



# 2023 ANNUAL REPORT



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## MESSAGE FROM OUR LEADER

In 2023, the Meals on Wheels network tirelessly served vulnerable older adults amidst sustained uncertainty. While we saw the end of the COVID-19 Public Health Emergency, communities continued to suffer. We faced threats to our federal funding, and on top of dwindling public resources, experienced record-setting inflation. While Meals on Wheels programs and older adults received less support, the U.S. Surgeon General issued an advisory that called national attention to the public health crisis of loneliness, isolation and lack of connection – a growing epidemic that deeply impacts our senior neighbors.

At the same time, 12,000 Americans turned 60 every day, and these older adults are living longer with less money. In fact, 1 in 2 seniors living alone lacks the income to pay for their basic needs, at a time when they are already at greater risk of experiencing hunger and malnutrition.

That is why we and our Meals on Wheels network are focusing not only on meeting the needs of today — serving over 250 million meals per year — but also on advancing forward-thinking strategies that will fight senior hunger, malnutrition, loneliness and isolation for years to come. In 2023, we doubled down on empowering our local network with tools and resources while advocating for their needs on a national scale.

We are deeply thankful for the strong public and private support we have received – from individuals, companies, foundations and elected officials. This is why we were able to accomplish so much this past year. Together, we will continue to make a difference in the lives of millions of our aging neighbors, fulfilling our vision of an America in which all seniors live nourished lives with independence and dignity. Together, We Can Deliver.™

With heartfelt thanks,



A handwritten signature in black ink that reads 'Ellie Hollander'.

**Ellie Hollander,**  
President and CEO  
Meals on Wheels America

## WHEN THE GOING GOT TOUGH, WE GOT GOING

A convergence of key demographic and economic factors has quietly made seniors especially vulnerable. The older adult population now surpasses children and will climb another 15% by 2030. Rising costs of living, especially for food, have coincided with increased food insecurity for older adults on fixed incomes, while insufficient funding makes it harder than ever for local Meals on Wheels programs to reach seniors in need. Thankfully, Meals on Wheels America, with your support, remains fully committed to ensuring that no senior is left behind, hungry and alone.

Meals on Wheels America is the leadership organization supporting the more than 5,000 community-based programs across the country that are dedicated to addressing senior hunger and isolation. By providing funding, programming, education, research and advocacy, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time. And, in 2023, we elevated these efforts to:

- Shore up the network's infrastructure to serve more seniors in need
- Improve our service model to keep homebound seniors healthier and safer
- Recruit new volunteers to keep programs running nationwide
- Advocate nationally to support seniors in all 50 states and the District of Columbia
- Develop scalable approaches to reach more seniors in need and the funding to serve them

In 2023, our national network collectively:

- Served more than 250 million meals
- Supported over 2.2 million seniors to continue to live independently at home
- Deployed hundreds of thousands of volunteers nationwide
- Leveraged the unique in-home presence of volunteers and staff to pioneer socialization strategies that combat the severe loneliness epidemic among homebound seniors

## IT TAKES A VILLAGE – THANK YOU FOR BEING PART OF OURS

The success of Meals on Wheels is, and always has been, rooted in a partnership of public and private resources that support our aging neighbors in nearly every community across the country. In 2023, this collaboration continued as everyone stepped up to do their part. Through the efforts of Meals on Wheels America and with your support, we distributed over \$6.9 million to local community programs, fought continued threats to federal funding, and held public campaigns that raised awareness and recruited volunteers nationwide. We couldn't have done any of this without you.



## 2023 ACCOMPLISHMENTS

Meals on Wheels America focused its resources and attention on increasing the impact that local programs provide when caring for seniors. In 2023, we, in partnership with our grassroots network:

### 1

#### ADVOCATED FOR OUR NETWORK'S FEDERAL FUNDING IN THE FACE OF THREATS AND CHALLENGES

Through the Older Americans Act, Meals on Wheels programs nationwide receive federal funding that accounts for 37% of the annual cost of meals. In 2023, public funding was in a state of continued uncertainty as our country faced three possible government shutdowns. Throughout the year we:

- Led the charge to **#SaveLunch™ for seniors by urging Congress to protect and fund Meals on Wheels**, generating more than 560,000 messages and 770,000 social media impressions as well as inviting 27 Members of Congress to visit local Meals on Wheels programs and witness the power of our work firsthand
- Endorsed bills such as the **Senior Hunger Prevention Act, the National Strategy for Social Connection Act**, the Medically Tailored Home-Delivered Meals Demonstration Pilot and the Volunteer Driver Tax Appreciation Act
- Held our annual **Advocacy Day on Capitol Hill** with Meals on Wheels America Board Members, during which the Board met with Members of Congress and/or their staff to continue to build on the bipartisan, bicameral support that exists for Older Americans Act Nutrition Programs, like Meals on Wheels, and to urge an increase in funding for these programs.

Meals on Wheels was mentioned by the White House 28 times across press statements and briefings, including by President Biden.

140 Members of Congress signed letters calling for more than \$200 million in increased funding for the Older Americans Act.

