

WE HELPED MILLIONS OF SENIORS LAST YEAR.

WITH YOUR SUPPORT, WE CAN HELP MILLIONS MORE.

As the world stayed in last year, donors, supporters and organizations stepped up across the country to help our senior neighbors. The groundswell of support was inspiring. And, it helped the Meals on Wheels network deliver 19 million more meals and serve an additional one million seniors. Now we are building on this generosity through a new program that will keep the momentum going, and, for good reason. The seniors who need it most are counting on us.



INTRODUCING THE MOMENTUM CIRCLE.

The Momentum Circle is an exciting, turnkey opportunity through which corporate donors can engage customers, employees and leadership in a meaningful, national cause at the local level. It will help us deliver more than just a meal - it will continue the fight against the escalation in senior hunger and isolation that took place over the past year.

With an annual contribution you can easily:

- **Make a difference** in the fight against senior hunger, isolation and safety, and the nation's recovery from COVID-19
- **Align** your company with one of the nation's strongest non-profit brands
- **Showcase** the national impact of your company locally
- **Join** a family of inaugural blue-chip partners and brands
- **Be featured** on our high-traffic digital channels, and more



WHY JOIN THE MOMENTUM CIRCLE?

Your commitment helps to ensure millions of vulnerable seniors are safe, cared for and never feel alone. It also offers you a wide range of opportunities to engage your customers, employees and leadership. The program is turnkey, it's easy to implement – and you can start right away!

90% ARE AWARE OF THE BRAND

90% OF THEM FAVOR IT

LEVERAGE A POWERHOUSE NON-PROFIT BRAND

Affiliate your brand with ours – one of the most highly recognized and most favorably viewed brand names in the country. Nearly 90% of Americans know of us and nearly 90% of them view us favorably.

EASY TO ACTIVATE:

- **Easy-to-use toolkit** to create powerful content on your own channels
- **Flexible** options in how you meet your financial commitment including cause related marketing, employee giving or a philanthropic donation
- **Turnkey** engagement opportunities for your employees to directly support our nation's seniors
- **Recognition** on our high-traffic media channels including the Meals on Wheels America website and other digital and print publications
- **Alignment** with a family of inaugural blue-chip partners and brands
- **Access** to insider information and briefings on research and updates on the organization, the national network and the issue



WE NEED HELP TO KEEP UP WITH THE DEMANDS COVID-19 HAS PUT ON OUR NETWORK

86% Nearly 9 out of 10 (86%) local Meals on Wheels programs report there is an unmet need in their communities

62% Even more troubling, 62% can't sustain their current clients without increased financial support

We see a future in which all seniors can live with independence and dignity in their own homes – where they want to be. Your contributions will ensure we can continue to provide critical operating support to our nation's most vulnerable seniors and keep our society more resilient. Join the Momentum Circle, today!

**FOR MORE INFORMATION OR TO JOIN NOW, CONTACT
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