



# POWER OF A KNOCK™

ANNUAL REPORT 2022

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# A MESSAGE FROM OUR LEADERS

A knock at the door might not seem like a big deal to many of us. But, to a homebound senior, it could signal the arrival of the only person they might see all week long. It brings the nutrition and care that will keep them healthy. A knock from Meals on Wheels often even saves lives.

More than 5,000 local programs reach virtually every community in America and work tirelessly to address the growing issues of senior isolation and hunger through the **Power of a Knock™**. This solution is proven to enable older adults to live more healthy and nourished lives at home. It begins with a nutritious meal that opens the door to social connection, peace of mind and so much more. And, this has never been more evident than in 2022, when Meals on Wheels America and its network of local programs rose to new heights and hit key milestones, despite a year of record-setting inflation impacting food and gas prices, volunteer and staff shortages, supply chain disruptions, and more. Even so, we kept our wheels rolling.



Our vision of an America in which all seniors live nourished lives with independence and dignity was brought closer to reality in 2022 when our network collectively provided an estimated 250 million meals. This accomplishment was only possible because of the strong, sustained public and private support—from individuals, companies, foundations and elected officials. As you read the pages that follow, you will see some of the standout actions and impact that Meals on Wheels America created throughout the year—from our participation in the first White House Conference on Hunger, Nutrition, and Aging in over 50 years, to launching a widespread social media campaign to #RespectYourElders, to being recognized as a 2022 Best Culture Award winner.



We want to extend our deepest and heartfelt gratitude to the generous supporters and partners who make our work and that of the Meals on Wheels network possible. Together, we continue to make a lasting difference in the lives of seniors across the nation, to ensure that no senior is left behind, forgotten or hungry—ensuring that they continue to receive the knocks they both need and deserve—today and into the future.

With heartfelt thanks,

Ellie Hollander, President and CEO  
Meals on Wheels America

A handwritten signature in blue ink that reads "Ellie Hollander".

Patti Lyons, Board Chair  
Meals on Wheels America

A handwritten signature in blue ink that reads "Patti Lyons".

# RISING UP TO MEET THE ESCALATING NEED

A lingering pandemic gave rise to even greater marketplace complexity and challenges. Sustained, elevated demand for Meals on Wheels services. Historic inflation. A changing workforce. Supply chain disruptions. Funding that hasn't kept pace with a growing senior population. In 2022, we faced them all—and we successfully rallied to clear the hurdles they created.

We learned from each other, pushed to serve more seniors, expanded our offerings to better meet their needs, and galvanized support and resources to sustain the entire network—support that included distributing more than \$5.4 million in grant funding and revenue to our Member programs. The generous support from our partners, individual donors and volunteers enabled the network to feed the generation who once fed us. Our collective efforts helped to keep them safe in their homes and enrich their lives through care and companionship.



## MEALS ON WHEELS AMERICA

**Vision:** An America in which all seniors live nourished lives with independence and dignity

**Mission:** To empower local community programs to improve the health and quality of life of the seniors they serve so that no one is left hungry or isolated

MORE THAN  
**247M**

Meals served annually

**2.2M**

Seniors served annually



# POWER OF A KNOCK: THE SOLUTION FOR MILLIONS OF STRUGGLING SENIORS



More than  
**9 MILLION**  
seniors are threatened by or  
experience hunger

Too many seniors find it challenging to access healthy food or cook their own nutritious meals. For them, the risk of malnutrition is even greater due to multiple factors that develop as we age, such as decreased appetite, limited mobility and dietary restrictions that can be difficult to accommodate. In fact, about 10 million older adults in America worry about having enough to eat. And that's where Meals on Wheels comes in. This powerful nationwide network delivered an estimated 250 million meals to 2.2 million seniors this year.

Providing nutritious meals that ward off hunger and malnutrition is just the start of the comprehensive service that provides millions of seniors with enough support to keep them healthy and independent in their own homes. That is the **Power of a Knock**.