### 2

#### DELIVERED RESOURCES TO LOCAL PROGRAMS TO SERVE MORE SENIORS AND TO SERVE THEM BETTER

A decade of research tells us that the most impactful interventions come from:

- ★ **Providing meals tailored to meet seniors' nutritional and health needs.**
- ★ **Supplementing meals with social interaction, allowing Meals on Wheels volunteers to check in on the health and well-being of their clients.**



- Promoted the adoption of **medically tailored meals** by building local capabilities and resources
- Worked to reach unserved and underserved seniors through our **Meeting Unmet Needs** grant program, providing more seniors with basic services and customized meal options
- Awarded **Social Connection** grants with **Caesars Foundation**, expanding and improving social connection programming nationwide
- Implemented the ninth annual **Helping Homebound Heroes grant program with The Home Depot Foundation**, making home modifications and repairs to improve safety and accessibility for over 2,000 homebound senior veterans
- Continued our **Meals on Wheels Loves Pets** grant program with **PetSmart Charities** to create and expand pet programs, keeping seniors and their furry best friends together
- Made significant progress on developing scalable collaboration models that effectively reach unserved and underserved seniors through our **Collaboration Grant** program
- Distributed over \$1 million to 275 local programs through **Subaru of America's 2022-2023 Share the Love Event**

In addition to grantmaking, we saved participating programs over **\$5 million** on the products and services that directly support their mission through our **Member Discount Program**.

### 3

#### INCREASED INTEGRATION OF LOCAL MEALS ON WHEELS PROGRAMS INTO THE HEALTH CARE INDUSTRY TO REACH MORE SENIORS AT A TIME OF GREAT NEED AND VULNERABILITY – UPON HOSPITAL DISCHARGE

- Collaborated with local programs to serve nearly 1,000 additional seniors through our **Medicare Advantage** partnership with **Humana**
- Facilitated the delivery of medically tailored meals to individuals undergoing cancer treatment and their caregivers in five states through our decade-long partnership with **Eisai Pharmaceuticals**
- Expanded our national partnership with a **Hospital at Home company** to serve more seniors meal delivery services in Washington, California and Michigan
- Conducted one-on-one meetings with over 40 local programs to assess health care readiness

## 4

### RAISED NEEDED AWARENESS ABOUT OLDER ADULTS' CHALLENGES AND SOLUTIONS TO IMPROVE THEIR HEALTH AND WELL-BEING

- Released *The Case for Meals on Wheels: An Evidence-Based Solution to Senior Hunger and Isolation*, a comprehensive report demonstrating the efficacy of our services
- **Enlisted celebrities with more than 14 million followers** on social media to **#RespectYourElders** and spread kindness to older adults
- Achieved more than 19 million impressions from our Power of a Knock campaign, effectively **raising awareness about the invaluable impact of Meals on Wheels**
- **Matched more than 16,000 volunteers** with local programs through our ongoing “America, Let’s Do Lunch” volunteer recruitment effort
- Reached as many as **441 million people through media stories and appearances**, including a segment on PBS NewsHour, where we discussed the devastating impact a government shutdown would have on our seniors

## 5

### GAVE AND RECEIVED AWARDS RECOGNIZING THE POWER OF THE MEALS ON WHEELS BRAND AND MOVEMENT

- **Presented the sixth annual Sister Alice Marie Quinn Award** honoring influential leaders from across the Meals on Wheels network to Shauna Frost, chief executive officer at Meals on Wheels New Mexico
- **Recognized Debbie Rickabaugh from Meals on Wheels America member SourcePoint in Delaware, OH, with the inaugural Power of a Knock Award** for being a volunteer who has shown exemplary commitment to the seniors she serves
- **Presented the inaugural Extra Mile Award to Edwin Walker, the Administration for Community Living’s deputy assistant secretary for aging**, for championing older adults through his career of public service
- **Recognized Subaru of America with the second annual Driving Force Award**, celebrating a corporate partner dedicated to improving the lives of seniors
- **Received Kudos’ 2023 Best Culture Award in the Culture Innovator Category**, acknowledging our national commitment to creating a great workplace culture through efforts to improve the employee experience

## LOOKING AHEAD

While we at Meals on Wheels America are proud of our accomplishments in 2023, we know that much more work needs to be done. We remain committed to our efforts to advocate for and champion the needs of older adults, while building capacity in communities nationwide so that local Meals on Wheels programs can deliver nutritious meals and moments of connection to those who need them most.

