



SPARKING THE MOVEMENT

2015 ANNUAL REPORT





Helen is one of the 2.4 million seniors served by Meals on Wheels each year. Together, these dedicated community-based programs work to ensure that seniors are not forgotten.



MEALS ON WHEELS AMERICA BELIEVES THAT EVERY SENIOR SHOULD BE ABLE TO AGE WITH DIGNITY AND INDEPENDENCE IN THEIR OWN HOMES, AND THE ENTIRE NETWORK PUTS THAT BELIEF INTO PRACTICE BY DELIVERING ONE MILLION NUTRITIOUS MEALS, FRIENDLY VISITS, AND SAFETY CHECKS EACH DAY.

One in six seniors struggles with hunger



2.4
Million seniors served by Meals on Wheels programs

AGING IN AMERICA OFTEN MEANS FACING THE THREATS OF HUNGER, ISOLATION AND LOSS OF INDEPENDENCE, which force many seniors out of their homes and into more expensive health care settings, like hospitals and long-term care facilities, lowering their quality of life and increasing unnecessary Medicare and Medicaid spending.

TO ADDRESS THESE CHALLENGES, MEALS ON WHEELS OPERATES IN VIRTUALLY EVERY COMMUNITY IN AMERICA, through our network of more than 5,000 independently-run local programs, all of them dedicated to a holistic approach to providing seniors with so much more than just a meal.

TOGETHER, WE GALVANIZE THE RESOURCES OF LOCAL COMMUNITY ORGANIZATIONS, BUSINESSES, DONORS, SPONSORS AND TWO MILLION VOLUNTEERS – bolstered by supplemental funding from the Older Americans Act – into a national safety net for our seniors.

TABLE OF CONTENTS

01 Who We Are	06 Teaming Up with Visionary Partners	15 Paving the Way for the Future
02 What We Do	10 Empowering Communities Across the Nation	18 Financial Summary and Highlights
04 Board of Directors and Leadership Team	13 Advocating for Meals on Wheels Programs	19 Accolades and Awards
05 Letter from President and CEO and Board Chair		20 How You Can Get Involved



WHAT WE DO



PAGE
6

TEAMING UP WITH VISIONARY PARTNERS

We couldn't address senior hunger and isolation on such a broad scale without the crucial support from our dedicated, visionary partners. These generous supporters made a truly impactful difference for our network in 2015, sparking a new era for the Meals on Wheels movement.



PAGE
10

EMPOWERING COMMUNITIES ACROSS THE NATION

We provided a platform for the 1,000+ Meals on Wheels America Members to learn from each other, receive much-needed funding to meet the escalating demands of the future and raise awareness for our movement.



PAGE
13

ADVOCATING FOR MEALS ON WHEELS PROGRAMS

We worked tirelessly to protect and strengthen the federal support that serves as a vital safety net for senior nutrition programs. We made major waves through our involvement in national advocacy and awareness campaigns, the legislative process, and building relationships with Members of Congress and the Administration – all of which led to a \$20 million dollar funding increase.



PAGE
15

PAVING THE WAY FOR THE FUTURE

As our national network faced limited funding, rising costs, unprecedented demand and increasing for-profit competition, we invested in our future to stand out and prepare to meet the pressing needs of this landscape.



BOARD OF DIRECTORS AND LEADERSHIP TEAM

OUR MOVEMENT ADVANCES BECAUSE INDIVIDUAL VOLUNTEERS AND LOCAL PROGRAM STAFF ACROSS THE COUNTRY TAKE SMALL, DAILY STEPS THAT, TOGETHER, RESULT IN LARGE STRIDES FOR SENIOR CARE. IN 2015, OUR LEADERSHIP TEAM AND BOARD OF DIRECTORS, WHO ALL DONATE THEIR TIME, TALENT AND RESOURCES TO MEALS ON WHEELS AMERICA, HELPED PAVE THE WAY FOR THOSE MEANINGFUL STEPS FORWARD.

