

DON'T STOP *now.*

While we've all experienced an extraordinary few months through COVID-19, it is perhaps our seniors who suffered its greatest disruption. Thankfully, incredible generosity from many like you has created a massive uptick in acts of kindness, large and small – which will add up to tremendous impact and necessary support for seniors. Like you, we want to keep the momentum going. Together, we can celebrate the continuation of this spirit of generosity and urge others to not stop now.

There are several ways your company can contribute:

1. Make a philanthropic contribution
2. Host an employee fundraiser
3. Implement a cause marketing promotion

Meals on Wheels America partners with strong brands to create high quality partnerships that yield powerful results. Working together, we achieve our partners' business objectives through a meaningful connection with our mission that ultimately improves the lives of seniors.

If you don't see an idea that meets your needs in the list of suggested activities, please feel free to contact us at development@mealsonwheelsamerica.org. We look forward to connecting with your organization soon!



DON'T STOP
giving

KEEP SUPPORTING. KEEP MAKING A DIFFERENCE. AND WE'LL KEEP OUR SENIORS CONNECTED, NOURISHED AND HEALTHY. #DONTSTOPNOW

MAKE A PHILANTHROPIC CONTRIBUTION

Working together, we can align your philanthropic and business goals with the needs of the Meals on Wheels network through unrestricted support and funding for specific strategic initiatives.

OUR CURRENT PRIORITIES

[Unrestricted support to Meals on Wheels America](#): Funding received will allow us to support our national network through a number of strategic imperatives key to our long-term success. These include: raising awareness of senior hunger and isolation; fielding research and thought leadership demonstrating our network's impact on seniors; advocating on behalf of the local Meals on Wheels programs we represent; educating and training local programs on best practices in the senior nutrition field; and granting funds to local Meals on Wheels programs to help support the specific needs of seniors in their communities.

[Meals on Wheels COVID-19 Response Fund](#): Our national Response Fund was designed to quickly deploy resources to the field, providing the hardest hit communities with resources they need to meet the dramatic increase in demand due to the pandemic. A minimum of 80% of all Response Fund contributions support local Meals on Wheels programs, while the remaining 20% supports our national COVID-19 response.

Our development team has extensive experience working with companies on co-created programs designed to meet the goals of both organizations. Specifically, we like to develop partnerships that focus on the three areas of the Meals on Wheels service model: nutrition, socialization and safety.

HOST AN EMPLOYEE FUNDRAISER

Many organizations seek to raise funds by igniting the passion of their employees. We can work with you to encourage them to support our mission through donations on customized, co-branded webpages. Some companies also choose to offer a matching contribution, incentivizing their employees to reach specified fundraising goals. Along the way, Meals on Wheels America can provide regular reporting on their progress.

By example, [here](#) is a page we created for the Salesforce App Exchange Team. To create a similar opportunity, please reach out to our team.

IMPLEMENT A CAUSE MARKETING PROMOTION

Meals on Wheels America has vast experience implementing cause marketing* campaigns that drive business value, customer affinity and an authentic connection to our social cause. Whether it's a customer donation program, product promotion, contest/sweepstakes or other creative activation, our team can work with yours to bring a wide variety of cause activations to life.

Contact us to learn how we can work together to create an integrated consumer-facing campaign to increase sales, engage new customers and build consumer loyalty.

**Cause marketing (or a commercial co-venture) is a marketing partnership between a company and a nonprofit that raises money for the nonprofit organization while promoting a product, service or performance from that company. Commercial co-venture relationships require registration filing and reporting to certain states.*



BUILD LASTING PARTNERSHIPS

Don't see what you're looking for but have a partnership idea in mind? We're all ears!

Contact Meals on Wheels America at development@mealsonwheelsamerica.org to start a conversation. We look forward to hearing from you soon.