



**MEALS on WHEELS**  
AMERICA

WANDA IS ONE OF THE  
2.5 MILLION SENIORS  
SERVED BY MEALS ON  
WHEELS PROGRAMS  
DEDICATED TO  
ENSURING THAT NO  
SENIOR IS LEFT  
HUNGRY OR ALONE.



# FORGING AHEAD TO MEET ESCALATING NEEDS

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**2014 ANNUAL REPORT**

# FORGING AHEAD TO MEET ESCALATING NEEDS



**2014 WAS A FAST-PACED YEAR THAT RESULTED IN CRITICAL SUPPORT FOR THE 5,000+ COMMUNITY-BASED SENIOR NUTRITION PROGRAMS ACROSS THE COUNTRY**

Meals on Wheels America stayed true to its mission of empowering local programs to improve the health and quality of life for the seniors they serve. In an environment of austerity, when available resources have not kept pace with an increasingly vulnerable senior population, we successfully led our nationwide network to turn these potential threats into opportunities. For example, we were able to stave off sequestration, restoring nearly \$50 million in federal funding, saving the equivalent of over seven million meals for seniors in need. In addition, we worked aggressively to develop and expand corporate and foundation partnerships that yielded almost \$1.7 million in grants to our Member programs. To build local support, we launched large-scale national campaigns that engaged more communities and champions than ever before.

And yet, there is still much work to be done if we are to meet the needs that will result from the projected doubling of the senior population in this country over the next couple of decades. While Meals on Wheels America programs are delivering one million meals, visits and safety checks each day, we will need everyone to come together to do their part to make a difference. We hope that you will join what has become one of the greatest social movements in America in our effort to ensure that our senior neighbors can continue to live out their lives with independence and dignity in their own homes, where they want to be.

Sincerely,

A handwritten signature in black ink that reads "Ellie Hollander". The signature is fluid and cursive.

**ELLIE HOLLANDER**  
President and CEO

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**MOST CELEBRATED NATIONAL MARCH FOR MEALS CAMPAIGN YET**

The 12th annual March for Meals campaign was celebrated in more communities than ever before with the help of over 2,600 Community Champions to raise awareness about senior isolation and hunger across the country.

**"SHARE THE LOVE" EVENT STRENGTHENED COMMUNITIES' ENGAGEMENT**

**MEALS ON WHEELS CHOSEN BY SUBARU FOR SEVENTH CONSECUTIVE YEAR**

A record-breaking number of Members partnered with local retailers to generate awareness, raise funds and motivate new volunteers through Subaru's seventh annual year-end consumer giving campaign.



**EVEN MORE GRANTS AWARDED**

We nearly doubled grant awards to almost \$1.7 million for our Member programs, enabling them to provide additional services, feed more seniors and build capacity to meet the growing need.



**ANNUAL AWARD RECOGNIZED THE POWER OF OUR VOLUNTEERS NATIONWIDE**

American Volunteer Award recipient Glenn "Lefty" Miller, an outstanding 10-year volunteer for Knoxville-Knox County Office on Aging in Tennessee, won first place in our most participated-in volunteer contest yet.



**40TH ANNUAL CONFERENCE AND EXPO FOCUSED ON REINVENTING THE WHEELS**

Local programs and thought leaders from around the country convened in Scottsdale, AZ to focus on *Reinventing the Wheels* to prepare the national network for the future senior services landscape.

**MORE MEMBER TRAININGS OFFERED THAN EVER BEFORE**

**LARGEST NUMBER OF EDUCATIONAL WEBINARS ADVANCED LEARNING FOR NEARLY 3,200 SENIOR NUTRITION PROFESSIONALS**

We expanded our educational agenda to help local Meals on Wheels programs better meet the demands of their communities.

## NEARLY \$50 MILLION RESTORED

### VITAL FEDERAL FUNDING WAS RESTORED TO SUPPORT SENIOR NUTRITION PROGRAMS

A full-court advocacy press helped urge Congress to restore nearly \$50 million in Older Americans Act appropriations that were lost during sequestration.



Congressman Jim McGovern (MA-2)

### LEVERAGED SUPPORTERS TO EDUCATE LAWMAKERS

We joined Senior Hunger Champion Congressman Jim McGovern (MA-2) and other national organizations to brief Congressional staff on the complex issue of senior hunger and what lawmakers can do to help.

### DEAR CONGRESS,

THE OLDER AMERICANS ACT IS A VITAL SAFETY NET SUPPORTING MORE THAN 5,000 SENIOR NUTRITION PROGRAMS ACROSS THE COUNTRY.