It opens the door to building relationships and strengthening bonds with each senior served. It enables local programs to see what is lacking inside the home, to identify and provide valuable additional services that further promote health and well-being. Consistent meals from Meals on Wheels, whether in the comfort of seniors' homes or at a community dining site, provide tailored nutrition, social connection, peace of mind and so much more.

## WHAT A KNOCK ON THE DOOR DELIVERS...

**HEALTH-PROMOTING TAILORED NUTRITION:** Serving good, healthy meals designed to meet specific needs and preferences ensures seniors have the nutrition they need to maintain their health.

**VITAL SOCIAL CONNECTION:** Knowing someone is checking in through friendly visits and phone calls helps seniors feel less alone and provides the human connection we all need, but can struggle to come by.

**CRITICAL SAFETY CHECKS:** Putting eyes directly on clients enables volunteers and staff to note issues that may be emerging behind closed doors. In addition, addressing in-home conditions needing attention can keep seniors safe from household hazards.

**RESOURCES AND REFERRALS FOR EVEN MORE:** Sharing valuable information from these personal relationships enables Meals on Wheels to connect clients to additional services by responding to their personal needs.



TOGETHER, WE MAKE AN IMPACT

**1,043**  
Members strong

Representing all  
**50**  
states and the  
District of Columbia

Collectively serving  
more than  
**600K**  
seniors each week



# MEALS ON WHEELS AMERICA: LEADING THE WAY ACROSS THE COUNTRY

Our role at Meals on Wheels America is to empower and embolden our nationwide network of local, community programs to amplify their voices and grow their capacities, resources and community support to scale to the magnitude of the need. To that end and on their behalf, we deployed a growing variety of strategies to accomplish this in 2022 that included securing and distributing much-needed funding, advocating on Capitol Hill, launching national campaigns, conducting critical research and intelligence gathering, and convening forums for sharing vital best practices. Below is a summary of some of those impactful efforts.

## PROVIDING TIMELY, HIGHLY VALUED NETWORK SUPPORT

### 2022 Meals on Wheels Annual Conference and Expo

Thanks to your generosity, Meals on Wheels America was able to gather our network in person for the first time since 2019. Our partners, sponsors and exhibitors enabled local Meals on Wheels programs to focus on learning, relationship building and creative brainstorming. The gathering also offered our programs exposure to innovative products, services and expertise to help them improve business operations and impact. Through this conference, we:



- Hosted over 600 Meals on Wheels leaders from 47 states, Washington, DC and Canada
- Showcased offerings from, and opportunities with, 108 sponsors, partners and exhibitors
- Facilitated 47 educational sessions on topics such as supply chain, nutrition, healthcare and DEI
- Inspired attendees with motivating speakers, including Simon Mainwaring, Lisa Bodell and Vu Le

**\$5.4M+**

distributed in grant funding and revenue to Member programs

**\$4.5M+**

saved by local programs through Member purchasing discounts

Matched more than

**15,000**

eager volunteers with local programs through our ongoing America, Let's Do Lunch™ volunteer recruitment effort

**50+**

live webinars held that focused on pressing challenges of Member programs

Reached

**110+**

vehicles donated through our national partnership with CARS—raising more than \$76,000 for participating programs

## PROVIDING TIMELY, HIGHLY VALUED NETWORK SUPPORT *continued*

### Nationwide Celebration of the Meals on Wheels Movement

March was hardly a lamb, as we proudly honored the 50th anniversary of the historic day in 1972 when a national nutrition program for seniors was added to the Older Americans Act. In honor of this monumental legislation, which continues to provide foundational support for Meals on Wheels, we held our annual March for Meals campaign, enabling programs across the country to leverage the celebration of this milestone as a rallying point for generating greater community involvement.

### Education and Learning Events

In 2022, we presented a variety of valuable learning and development opportunities for Meals on Wheels programs to ideate, innovate and expand our thinking. Through this, we:

- Held 50+ live webinars focused on solutions to our network's most pressing challenges
- Launched a Rising Star Cohort of 16 Meals on Wheels leaders of tomorrow, with support from The Home Depot Foundation, providing mentoring and fellowship for their professional growth



# FEDERAL ADVOCACY PUSHES TO CLOSE THE GAP

Already, 1 in 4 Americans are 60 years or older—with another 12,000 turning 60 every day. This escalating growth of the population has well outpaced the available funding, which is why it is so important that Meals on Wheels America serves as an outspoken champion for millions of older adults experiencing hunger and isolation. Leveraging insights from our extensive research, expertise, coalition building and more, we work to ensure seniors' voices are represented and their issues are given top priority in the circles where vital decisions are made.

