



MEALS on WHEELS
LONDON





MEALS on WHEELS
LONDON

Together, We Can Deliver.



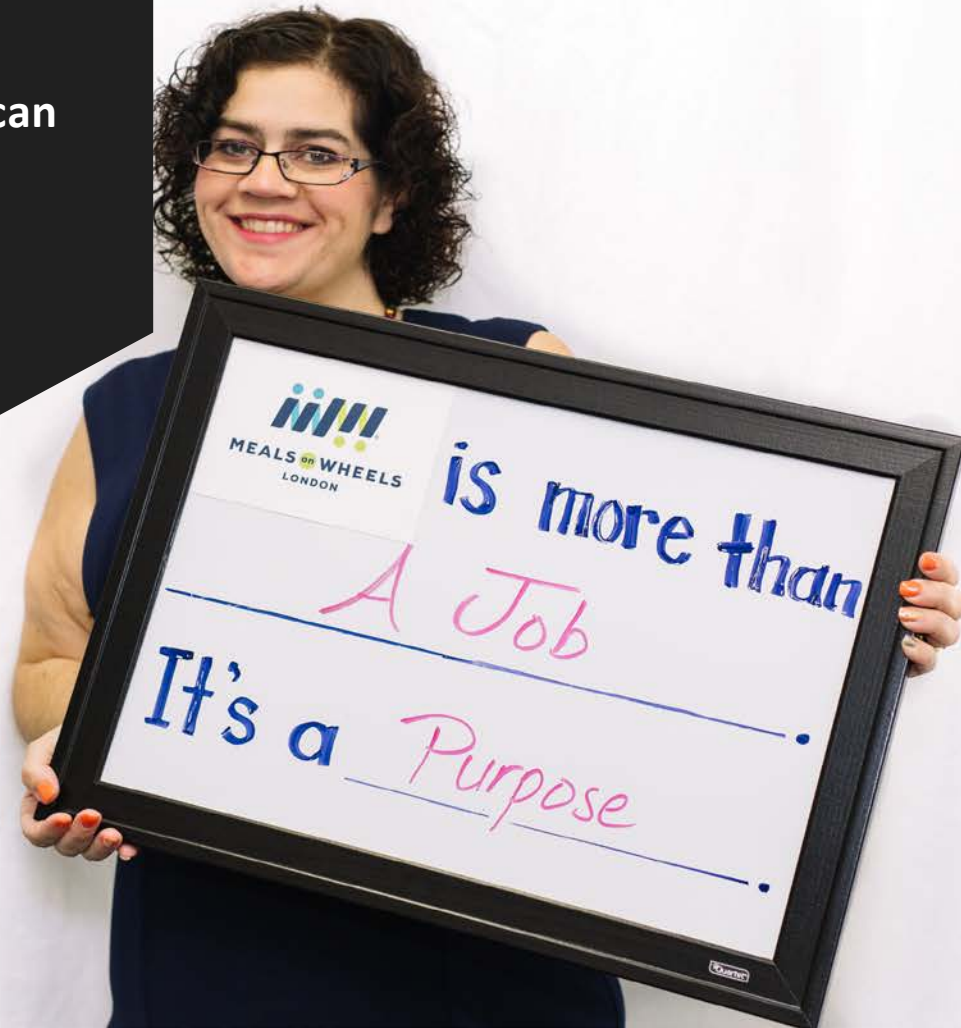
is more than
a meal and

food provider

It's quality of life partner.

Footer Title – 20pt – Right Justified

Together, we can
deliver!





MEALS on WHEELS
LONDON

TOGETHER, WE CAN DELIVER.