2015 BOARD OF DIRECTORS

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Chair
Executive Director of
Corporate Engagement
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JEFFREY SMYTHE, MPA

Vice Chair
Executive Director
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SANDRA NOE

Secretary/Treasurer
Executive Director
Meals on Wheels of
Northwest Indiana
Merrillville, IN

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Immediate Past Chair
Executive Director
Meals-on-Wheels of Johnson
and Ellis Counties
Cleburne, TX

MARCY BERNER-REEDY

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

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Meals-on-Wheels
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San Diego, CA

CASEY CHROUST

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Retail Strategic Ventures
Washington, DC

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Ewing Township, NJ

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Meals on Wheels and More
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PANDORA Americas
Baltimore, MD

JOHN WIDER

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AARP Services, Inc.
Washington, DC

2015 LEADERSHIP TEAM

ELLIE HOLLANDER

President and CEO

KEITH GREENE

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Chief Development Officer

ERIKA KELLY

Chief Advocacy and Government
Affairs Officer

DON MILLER

Chief Financial and Administrative
Officer

SUSAN WALDMAN

Chief Marketing and
Communications Officer

MAGDA HAGEMAN-APOL

Vice President, Education and
Training

LINDA NETTERVILLE

Vice President, Grants and
National Resource Center

LETTER FROM PRESIDENT AND CEO ELLIE HOLLANDER AND BOARD CHAIR LIZ SEMAN

DEAR FRIENDS,

We may remember 2015 as the year the Meals on Wheels movement reignited, sparking a new era of increased attention and care around the issues of nutrition, isolation and independence facing America's seniors.

We forged new, innovative partnerships and created meaningful impact with a number of well-known corporations, spanning both longtime partners and new supporters. With the generous help of these groups, we distributed more than \$2.6 million in grants to support Meals on Wheels America Members in delivering their seniors so much more than a meal.

In addition, our groundbreaking *More Than a Meal* pilot research study – funded by AARP Foundation and conducted by researchers at Brown University – revealed the unique vulnerabilities of America's seniors and the measureable benefits of receiving Meals on Wheels' holistic service.

To reinvigorate Meals on Wheels' public image, we launched an entire organizational rebrand, available for adoption by any of our more than 1,000 Member programs. Under this singular brand and unified voice, we will more effectively convey the urgency of the Meals on Wheels movement to a new generation of supporters and volunteers.

While 2015 saw great strides, we know that much remains to be done. With limited resources nationally and one-in-six seniors facing the threat of hunger, we need everyone to pitch in to do their part as America's senior population is projected to double by 2050. And while more than 2.4 million seniors have a caring volunteer who delivers a nutritious meal, safety check and friendly visit, we are asking you to join a clarion call that will ensure that even more seniors can age with independence and dignity. Join us as we fan the flames of this newly-sparked Meals on Wheels movement.

With sincere thanks,



ELLIE HOLLANDER
President and CEO



LIZ SEMAN
Board Chair



TEAMING UP WITH VISIONARY PARTNERS

WE COULDN'T ADDRESS SENIOR HUNGER AND ISOLATION ON SUCH A BROAD SCALE WITHOUT THE CRUCIAL SUPPORT FROM OUR DEDICATED PARTNERS. THESE GENEROUS SUPPORTERS MADE A TRULY IMPACTFUL DIFFERENCE FOR OUR NETWORK IN 2015, SPARKING A NEW ERA FOR THE MEALS ON WHEELS MOVEMENT.

THANKS FOR HELPING US ADVANCE OUR MISSION!

SUBARU OF AMERICA

After seven years and \$8.4 million in support, **Subaru of America** has impacted Meals on Wheels and the seniors they serve through a variety of ways. Subaru selected Meals on Wheels as one of its Share the Love Event national partners for the seventh consecutive year. As a result, Meals on Wheels America received \$1.47 million through Share the Love in 2015 alone, of which more than \$1.25 million was redistributed to Members through grants and scholarships. During the campaign and throughout the year, Subaru retailers partnered with Meals on Wheels programs in local communities to raise awareness and volunteer.