### MAKING THE CASE FOR MEALS ON WHEELS

Keeping the pressure on, we urged Congress to reauthorize, fund and protect the Older Americans Act Nutrition Programs through call-in days, social media, joint sign-on letters, briefings and more.



Congressman Dave Loebsack (IA-2)

### MEALS ON WHEELS RECOGNIZED BY MEMBERS OF CONGRESS

Local Meals on Wheels programs across the country were nationally commended for their valuable work in a bipartisan resolution cosponsored by 45 Members of Congress and led by Congressman Dave Loebsack (IA-2).



### BOARD MEMBERS TOOK TO THE HILL

Our national Board of Directors supported our collective advocacy efforts by meeting with dozens of Congressional offices to convey the undeniable social and economic value of Meals on Wheels.

**NEW INITIATIVE PROVIDED PROGRAMS WITH VITAL TOOLS NEEDED TO SERVE MORE SENIORS**

A pilot project helped connect seniors to Supplemental Nutrition Assistance Program benefits through technology with Caesars Foundation and AARP Foundation's support.



**NEW VISION AND MISSION ANNOUNCED**

We introduced new mission and vision statements to reflect our ultimate aim to ensure that all seniors live more nourished lives in a setting of their choosing.



**LEADERSHIP OF NATIONAL RESOURCE CENTER ON NUTRITION AND AGING EXTENDED**

The Administration for Community Living once again selected Meals on Wheels America to administer the field's preeminent resource center to ensure that all levels of the Aging Network, including local programs, were equipped with expert tools and information.

**GARNERED GREATER SUPPORT THROUGH NATIONAL RESEARCH**

We conducted comprehensive public research which showed Meals on Wheels had extremely high brand recognition and favorability and helped elucidate areas where we could strengthen our messaging to various stakeholders.

# THE HUFFINGTON POST

## DEPICTED THE HARSH REALITIES OF AGING

President and CEO Ellie Hollander wrote for the *Huffington Post's* blog on the realities of aging in America and the pressing need for Meals on Wheels services.



## CALLED UPON FOR EXPERTISE

President and CEO Ellie Hollander told the *Chronicle of Philanthropy* what a possible extension for claiming a charitable tax write-off could mean to Meals on Wheels prior to Congressional vote.



## JOINED FORCES WITH FEEDING AMERICA, SHARE OUR STRENGTH & AARP FOUNDATION

We collaboratively responded to the alarming number of households affected by food insecurity and spoke specifically on what it meant for our nation's seniors in a joint article featured in *The Hill*.

# FoodService Director

## ADDRESSED PRESSING ISSUES

We responded to the grave realities homebound seniors face in an article published by the *Food Service Director*



## RECOGNIZED FOR CONTRIBUTIONS TO SENIORS' QUALITY OF LIFE

## RETIREMENT HOUSING FOUNDATION HONORED MEALS ON WHEELS AS FRIEND OF THE ELDERLY

President and CEO Ellie Hollander accepted the prestigious Retirement Housing Foundation Award on behalf of the Association for its significant impact on seniors' health and quality of life.

## EVERY CORK COUNTS CAMPAIGN RAISED MORE THAN \$110,000



### GALLO FAMILY VINEYARDS CELEBRATED 5TH ANNUAL EVERY CORK COUNTS CAMPAIGN

Gallo provided more than \$110,000 in support to Meals on Wheels America through its *Every Cork Counts* campaign.

## OVER 250,000 HANDMADE CARDS DELIVERED TO SENIORS



### ASSOCIATION TEAMED UP WITH DOSOMETHING.ORG AND MENTOR UP FOR LOVE LETTERS CAMPAIGN

More than 70,000 teens crafted over 250,000 Valentine's Day cards that Member programs distributed to their seniors in a caring effort to further combat isolation and loneliness.



### PROVIDED CRITICAL SAVINGS TO PROGRAMS THROUGH PREMIER, INC.

Association revamped its Group Purchasing Program with all-new partner Premier, Inc. to increase critical savings to Members.

## DELIVERY VEHICLES DONATED BY CAESARS FOUNDATION



### CONTRIBUTION RESULTED IN THOUSANDS OF MORE MEALS PROVIDED

In addition to its support of March for Meals, Caesars Foundation extended its decade-long support by donating three brand-new delivery vehicles to Members that allowed them to expand reach in their communities.



### PET FOOD PROGRAMS SUPPORTED SENIORS AND THEIR COMPANIONS

Banfield Charitable Trust awarded critical funding to Members to create or expand Pet Food Programs that ensured seniors and their furry friends were supported.



### \$500,000 AWARDED BY KELLOGG'S

The Kellogg Twenty-Five Year Employees Fund donated \$500,000 to support Meals on Wheels Member programs.



