



# DONOR IMPACT REPORT

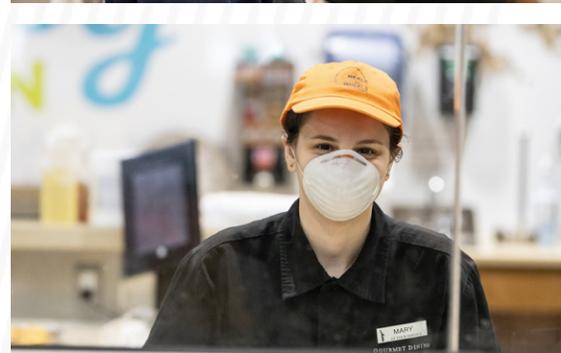
NOVEMBER 2020

# THANKS TO YOU, OUR SENIORS ARE SAFE

COVID-19 scored a direct hit on America's seniors and the Meals on Wheels programs charged with supporting their health and safety. As the pandemic spread rapidly across the country, millions of seniors began to shelter in place as their primary defense against the threat. Geographic and physical separation from friends and family led many to their local Meals on Wheels providers for the support they needed. And, thanks to you, we were able to be there for them.

This report reflects the rapid and effective response of the Meals on Wheels network of over 1,000 local community programs, funded through the Meals on Wheels COVID-19 Response Fund, from March 30 through October 21, 2020.

Your donations powered the response of our Meals on Wheels network of heroic action to serve over **18 million additional meals**. Thanks to you, over **a million new clients** received Meals on Wheels services in the safety of their own homes.



## MEALS ON WHEELS COVID-19 RESPONSE FUND SUCCESS

Our COVID-19 Response Fund sent desperately needed funding to the front lines of the pandemic in the communities where it was needed the most. To date, we have distributed \$28.7 million through 1,067 grants to 619 Meals on Wheels programs across the country.

### YOUR GENEROSITY IN ACTION



*"I actually feel a little vibrant. Like I don't have to worry too much," Ken said.*

Access to food was difficult for Ken, even before COVID-19 struck. However, since he started receiving meals and a friendly knock at his door from Meals on Wheels, he's had a much better time of it.

As a social person, loneliness became an issue for him during the pandemic. "I was in a very bad run when the pandemic first hit," he said. But, with weekly calls from his local Meals on Wheels program, he's feeling more connected. He says "it gives me a lift." And, we're grateful that, with your help, we can help Ken feel less alone.

– *Ypsilanti Meals on Wheels*  
*Ypsilanti, MI*

### Because of you, seniors were nourished, and staff and volunteers were kept safe.

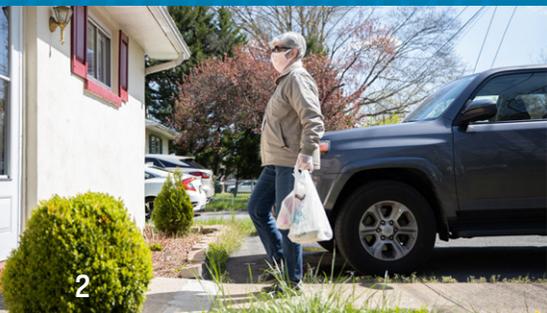
The primary ingredient in our response was the sheer will and determination of our people. However, their success was dependant upon the meals, personal protective equipment, supplies, additional staff and transportation you made possible.

**86%** purchased more meals

**51%** purchased supplies

**34%** added personnel

**17%** shored up transportation needs



### Because of you, seniors were able to turn to Meals on Wheels for their safety, and we delivered.

Emergency funding enabled the network to serve more meals to existing homebound clients and increase our client rosters to accommodate those needing to shelter in place.

**18,443,378**

Additional Meals

**1,014,470**

New Clients Served

### Because of you, local Meals on Wheels programs across the nation got the relief they needed.

Through two rounds of funding, communities received the necessary resources that helped sustain them through the crisis.

- 1-4 GRANTS RECEIVED
- 5-8 GRANTS RECEIVED
- 9-14 GRANTS RECEIVED
- 15-29 GRANTS RECEIVED
- 30+ GRANTS RECEIVED
- NO GRANTS RECEIVED



## WHERE WE GO FROM HERE

COVID-19 has not only reshaped the way we care for our seniors today, but shined a light on our nation's lack of ability to meet their needs in the future. While the Meals on Wheels network was preparing for a doubling of demand to correspond with the projected doubling of the senior population over the next 40 years, a doubling of need materialized practically overnight. When it did, we saw how ill-prepared our nation was to respond.

You can read more about the efforts underway beyond providing emergency funding to local communities in the [September, 2020 version of this report](#).

With your generosity, Meals on Wheels America is now engaged in a number of initiatives designed to gain a better understanding of the long-term impacts of COVID-19 on the behavior and needs of older Americans, and the requirements of local programs to continue to serve them.

These include:

- 1. Older adult research** to better understand attitudes, perceptions, needs and behaviors as a consequence of COVID, and how that may impact the delivery of home and community-based services like Meals on Wheels
- 2. Meals on Wheels programs research** to fully understand the impact of COVID on current and anticipated capacity that will be needed to prepare for a post-COVID world
- 3. A landscape analysis** to gather perspectives from thought leaders across sectors about trends that will likely impact the future capacity of the Meals on Wheels network.

Thanks to your support, these projects will enable Meals on Wheels America to identify and prioritize capacity-building strategies that can ensure a healthy and vibrant network of local, community programs, able to meet the needs of older adults for the long-term and to withstand future challenges.



**AS OF TODAY**, the pandemic is still on the rise in most states across the country. And, even as many of us are finding ways to safely navigate our communities, seniors are still forced to shelter in place as the primary protection of their health and safety.

This is why we also launched the [Don't Stop Now™ campaign](#) in partnership with over 30 corporations that have stepped up to continue to speak out, donate, volunteer and support those most vulnerable.

# DON'T STOP *now.*

**WHEN THE PANDEMIC HIT**, we experienced an unprecedented outpouring of support for vulnerable, at-risk seniors. This campaign celebrates that spirit of giving and reminds us all that our work is far from over.

Please do not forget that seniors still need us, and will continue to need us... for decades to come. And, that is why we continue to need you.



**MEALS on WHEELS**  
AMERICA