Subaru of America extended its support even more through Subaru Love Promise, which is their commitment to making a positive impact in communities throughout the year. Subaru and its local retailers supported Meals on Wheels programs in a number of ways, including the launch of a first-ever online volunteer drive website, which connected prospective volunteers directly to Meals on Wheels programs across the country.

“Our partnership with Meals on Wheels America is built on a legacy of compassion and service. Since 2008, our customers, retailers and employees, along with the Meals on Wheels network, have been a formidable force against senior hunger and isolation. We are proud to be a good partner on the road and in the communities we serve, and plan to be for years to come.”

— **ALAN BETHKE**, Vice President of Marketing, **Subaru of America**





For six straight years, **Gallo Family Vineyards** has invited Americans to help end senior hunger by supporting Meals on Wheels America year-round through its *Every Cork Counts* Program. Gallo made a donation to Meals on Wheels America for every cork and screw cap returned from a customer. As a result, Gallo provided more than \$130,000 in total support of Meals on Wheels America and the 2015 Meals on Wheels Annual Conference and Expo.

“As a family owned company, philanthropy and community involvement have long been a staple of our core values. We are proud that our partnership with Meals on Wheels America has ensured that our mothers, fathers, neighbors and friends are living nourished lives as they age.”

— **TONYA NOBLE**, Brand Manager, **Gallo Family Vineyards**



Caesars Foundation has supported Meals on Wheels America for over a decade and is committed to helping older individuals live longer, healthier and more fulfilling lives at every stage of the aging process. Their support of Meals on Wheels America strengthens the annual March for Meals campaign and provides crucial delivery vehicles to Meals on Wheels programs in need. Aside from maintaining their support as a Title Sponsor of March for Meals, Caesars Foundation also donated three brand-new delivery vehicles in Atlantic City, NJ; San Diego, CA; and Las Vegas, NV, to expand capacity to reach even more seniors.

“At Caesars Foundation, we believe that acts of kindness – both big and small – can make a real difference in our communities. Our Caesars properties share this commitment and we were honored to donate three new vehicles to deserving Meals on Wheels programs. We are proud of our long history with Meals on Wheels America and I look forward to our continued partnership.”

— **THOM REILLY**, Executive Director, **Caesars Foundation**



In 2015, the **Kellogg 25-Year Employee's Fund** contributed \$575,000 to Meals on Wheels America to support Member programs near Kellogg's plants and offices. Member programs used their grant funds to improve operations and efficiencies, purchase vehicles, and recruit more volunteers.

“We are honored to partner with a caring organization such as Meals on Wheels America, providing nutrition and healthy food to Kellogg retirees and seniors in the communities where we live and work.”

— **JODI GIBSON**, Executive Director, **Kellogg 25-Year Employee's Fund**

TEAMING UP WITH VISIONARY PARTNERS

CONTINUED



The Home Depot Foundation funded a veteran's home repair pilot project with Meals on Wheels America and two local Meals on Wheels programs in Austin, TX, and San Francisco, CA, as part of the Foundation's ongoing commitment to U.S. military veterans and their families. Throughout the year, The Home Depot Foundation contributed more than \$700,000 and countless volunteer hours from Team Depot, The Home Depot's associate-led volunteer force, to help senior veterans with critical home repairs so they can age more safely, comfortably and longer in their homes. The Foundation also invited Meals on Wheels America to take part in a social media campaign during its fifth annual Celebration of Service. Through this effort social media actions helped The Home Depot Foundation to donate \$1,000,000 to nine charitable partners, including Meals on Wheels America.

"We're incredibly grateful for our partnership with Meals on Wheels America. They're a real leader in the senior veteran space. Through our partnership, we're able to extend our reach to serve those who once served us all as they age comfortably in their own homes. Meals on Wheels America has always been nimble, solutions-oriented and fantastic to work with – they're a powerhouse brand and we're thrilled to support them!"