## 2014 BOARD OF DIRECTORS

### VINSEN FARIS, CFRE

Chair  
Executive Director  
Meals-On-Wheels of Johnson  
and Ellis Counties  
Cleburne, TX

### LIZ SEMAN

Vice Chair  
Executive Director of  
Corporate Engagement  
Furman University  
Greenville, SC

### JEFFREY SMYTHE, MPA

Secretary/Treasurer  
Executive Director  
Meals On Wheels Atlanta  
Atlanta, GA

### CASEY CHROUST

Managing Partner  
Retail Strategic Ventures  
Washington, DC

### PEGGY MILLER- BARRETT, MSW

Immediate Past Chair  
2nd Life Consulting  
Clinton, MA

### MARCY BERNER-REEDY

Executive Director  
Beloit Meals on Wheels, Inc.  
Beloit, WI

### DEBBIE BRITT

Executive Director  
Community & Public Relations  
Piedmont Fayette Hospital  
Fayetteville, GA

### DEBBIE CASE

President and CEO  
Meals-on-Wheels  
Greater San Diego, Inc.  
San Diego, CA

### SHARON GEISS

Executive Director  
Mid-America Nutrition Program, Inc.  
Ottawa, KS

### PHIL KAFARAKIS

Chief Innovation & Member  
Advancement Officer  
National Restaurant Association  
Washington, DC

### ASHLEY MCCUMBER

Executive Director  
Meals on Wheels of  
San Francisco, Inc.  
San Francisco, CA

### SANDRA NOE

Executive Director  
Meals on Wheels of  
Northwest Indiana  
Merrillville, IN

### DAN PRUETT

President and CEO  
Meals on Wheels and More  
Austin, TX

### JOHN WIDER

President and CEO  
AARP Services, Inc.  
Washington, DC

## 2014 LEADERSHIP TEAM

### ELLIE HOLLANDER

President and CEO

### ERIKA KELLY

Chief Advocacy and  
Government Affairs Officer

### ROBERT HERBOLSHEIMER

Chief Development Officer

### DONALD MILLER

Chief Financial and  
Administrative Officer

### SUSAN WALDMAN

Chief Marketing and  
Communications Officer

### KEITH GREENE

Chief Membership Officer

### LINDA NETTERVILLE

Vice President, Grants and  
National Resource Center

### MAGDA HAGEMAN-APOL

Vice President, Education  
and Training



## 2014 STATEMENT OF ACTIVITIES

### REVENUE

Corporate and Foundation Grants	\$3,080,357
Contributions	\$1,466,181
Program Services Fees	\$585,532
Conference	\$381,942
Government Grants	\$237,252
Investment Income	\$177,137
Membership Dues	\$140,222
Other Income	\$24,657
<b>TOTAL REVENUES &amp; OTHER SUPPORT</b>	<b>\$6,093,280</b>

### EXPENSES

Program Services	\$4,760,180
Management and General	\$1,150,126
Development	\$320,326
<b>TOTAL EXPENSES</b>	<b>\$6,230,632</b>

### NET ASSETS

Change in Net Assets	(\$137,352)
Net Assets at Beginning of Year	\$13,076,813
<b>NET ASSETS AT END OF YEAR</b>	<b>\$12,939,461</b>

## HIGHLIGHTS

TOTAL REVENUE OF \$6,093,280 AND GROWTH OF 25% OVER 2013

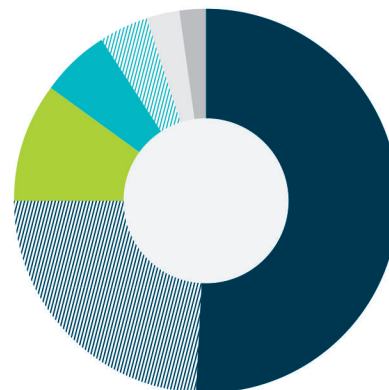
GRANTED \$1.7 MILLION TO MEMBERS — A 99% INCREASE OVER 2013

76% OF EXPENSES WENT TO MEMBER SERVICES AND PROGRAMS TO DELIVER VALUE — UP FROM 70% IN 2013

MEMBERSHIP DUES CONTRIBUTED ONLY 2.3% OF TOTAL REVENUE

GRANTED \$12 FOR EVERY \$1 IN MEMBER PROGRAM DUES

## SOURCES OF FUNDS



● Corporate and Foundation Grants	51%
▨ Contributions	24%
● Program Service Fees	10%
● Conference	6%
▨ Government Grants	4%
● Investment Income	3%
● Membership Dues	2%



**MEALS on WHEELS**  
AMERICA

**TOGETHER, WE CAN DELIVER.**

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[www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org)