In 2022, with billions of dollars on the line, Meals on Wheels America advocated hard to maintain and grow federal funding and support for seniors, and it proved to be a banner year for our advocacy efforts. Just some of the activities that created these results are below.



## **Meals on Wheels America Participated in the First White House Conference on Hunger, Nutrition, and Health in 50 Years**

Meals on Wheels America was invited to join the President, Cabinet Members, Members of Congress, leaders across many sectors and individuals who have experienced hunger for this groundbreaking event. Here, the President announced a new national strategy with the goals of ending hunger, improving nutrition and increasing healthy eating in America by 2030. This new strategy includes vital support for increased funding for senior nutrition programs like Meals on Wheels, among many others, to improve health and well-being for older adults and all population groups.



## **Celebrating 50 Years of the Older Americans Act Nutrition Program**

The Older Americans Act (OAA) has funded and supported the only national program dedicated to helping hungry, malnourished and socially isolated seniors every year since 1972. This federal legislation and investment represents 37% of the funding—the rest comes from other government and private sources. This public-private partnership supercharged the Meals on Wheels movement which, in time, has been able to attract the additional support to grow the network into the powerhouse it is today. In 2022, we continued to advocate for increases to all the federal programs that support the Meals on Wheels network.



## **\$100M Increase in Federal Support**

We also rallied advocates across the country to send tens of thousands of emails throughout the year that urged Congress to increase federal funding for Meals on Wheels, and, as a result, Congress passed, and the President signed, the largest regular appropriations increase in the history of the program. The bipartisan Fiscal Year 2023 spending agreement provided a \$100 million increase in funding—more than 10% from existing levels—for OAA nutrition services.

## PARTNERSHIPS FURTHER FUEL OUR SUCCESS

Partnerships represent many of Meals on Wheels America's most powerful collaborations for creating positive change for vulnerable seniors today, and they are key to our future aspirations. We engage socially responsible companies that share our vision of a better world for older adults to work with us to address the unique and complex challenges they face. And, we could not be more thankful for the partners who stepped up in 2022 to enable us to do just that.

Together, through these national partnerships, we deepened our investment in a range of supportive services. By putting the resources and expertise of our corporate partners behind the Meals on Wheels mission, we are tackling some of the most pressing issues our seniors face, while delivering real value to our partners toward achievement of their own goals. In 2022, we had so much to celebrate:

- Thanks to **The Home Depot Foundation**, we crossed the milestone of 2000 senior veterans supported, through our Helping Homebound Heroes program. Through this initiative, we performed home modifications and repairs that enable veterans to live longer, more independently and safely in the comfort of their own homes.
- We celebrated 15 straight years of partnership with **Subaru of America** through our participation in its 2021-2022 Share the Love® Event, enabling us to distribute over \$1.1 million to 233 participating Meals on Wheels programs.
- The success of our Meals on Wheels Loves Pets program, which keeps seniors and their pets together, was evidenced through the \$1.1 million in grants enabled through our partnership with **PetSmart Charities** and its renewal of this partnership for another three years.
- 2022 marked 20 years of partnership with **Caesars Foundation** which has enabled the distribution of \$100,000 in grants so that 10 of our programs could launch a social connection pilot program in their communities.



### 2,000 HOMES IMPROVED FOR SENIOR VETERANS

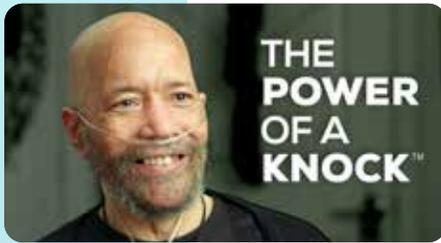
Cleo Cross, a Coast Guard veteran, is now safer from falls that he has suffered in the past, thanks to a new ramp that now leads to his front door, built by The Home Depot Foundation and his local Meals on Wheels program. Completed in July 2022, this was the 2,000<sup>th</sup> project completed through this unique home-improvement partnership.



