURE NO SENIOR IS FORGOTTEN.

TOGETHER, WE WILL FURTHER OUR UNDENIABLE IMPACT IN 2023 AND BEYOND.