**WHEELS FOR
WELLNESS**

THE
*Village
Table*
TVT
IN SUPPORT OF
MEALS ON WHEELS LONDON



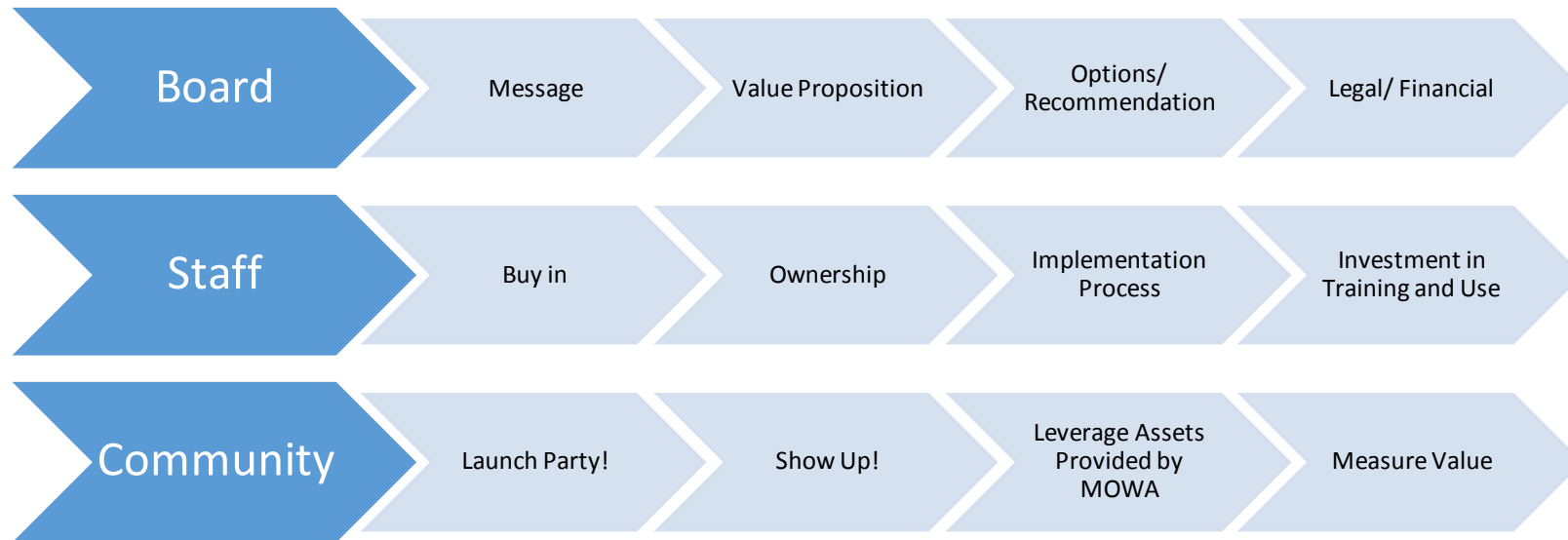


MEALS on WHEELS
LONDON

TOGETHER, WE CAN DELIVER.



Steps to Brand Change...



It's not easy but it's worth it!

Make it an event!



YOU ARE CORDIALLY INVITED TO THE
ANNUAL GENERAL MEETING
OF MEALS ON WHEELS LONDON

**“DELIVER THE MESSAGE,
TELL THE STORY”**

*Please join us for this special interactive
storytelling event that will feature the
launch of our exciting new brand!*

June 22, 2017
4:00 – 5:30 pm
The Village Table,
630 Dundas Street

LIGHT REFRESHMENTS WILL BE SERVED
AND A CASH BAR IS AVAILABLE.

THE VILLAGE TABLE
TOGETHER. GIVE. GROW.

Please RSVP at <https://www.eventbrite.ca/e/meals-on-wheels-londons-annual-general-meeting-tickets-34710981480>

Tie the brand change to business goals...

Getting People Involved Creates Ownership:



Have FUN!

Swag and View to Public...



Make it your own

Swag and View to Public...