# LEVERAGING THE POWER OF OUR NATIONAL BRAND FOR LOCAL RESULTS

The Meals on Wheels name is known by 90% of Americans and favored by 90% of those who are aware. That unusually high level of recognition and trust provides us invaluable opportunities to rally the public's support in ways that few non-profits can. Examples of ways we accomplished this in 2022 are highlighted below.

## **POWER OF A KNOCK CAMPAIGN**



Only 1% of philanthropy goes to causes related to aging, and this campaign helped deepen our relationship with new and existing audiences. That's why we brought to life the transformative power of a volunteer's knock on the door of a homebound senior through digital stories of delivering hope, health and the care that can make their day or even save their life.

## **RESPECT YOUR ELDERS**



We believe that our seniors deserve our respect and our appreciation for all they have given us. That's why Meals on Wheels America launched our #RespectYourElders campaign through which everyday people and celebrities alike can honor the seniors they cherish in their lives by posting and sharing their stories on social media.

## **LET LOVE OPEN THE DOOR CAMPAIGN**



Too many of our aging neighbors spend most of their time home alone. Thankfully, there's something we know that can bring them love: Meals on Wheels. We were able to brighten the holidays for seniors by letting our love open the door through this endearing campaign.

## **GETTING THE WORD OUT**



We reached as many as 571 million people with the story of our seniors in need in national media appearances in 2022, including a segment on "Good Morning America's" GMA3, where our President and CEO Ellie Hollander discussed the critical state of senior hunger, alongside Feeding America.

# LEVERAGING THE POWER OF OUR NATIONAL BRAND FOR LOCAL RESULTS *continued*

## RALLYING CELEBRITIES



In 2022, we rallied celebrities who have a combined 11.7 million supporters and included NBA legend Earvin “Magic” Johnson; actors Lily Tomlin, Andrew Burnap, Annaleigh Ashford and Danny Burstein; and singers Lance Bass and Coffey Anderson with support for the launch of our successful #RespectYourElders campaign.



Additionally, we leveraged more than \$10 million in donated media for our popular PSAs that feature Richard Gere and his father, Homer, both longtime Meals on Wheels supporters. Their Meals on Wheels story appeared in media markets across the country to stress the importance of our work.

## AWARDS GIVEN AND RECEIVED



We were very proud to present the fifth annual Sister Alice Marie Quinn Award honoring influential leaders from across the Meals on Wheels network to George Hawthorne, Director of Nutrition and Transportation of REAL Services, Inc. in South Bend, IN.



We were thrilled to award Caesars Foundation with the first-ever Meals on Wheels Driving Force Award in recognition of two decades of exceptional, multifaceted support of our network, including local van donations and volunteerism.



Meals on Wheels America earned the 2022 Best Culture Award in the Culture Innovator Category from Kudos in recognition of our commitment to creating a great work environment and culture.

## INNOVATIVE THINKING AND RELATIONSHIPS



In 2022, Meals on Wheels America made great strides to expand the impact of our work through innovative channels and new avenues to better reach seniors in need. Below you can find some of the highlights that demonstrate the breadth and depth of this effort:

- Worked with **Brown University** researchers and Meals on Wheels programs in three states on a comparative study that validated the **Power of a Knock**—that a daily hot meal with social interaction is more beneficial to clients with dementia or Alzheimer’s than receiving frozen meals drop-shipped with no social interaction
- Collaborated with our programs to reach and serve nearly 800 additional seniors in need through our Medicare Advantage partnership with **Humana**
- Provided medically-tailored meals to nearly 500 individuals undergoing cancer treatments and their caregivers in collaboration with our programs in three states through our decade-long partnership with **Eisai Pharmaceuticals**
- Partnered with over a dozen of our programs to deliver 15,000+ meals and 150+ wellness checks to seniors who needed our support through a regional health plan across 12 states
- Launched a new national partnership with **Medically Home Group, Inc.**, an intermediary company that coordinates the delivery of acute-level care in patients’ homes, and began a new pilot program with programs in Washington state

IT STARTS WITH THE  
MEAL AND DELIVERS  
SO MUCH MORE.