— **SHANNON GERBER**, Executive Director, **The Home Depot Foundation**



BJ's Wholesale Club is the first warehouse club to partner with Meals on Wheels America. To commence the partnership, BJ's Charitable Foundation contributed \$100,000 to support capacity-building projects in eight markets across the United States. Meals on Wheels America Member programs submitted creative applications to showcase how a grant would increase their ability to serve more meals, remove seniors from wait lists and/or recruit new volunteers. In total, 17 grants were distributed in 2015. Grantees expected to serve 529,000 more meals and close to 1,900 more seniors, as a result of this funding.

"With our long-standing commitment to help end hunger, partnering with Meals on Wheels America seemed like a perfect fit. Our partnership not only generated meaningful community impact, but it also provided volunteer opportunities for our dedicated Team Members that built morale and influenced new friendships with local Meals on Wheels programs. We thank Meals on Wheels America for working together to make our communities stronger, safer and more self-sufficient."

— **JESSICA NEWMAN**, Assistant Vice President of Community Affairs for **BJ's Wholesale Club**, and Executive Director of **BJ's Charitable Foundation**



Banfield
Charitable Trust

Banfield Charitable Trust (BCT) has distributed more than \$1.8 million in funding and pet donations since 2007 to hundreds of local Meals on Wheels programs across the nation that are working to keep pets and their homebound seniors together. In 2015, BCT generously transferred administration of its Meals on Wheels Pet Assistance Grant program to Meals on Wheels America through a grant of \$1.4 million. These funds will allow Meals on Wheels to continue keeping seniors and their pets together at home.

“Banfield Charitable Trust has recognized Meals on Wheels America’s commitment to programs and education that support independent seniors and their pets. We have full faith in Meals on Wheels America and its staff’s ability to expand the program, as well as its presence in, and contribution to, the pet care and nutrition market.”

— **JIM CLEARY**, Chairman of the Board, **Banfield Charitable Trust**



Powerhouse technology companies **PayPal** and **Lyft** teamed up to support Meals on Wheels America in 2015. Tips to Lyft drivers of \$5 or more during the campaign resulted in a \$5 PayPal donation to Meals on Wheels America, and driver payments made via PayPal resulted in \$10 donations. Through this initiative, PayPal and Lyft donated nearly \$100,000 to Meals on Wheels America Members.

“We were thrilled to team up with Lyft to support Meals on Wheels America and its local Members. In just two days, we raised nearly \$100,000, which only reinforces the generous spirit of our customers, the reach of Meals on Wheels in communities nationwide and its valuable service to seniors.”

— **CLAM LORENZ**, General Manager, Social Innovation, North America, **PayPal**



“Lyft and Meals on Wheels share a vision of reconnecting people through the power of community and transportation. After volunteering with Meals on Wheels in several cities, we were excited to work with PayPal to further support this important mission.”

— **JOHN ZIMMER**, Co-Founder and President, **Lyft**





EMPOWERING COMMUNITIES ACROSS THE NATION

WE PROVIDED A PLATFORM FOR MORE THAN 1,000 MEALS ON WHEELS AMERICA MEMBER ORGANIZATIONS TO LEARN FROM EXPERTS AND EACH OTHER, EXPAND FUNDING RESOURCES AND CAPACITY TO MEET THE ESCALATING DEMANDS OF THE FUTURE, AND RAISE AWARENESS OF OUR COLLECTIVE MOVEMENT.

SUPPORTING SENIORS IN DISASTER PREPAREDNESS, RESPONSE AND RECOVERY

We collaborated with the American Red Cross both nationally and locally by participating in preparedness activities, such as fire safety campaigns, response drills and exercises in local communities. The partnership helped open lines of communication that ensure our seniors are not only more prepared for emergencies, but also accounted for during response and recovery.

“Meals on Wheels America provides various opportunities to help our program grow professionally. As a result of our Membership, we have had plenty of opportunities to explore new venues that enable us to serve our community in a more effective and efficient way and therefore reach more seniors in need. The service and support that we receive as a Member is truly invaluable – joining the Association is the best decision for any Meals on Wheels or Senior Dining Program.”

