



THE BENEFITS OF ADOPTING THE MEALS ON WHEELS BRAND

The vision and plans for creating a powerful, unified Meals on Wheels brand and voice are coming to fruition! Nearly 150 Member programs have already adopted and are both strengthening our national voice and reaping great benefits in their local communities.

THERE'S STRENGTH IN NUMBERS

Adopting the Meals on Wheels brand visually ties your program to the larger national movement. You can leverage all Meals on Wheels exposure across the country through national efforts like the Ad Council and #SaveLunch to make your voice even louder.

WE PROVIDE ALL THE TOOLS AND RESOURCES

You'll get customized logo files, free access to the Meals on Wheels America Photo Gallery, a style guide, the brand fonts and a host of valuable tools to jumpstart your new brand.

TAKE ADVANTAGE OF SIGNIFICANTLY REDUCED COSTS

There are costs involved in rebranding, and that's why we set up programs to save you as much money as possible. By using our Print & Design Shop and OneEach Technologies for building your customized website, your program can create a whole new website for a fraction of the normal cost.

THE RESULTS ARE REAL

Meals on Wheels of Johnson & Ellis Counties reported dramatic surges in meals served (35,000 more than the previous year), as well as a boost in fundraising and volunteer recruitment through their new website, after adopting the brand.



5 NATIONAL AWARDS WON
for our brand and website

3 STEPS FOR ADOPTING

1

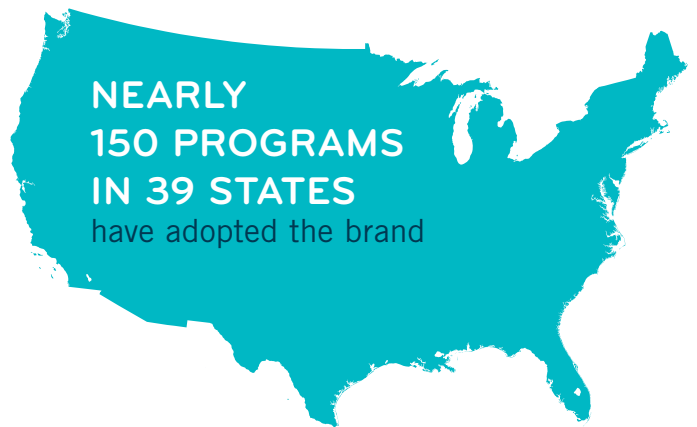
Visit the Brand Resource Center at mealsonwheelsamerica.com/brand for Member testimonials, information on getting started and more.

2

Sign the Brand License Agreement at mealsonwheelsamerica.org/brand/licenseagreement.

3

Receive your new logos, access to other tools and get started!



ADOPT THE MEALS ON WHEELS BRAND TO ENJOY ALL THESE BENEFITS AND MORE!

Questions? Email brand@mealsonwheelsamerica.org