# FINANCIALS

## REVENUE

In-Kind Contributions	11,963,005
Grants and Contributions	18,190,507
Conference	657,956
Program Service Fees	1,249,560
Government Grants	683,292
Membership Dues	498,042
Other Income	189,251
Total Revenue	<u>33,431,613</u>

## EXPENSES

Program Services	26,011,993
Management and General	2,131,788
Development	4,147,046
Total Expenses	<u>32,290,827</u>

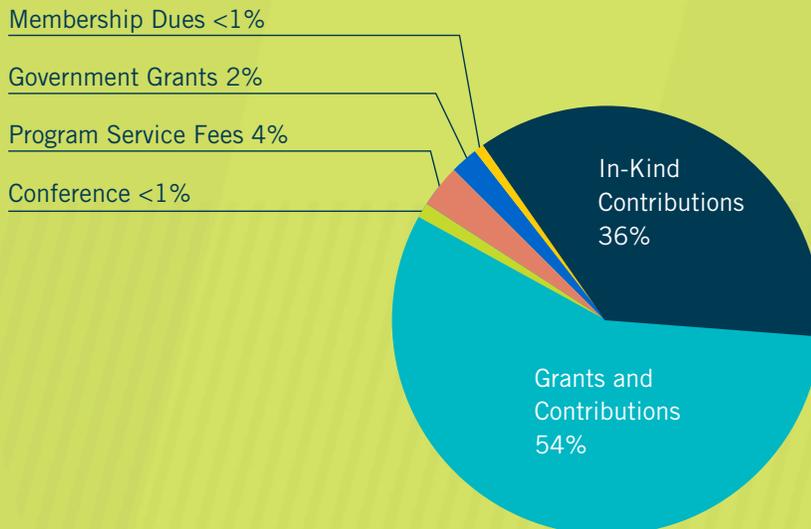
Change in Net Assets From Operations 1,140,786

Investment Income (Loss) (2,560,719)

CHANGE IN NET ASSETS (1,419,933)

*Net Assets, Beginning of Year* 33,777,539

*Net Assets, End of Year* 32,357,606



## Meals on Wheels America Board of Directors

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**Patti Lyons – Chair**

President  
Senior Citizens, Inc.  
Savannah, GA



**Vinsen Faris**

Chief Executive Officer  
Meals on Wheels San Antonio  
San Antonio, TX



**Calvin A. Moore – Vice Chair**

President and CEO  
Meals on Wheels of Metro Tulsa, Inc.  
Tulsa, OK



**Holly Hagler**

President and CEO  
Meals on Wheels Orange County  
Anaheim, CA



**John Marick – Secretary/  
Treasurer**

Former Co-founder and CEO  
Consumer Cellular  
Portland, OR



**Marvin Irby**

Interim CEO and Chief Financial and  
People Officer  
National Restaurant Association  
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**Jennifer Steele**

President and CEO  
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Northern KY  
Cincinnati, OH



**Rocky Egusquiza**

Vice President, Diversity, Equity and  
Inclusion and Executive Director  
Miami Marlins Foundation  
Miami, FL

## Meals on Wheels America Leadership

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President and CEO



**Kristine Templin**  
Chief Development Officer



**Kenneth C. Euwema**  
Chief Financial and Operations Officer



**Robert T. Herbolsheimer**  
Chief Legal and Compliance Officer



**Susan Waldman**  
Chief Marketing and Communications Officer



**Erika Kelly**  
Chief Membership and Advocacy Officer



**Lucy Theilheimer**  
Chief Strategy and Impact Officer



**Ipyana Spenser**  
Chief Health Officer



**Jenny Bertollette Young**  
Vice President, Communications



**Katie Jantzi**  
Vice President, Government Affairs



**MEALS on WHEELS**  
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