— **WILDA BELISLE**, Meals on Wheels America Member since 2006, **Osceola Council on Aging**, Kissimmee, FL

ADVANCING LEARNING FOR OVER 5,000 SENIOR NUTRITION PROFESSIONALS

Through the Meals on Wheels Leadership Academy, we continue to be a trusted and recognized leader in delivering engaging learning events that offer members of the senior nutrition community timely and relevant industry information; professional development and leadership certification programs to boost career prospects; and best practices and new techniques to ensure a competitive advantage. To help local Meals on Wheels programs better meet the demands of their communities, we tapped into the industry’s leading subject matter experts to keep Members ahead of the curve. This resulted in training over 4,900 individuals on 24 topics through webinars and 33 Conference educational sessions. In addition to the targeted education, the Leadership Academy provided three Town Hall webinars and nine informational webinars.



4,900 individuals trained on 24 topics that empower senior nutrition professionals to do what they do better...



...through webinars and Conference educational sessions

SAVING MEALS ON WHEELS PROGRAMS MILLIONS OF DOLLARS

More than 130 Meals on Wheels America Members signed up to access savings through our national contracts with Member Discount Program partner, Premier. Members also found they could save an average of 10% on their food costs.

AWARDING OVER \$2.6 MILLION IN GRANTS

Meals on Wheels America Members received crucial funding – over \$2.6 million in total – in grants to serve more seniors and build capacity to meet the growing demand.

SPARKING THE MOVEMENT AT THE 2015 MEALS ON WHEELS ANNUAL CONFERENCE AND EXPO

The Meals on Wheels Leadership Academy brought together Meals on Wheels programs and senior nutrition thought leaders from across the country in Orlando, FL, where they connected with subject matter experts, colleagues and partners to expand their thinking. The 33 Conference sessions taught new skills, offered new perspectives and focused on collaboration to build the capacity to address the demands of the future. Nearly 700 attendees, presenters and exhibitors enjoyed several days of important dialogue, networking, intensive training, inspiring keynotes and even a little Disney magic.

“The Conference was a great event that educated, inspired and motivated.”

— **GRANT JONES**, Meals on Wheels America Member, **Metro Meals on Wheels**, Boise, ID

DRIVING AWARENESS THROUGH ANNUAL MARCH FOR MEALS CAMPAIGN

Since 2002, Meals on Wheels programs have celebrated March as an important anniversary for the Older Americans Act. That month in 1972 saw the establishment of a national nutrition program for seniors and – as a result – formalized a federal funding stream to help seed the Meals on Wheels movement. Meals on Wheels programs across the country leverage the month to engage their communities around senior isolation and hunger, raising funds and volunteers to support their efforts.

The 13th annual March for Meals campaign engaged our highest number of senior nutrition programs to date. Over 250 local programs generated more than 2,600 Community Champions who contributed to promoting awareness, recruiting nearly 5,000 volunteers and raising more than \$1.6 million. Meals on Wheels America provided Member programs with useful toolkits, branded materials and grants totaling more than \$370,000 to enable these local celebrations' success.

TEAMING UP WITH DOSOMETHING.ORG TO DELIVER MORE THAN 455,000 CARDS TO SENIORS

Nearly 53,000 teens across the nation stepped up to ensure seniors weren't isolated on Valentine's Day by crafting hundreds of thousands of handmade cards for them. Through our second annual *Love Letters* campaign with DoSomething.org, nearly half of our Membership signed up to receive and distribute these cards to their clients as part of a national effort to lift the spirits of seniors. Through both local and national press coverage, the campaign helped to increase awareness about Meals on Wheels and the seniors they serve.



Over 250 local programs generated more than 2,600 March for Meals Community Champions who contributed to promoting awareness, recruiting nearly 5,000 volunteers and raising more than \$1.6 million.

ADVOCATING FOR MEALS ON WHEELS PROGRAMS



WE CONTINUED TO BE A STRONG VOICE IN WASHINGTON, WORKING TIRELESSLY TO PROTECT AND STRENGTHEN THE FEDERAL SUPPORT THAT SERVES AS A VITAL SAFETY NET FOR OUR NATION'S MOST VULNERABLE SENIORS. THE MAJOR PROGRESS WE MADE CONTRIBUTED TO A \$20 MILLION DOLLAR FUNDING INCREASE FOR NUTRITION PROGRAMS THROUGH THE OLDER AMERICANS ACT.