Make it your own

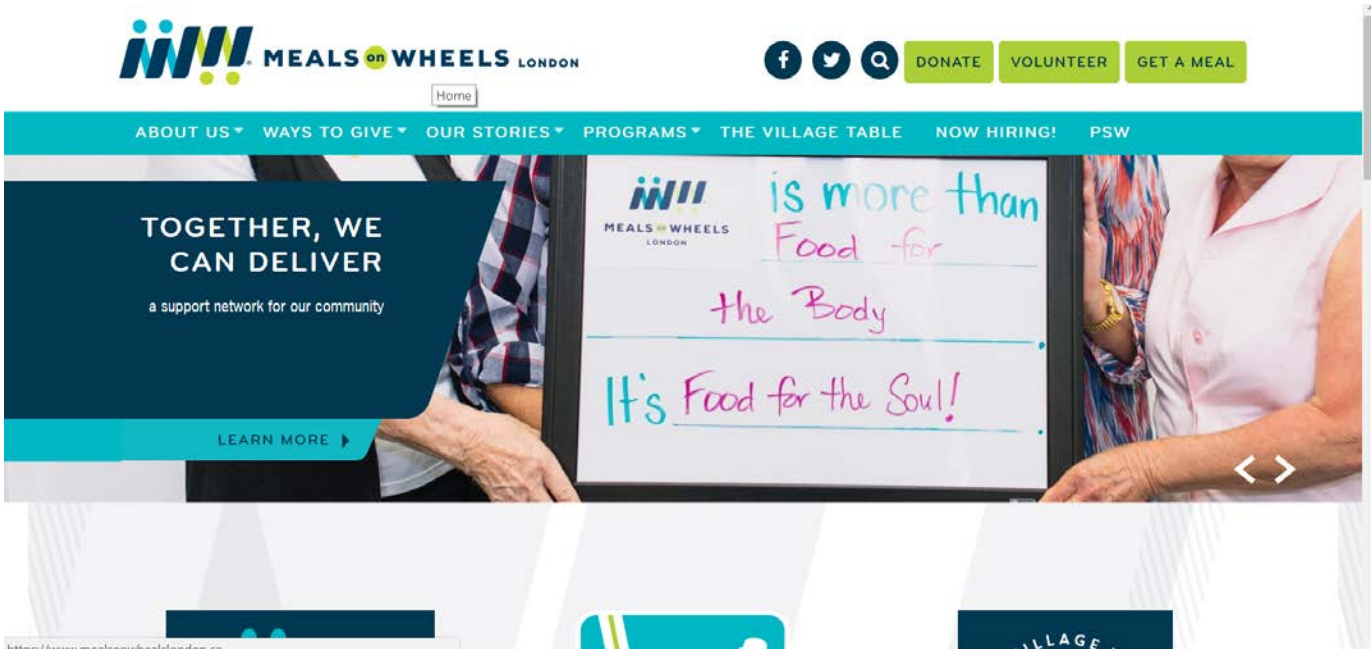
Use the Assets provided by MOWA



Build on the Brand!



And the website by One Each:



Build on the Brand!

New Look, New Partners!



MEALS ON WHEELS
LONDON

Is Proud to be



ANDERSON
CRAFT ALES

Charity for August!

Join us for a beer on Thursdays at their taproom and 1\$ from each beer will help support MOWL programs!

 @MealsonWheelsLondon www.mowl.ca  @andersoncraftales
www.andersoncraftales.ca/

 @MOWLONDON  @andersoncraftales



MEALS ON WHEELS
LONDON
TOGETHER, WE CAN DELIVER

&



GROWING CHEFS!

LET'S DO LUNCH

\$20
LUNCH FOR YOU
3 MEALS FOR SENIORS
A COMMUNITY SERVED



Hear Well
Be Well™



MEALS ON WHEELS
LONDON

Working together for London's seniors

Mention this ad when booking your
FREE hearing test and
Hear Well Be Well™ will donate
5 HOT MEALS FOR LONDON'S SENIORS

Book your **FREE** hearing test today!
Applicable to ages 50 and older. Valid from June 1 - Aug. 31, 2018

Showing up differently in our community!

Using what works makes space to try new things!



A Gift of Food
A TASTING EVENT FOR FOODIES WHO WANT TO GIVE BACK!

WHEN: GIVING TUESDAY, NOVEMBER 28, 2017
6:00 PM - 9:00 PM
WHERE: DESIGN HOUSE LONDON (FORMERLY GARDNER GALLERY)
186 YORK STREET
PRICING: EARLY BIRD SPECIAL: \$85.00 (BOOK BY NOVEMBER 1ST)
GROUP RATES APPLY
REGISTER AT: WWW.THEGIFTOFFOOD.EVENTBRITE.CA
OR BY CONTACTING VANESSA AT VCULLEN@MOWL.CA
OR 519-660-1430 x260

· LIVE MUSIC · FOOD SAMPLING · WINE PAIRINGS ·

Introducing our emcee for the evening,
CBC Host Rebecca Zandbergen

All funds raised from this event will go towards The Village Table programs in support of Meals on Wheels London. Meals on Wheels London aims to create creative and innovative ways to address food insecurity in London Ontario. With this new social enterprise, Meals on Wheels London strives to build community and support for seniors and people living with disabilities so that they can live in their homes as long as possible with access to affordable food!