## FINANCIALS

### REVENUES

|                          |                   |
|--------------------------|-------------------|
| In-Kind Contributions    | 4,963,189         |
| Grants and Contributions | 24,851,656        |
| Conference               | 758,088           |
| Program Service Fees     | 1,342,049         |
| Government Grants        | 91,188            |
| Membership Dues          | 524,123           |
| Other Income             | 36,422            |
| <b>Total Revenue</b>     | <b>32,566,715</b> |

### EXPENSES

|                        |                   |
|------------------------|-------------------|
| Program Services       | 21,751,086        |
| Management and General | 2,483,876         |
| Development            | 5,993,109         |
| <b>Total Expense</b>   | <b>30,228,071</b> |

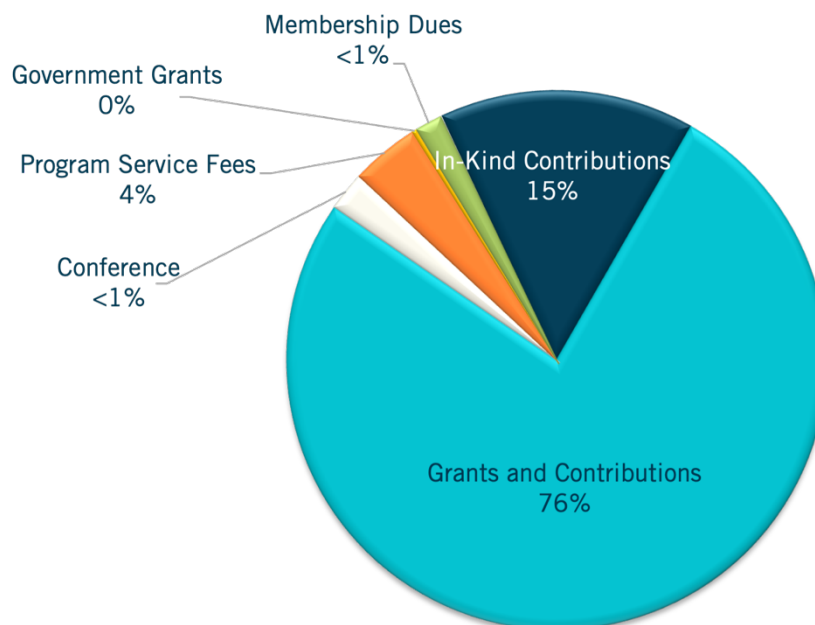
|                                      |           |
|--------------------------------------|-----------|
| Change in Net Assets from Operations | 2,338,644 |
|--------------------------------------|-----------|

|                          |           |
|--------------------------|-----------|
| Investment Income (Loss) | 2,776,259 |
|--------------------------|-----------|

|                             |                  |
|-----------------------------|------------------|
| <b>CHANGE IN NET ASSETS</b> | <b>5,114,903</b> |
|-----------------------------|------------------|

|                                      |            |
|--------------------------------------|------------|
| <i>Net Assets, Beginning of Year</i> | 32,357,606 |
|--------------------------------------|------------|

|                                |            |
|--------------------------------|------------|
| <i>Net Assets, End of Year</i> | 37,472,509 |
|--------------------------------|------------|





## BOARD

### *Officers:*

#### **PATTI LYONS - CHAIR**

President  
Senior Citizens, Inc.  
Savannah, GA

#### **LUANN OATMAN – VICE CHAIR**

President and CEO  
Berks Encore  
Reading, PA

#### **JOHN MARICK– SECRETARY/TREASURER**

Former Co-founder and CEO  
Consumer Cellular  
Portland, OR

### *Directors:*

#### **NATALIE ADLER**

Senior Advisor and Director of  
Marketing and Outreach  
Fors Marsh Group  
Washington, DC

#### **STEPHANIE ARCHER-SMITH**

Executive Officer  
Meals on Wheels of Central Maryland  
Baltimore, MD

#### **LISA DAVIS**

Senior Managing Director  
Teneo  
Washington, DC

#### **KEVIN DONNELLAN**

Executive VP/Chief of Staff  
AARP  
Washington, DC

#### **RACQUEL “ROCKY” EGUSQUIZA**

Executive Director  
Latin Grammy Cultural Foundation  
Miami, FL

#### **HOLLY HAGLER**

President and CEO  
Meals on Wheels Orange County  
Anaheim, CA

#### **MARVIN IRBY**

Chief Administrative Officer and Senior Advisor  
to the President and CEO  
National Restaurant Association  
Washington DC

#### **DERRICK MASHORE**

Senior Vice President  
for Advisory and  
Transaction Services  
CBRE  
Washington, DC

#### **SANDRA NOE**

Executive Director  
Meals on Wheels of Northwest Indiana  
Merrillville, IN

#### **JENNIFER STEELE**

CEO  
Meals on Wheels San Francisco  
San Francisco, CA

#### **LISA WIDEMAN**

President and CEO  
Meals on Wheels Western Michigan  
Grandville, MI

#### **DOUG WRIGHT**

President and CEO  
SENIOR Solutions/Meals on Wheels Upstate SC  
Anderson, SC

## LEADERSHIP

**ELLIE HOLLANDER**

President and CEO

**KRISTINE TEMPLIN**

Chief Development and Marketing Officer

**KENNETH C. EUWEMA**

Chief Financial and Operations Officer

**ERIKA KELLY**

Chief Membership and Advocacy Officer

**IPYANA SPENCER**

Chief Health Officer

**ROBERT T. HERBOLSHEIMER**

Chief Legal and Compliance Officer

**TODD TURNER**

Chief Membership Officer

**LUCY THEILHEIMER**

Chief Strategy and Impact Officer

**JENNY YOUNG**

Vice President, Communications and Chief of Staff

**L. CARTER FLORENCE**

Vice President, Programs

**KELLY TRIMYER**

Vice President, Strategic Partnerships