PRESENTING AT THE 2015 WHITE HOUSE CONFERENCE ON AGING

Meals on Wheels America President and CEO Ellie Hollander spoke out during the once-in-a-decade White House Conference on Aging through an armchair conversation on nutrition and aging with U.S. Department of Agriculture Secretary Tom Vilsack. This event, held at the White House, provided an important opportunity for the public – especially caregivers and experts in the aging network – to hear the current challenges and chart a progressive course for the future.

ELEVATING THE ISSUE AND CONSEQUENCES OF SENIOR HUNGER BEFORE THE NATIONAL COMMISSION

Ellie Hollander, and Meals on Wheels leaders from across the country, raised awareness about the issue of senior hunger in America and delivered recommendations on how to address it to the National Commission on Hunger. In January 2016, this bipartisan, congressionally-appointed Commission issued a report to Congress and the U.S. Department



Ellie Hollander spoke out at the White House Conference on Aging with U.S. Department of Agriculture Secretary Tom Vilsack.

of Agriculture on how to further leverage and more effectively utilize nutrition programs to reduce food insecurity nationwide. Ultimately, several recommendations related to improving access to nutritious meals for seniors and individuals with disabilities were accepted and included in the final “playbook.”

(Continued on Page 14)



ADVOCATING FOR MEALS ON WHEELS PROGRAMS

CONTINUED



URGING CONGRESS TO FUND, PROTECT AND REAUTHORIZE THE OLDER AMERICANS ACT

During Older Americans Month (May), we joined our National Board of Directors to urge Congress to fund, protect and reauthorize the Older Americans Act by meeting with a record breaking 40+ Representatives' and Senators' Offices. In addition, Ellie Hollander spoke out for seniors before the Senate Democratic Steering and Outreach Committee to garner support for Meals on Wheels programs.

THOUSANDS OF SENIORS ARE CURRENTLY WAITING TO RECEIVE MEALS ON WHEELS NATIONWIDE

#SENIORSCANTWAIT

AS OF NOVEMBER 2015 ACCORDING TO SELF-REPORTED DATA FROM MEALS ON WHEELS PROGRAMS NATIONWIDE

SHEDDING LIGHT ON THE GROWING PROBLEM OF MEALS ON WHEELS WAITING LISTS THROUGH FIRST-EVER #SENIORSCANTWAIT CAMPAIGN

We increased national awareness of the growing problem of seniors waiting to receive a nutritious meal by launching the first-ever #SeniorsCantWait social media campaign. Through customized toolkits we provided to local Meals on Wheels programs, press and social media spread the message across the country like wildfire.

PAVING THE WAY FOR THE FUTURE



AS OUR NATIONAL NETWORK FACED LIMITED FUNDING, RISING COSTS AND UNPRECEDENTED DEMAND, WE INVESTED IN OUR FUTURE TO STAND UP AND PREPARE TO MEET THE PRESSING NEEDS OF A GROWING SENIOR POPULATION.

CONFIRMING HOLISTIC BENEFITS OF MEALS ON WHEELS THROUGH GROUNDBREAKING RESEARCH

The 15-week *More Than a Meal* pilot research study, funded by AARP Foundation and conducted by researchers at Brown University, implemented a groundbreaking approach to investigating the impact of meal service delivery on the health and well-being of homebound seniors receiving Meals on Wheels.



The study's findings revealed what our network already knew from first-hand experience: that seniors receiving the traditional daily, hot delivered Meals on Wheels service (nutritious meal, friendly visit and safety check), experienced notable improvements in health and quality of life, while also feeling less isolated and more confident about remaining in their homes. The study will serve as another tool that our network can use to make our case to supporters.