MEALS ON WHEELS LONDON
 kae kindness above everything
 THE VILLAGE TABLE
GATHER. GIVE. GROW.

Showing up differently in our community!

Success looks Good!



Success looks Good!



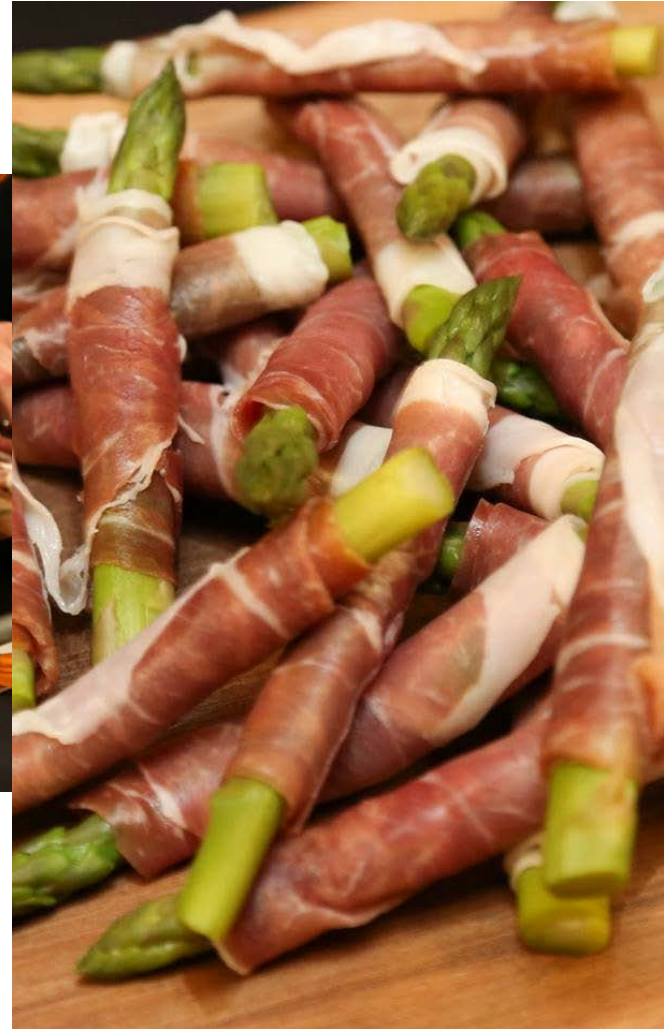
Gift of Food Event 2017



Success
tastes
Good!



Success tastes Good!



Success makes a difference!

25% of our
Fundraising Goal
raised in one night!

Gift of Food Event 2017



Measuring the Impact...

- Weekly Blog has a 600+ direct distribution through our website
- Social Media Views topped 5000 on a single post
- Fundraising exceeded Goals by 10%
- Meal distribution grew by 11%
- 4 new Sponsorship relationships, 2 new corporate teams, 52 new volunteers
- Communications strategy designed on new branding capacity
- Consistent branding for internal and external communications

Key Learnings

- Do the Math!
 - Estimated local re-brand costs \$130 000
 - MOW branding adaptation in year one: \$42 000
- Get the buy in
 - Engage board, staff and community in re-brand
 - Consider opportunity for participation as you 'tell the story'

Together, we can deliver.

Key Learnings

- Commit
 - Use the Brand
 - Ask for help from MOWA
 - Consider the website
 - Take it all the way!
- Strategize
 - Brand is more than logo, consider key messaging and how it can propel your organization forward
 - Use as a change management tool, as you move business strategies forward, tie to new look.

Together, we can deliver.



MEALS on WHEELS

LONDON

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