SEEKING TO DEMONSTRATE ADDITIONAL POSITIVE OUTCOMES OF DAILY HOME-DELIVERED MEALS WITH THE SECOND PHASE OF THE MORE THAN A MEAL RESEARCH

We took a definitive step in proving the economic value of Meals on Wheels by launching *More Than a Meal* Phase 2, thanks to financial support from the West Foundation. The second phase of this study makes the connection between self-reported data by senior clients and Medicare health claims information. This analysis will help determine if differences in health care use can be attributed to different meal delivery methods when comparing a matched population of Medicare beneficiaries and non-Meals on Wheels recipients.

(Continued on Page 16)



HOSTING THE NATIONAL RESOURCE CENTER ON NUTRITION AND AGING ONCE AGAIN

The Administration for Community Living again selected and provided funding for Meals on Wheels America to host the National Resource Center on Nutrition and Aging – a comprehensive repository of expert resources and tools to support the aging network.



UNCOVERING AND DEBUNKING OLDER AMERICANS ACT POLICY BARRIERS

Meals on Wheels America received a one-year grant from The Retirement Research Foundation to identify and increase understanding of policy barriers – actual and perceived – that exist among state-administered Older Americans Act Nutrition Programs. This research will go a long way toward optimizing funding levels, improving efficiencies, adopting innovative practices and creating greater local impact.



CONNECTING SENIORS TO MORE OPPORTUNITY THROUGH TECHNOLOGY

Through Caesars and AARP Foundations, Meals on Wheels America received funding to explore the use of tablet technology to facilitate the SNAP application process. The Technology-Assisted Supplemental Nutrition Assistance Program (TA-SNAP) Enrollment project sought to enable senior nutrition programs to more easily connect eligible senior clients to SNAP benefits to help cover the cost of their meals and groceries.



COLLECTING NATIONWIDE CLIENT HEALTH OUTCOME DATA

We launched our Data-Driven Innovation Pilot Program to collect real-time data from the Meals on Wheels network to enable reporting and aggregation of program operation data and client health outcomes. The online system has the ability to collect and compare a senior nutrition program's data with other programs nationwide. This powerful tool yields useful program outcome results that can be shared with stakeholders to make a stronger case for support.

SPARKING A NATIONWIDE MOVEMENT THROUGH A COMPLETE MEALS ON WHEELS REBRAND

We adopted an engaging, new brand and visual identity as Meals on Wheels America. The rebrand served as a foundational step to more clearly and evocatively convey Meals on Wheels as a relevant and vital solution to addressing the growing issues of senior hunger and isolation. The contemporized design, brought to life by Duffy & Partners, breathes new energy into the well-known, well-established and well-respected Meals on Wheels brand.

We opened up the award-winning design to our Members across the country, offering custom local versions of the national brand in order to unify our movement under one look and one voice. Together, we can deliver for our nation's seniors.

LOCAL PROGRAMS



MEALS ON WHEELS AMERICA



STATE ASSOCIATIONS



FINANCIAL SUMMARY

WE WORK HARD TO RETURN NEARLY 80% OF OUR FUNDING BACK TO OUR COMMUNITY-BASED MEALS ON WHEELS AMERICA MEMBERS TO ENABLE THEM TO SERVE EVEN MORE SENIORS IN NEED. TO DO THAT, WE KEEP A CLOSE EYE ON THE NUMBERS.

2015 STATEMENT OF ACTIVITIES

REVENUES

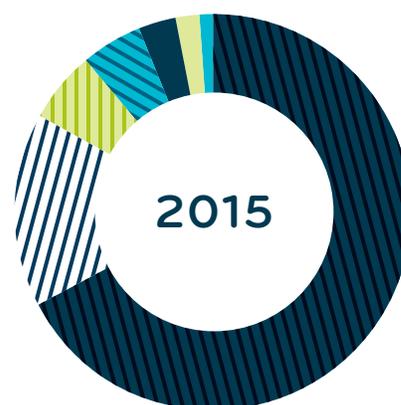
Corporate and Foundation Grants	\$5,152,093
Contributions	\$1,280,194
Conference	\$ 466,348
Program Service Fees	\$ 383,568
Government Grants	\$ 248,347
Membership Dues	\$ 157,380
Investment Income	\$ (127,484)
Other Income	\$ 4,142
Total Revenues	\$ 7,564,588

EXPENSES

Program Services	\$5,835,216
Management and General Development	\$ 1,257,339
	\$ 427,983
Total Expenses	\$ 7,520,538
Change in Net Assets	\$ 44,050

<i>Net Assets, Beginning of Year</i>	\$12,939,461
<i>Net Assets, End of Year</i>	\$12,983,511

SOURCES OF FUNDS



68%		CORPORATE AND FOUNDATION GRANTS
16%		CONTRIBUTIONS
6%		CONFERENCE
5%		PROGRAM SERVICE FEES
3%		GOVERNMENT GRANTS
2%		MEMBERSHIP DUES
<1%		OTHER INCOME

We are proud to be a Better Business Bureau Accredited Charity and to meet all 20 rigorous standards for charity accountability of the BBB Wise Giving Alliance.



HIGHLIGHTS



\$7,564,588

Total revenue of \$7,564,588 and growth of 24% over 2014

\$16 FOR \$1

On average we distributed \$16 for every \$1 in dues



\$2.6 MILLION

Distributed more than \$2.6 million to Members, a 57% increase over 2014

ACCOLADES AND AWARDS



IT WAS AN HONOR TO BE RECOGNIZED FOR OUR 2015 EFFORTS TO PROPEL THE MOVEMENT.



RECEIVED TOP ASAE HONORS FOR *MORE THAN A MEAL* PROGRAM

We earned a 2015 ASAE Power of A Gold Award for our *More Than a Meal* research and supporting toolkit, designed to equip our Members, and the entire senior nutrition field, with the information needed to effectively protect and grow the support they need to serve seniors in their communities.



OUR CFO NAMED RISING STAR OF THE YEAR

We celebrated Don Miller, Meals on Wheels America's Chief Financial and Administrative Officer, when he was named the 2015 Nonprofit CFO Rising Star of the Year by *Association TRENDS*.



RECOGNIZED AS ONE OF THE 20 BEST BRAND DESIGNS OF 2015

Paste Magazine recognized Meals on Wheels America's new brand as one of the 20 Best Brand Designs of 2015 after our full rebrand that included a name change, visual identity overhaul and new website.



RECEIVED TRANSFORM AWARDS NORTH AMERICA'S GOLD AWARD FOR REBRAND

The award recognized Meals on Wheels America's excellence in rebranding and brand development as we launched our new name, logo and website.

HOW YOU CAN GET INVOLVED

TEAM UP WITH THE OLDEST AND LARGEST ORGANIZATION DEDICATED TO ADDRESSING SENIOR ISOLATION AND HUNGER

You likely have strategic goals that go far beyond profits and margins. They might involve brand loyalty, satisfied employees and community impact. By partnering with Meals on Wheels America, you can reach these important goals while ensuring America's seniors are not forgotten.



BENEFITS OF PARTNERING WITH US

LIFT YOUR BRAND. Meals on Wheels is known and trusted by over 90% of Americans.

ACCESS CONSUMERS. Gain exposure to our extensive network of more than two million volunteers, donors, advocates and Senior Nutrition Professionals.

ENGAGE YOUR EMPLOYEES. With Meals on Wheels programs in every state, we can connect your team to local volunteer opportunities on a massive scale.

DRIVE COMMUNITY IMPACT. Make a local difference by strengthening the communities in which your employees live and work.

CONTACT US TODAY TO GET STARTED

Partnership opportunities with Meals on Wheels America are virtually endless. We look forward to working with you to both meet your goals and create the most impact for our nation's seniors.

Learn how partnering with Meals on Wheels America can help you reach your goals and help communities around the country at the same time.

Email development@mealsonwheelsamerica.org or call us at **703-548-5558**.



U.S. ARMY
VETERAN



George proudly defended our country's freedom during WWII and is now focused on his own independence. While George is no longer strong enough to be on watch for his own safety, he and his family, who are working full-time during the day, rest a bit easier knowing a Meals on Wheels volunteer will be there each day to check in on him.



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