



2020 ANNUAL REPORT

**DELIVERING HUMANITY
WHEN SENIORS NEEDED IT MOST**



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 isolation and hunger. This network serves virtually every community in America and, along with more than two million staff and volunteers, delivers the nutritious meals, friendly visits and safety checks that enable America's seniors to live nourished lives with independence and dignity. By providing funding, leadership, education, research and advocacy support, Meals on Wheels America empowers its local member programs to strengthen their communities, one senior at a time.

**OUR VISION IS AN AMERICA IN WHICH ALL SENIORS LIVE NOURISHED LIVES
WITH INDEPENDENCE AND DIGNITY.**

**OUR MISSION IS 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.**

A MESSAGE FROM OUR LEADERS

Knowing that our country's senior population is expected to double by 2060, we were already bracing for an uphill battle as we entered 2020. However, as fate would have it, we didn't have 40 years. When COVID-19 hit, an overwhelming number of new seniors became immediately in need of our services.

As the world stayed home, local Meals on Wheels programs and their volunteers battled the impact of the pandemic from the frontlines. The nationwide network fought against incredible odds and in the face of immense chaos to protect our nation's senior neighbors. Through it all, it's made one thing very clear; Meals on Wheels fulfills a critical need in this country by making sure that no senior is ever left behind.

Still, the cards felt stacked against us. Daily face-to-face visits had to be turned into "knock-and-drop" deliveries. In-person chats were replaced with phone call check-ins. Senior centers and group dining facilities became grab-and-go meal sites, and their diners often had to be converted to home-delivered meal clients, all practically overnight. Meanwhile, fundraising activities – galas, luncheons and in-person events – were no longer options. Local programs couldn't rely on this revenue to keep operations going at a time when a substantial increase in funding was desperately needed.

It's the most formidable challenge Meals on Wheels America has ever faced, and yet, we prevailed thanks to the unwavering dedication of our donors, advocates and supporters. In 2020, they delivered humanity when seniors needed it most.

Together, We Can Deliver.®



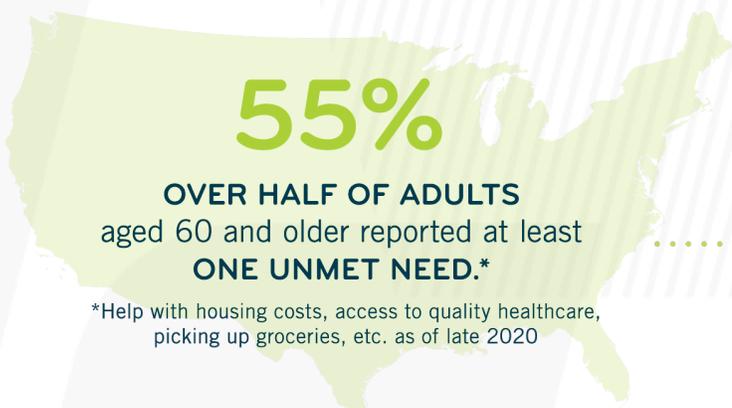
Ellie Hollander,
President and CEO
Meals on Wheels America



Patricia Lyons,
Board Chair
Meals on Wheels America

THE SENIORS WE SERVED

Many older adults struggled with hunger and isolation before the coronavirus pandemic. The pandemic exacerbated these issues and increased the need for services like Meals on Wheels.



40%
OF OLDER ADULTS

needed help with having enough activities to keep busy at home and/or with **STAYING SOCIALLY CONNECTED** while physically distancing.

18%

needed help with **AFFORDABLE FOOD** to meet their dietary needs.

Senior hunger, social isolation, anxiety and depression rose dramatically at times during the pandemic.

The proportion of seniors aged 60 and older who sometimes or often **DIDN'T HAVE ENOUGH TO EAT** rose from:

2.8% —————> **4.9%**
(2019) (2020)

A 75% INCREASE



1 IN 4 ADULTS aged 65 and older reported **ANXIETY OR DEPRESSION** during the pandemic.*

*This was substantially higher than the 1 in 10 (11%) older adults with Medicare who reported depression or anxiety in 2018.

Even pre-pandemic, many seniors faced challenges of paying for housing and other necessities, in addition to food.

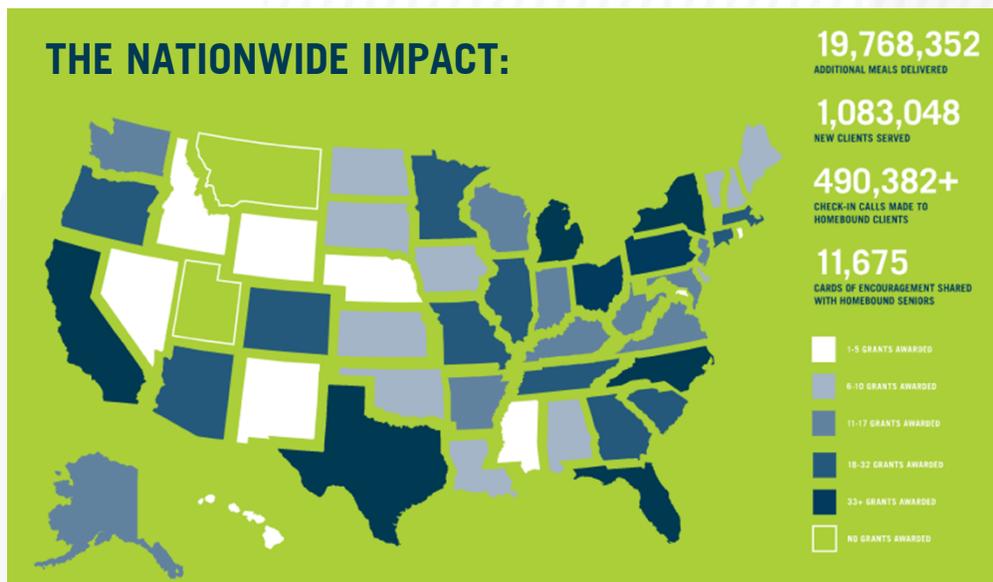
In late 2020, **18% OF ADULTS** aged 60 and older reported needing help with **BEING ABLE TO AFFORD PRESCRIPTION MEDICATIONS.**



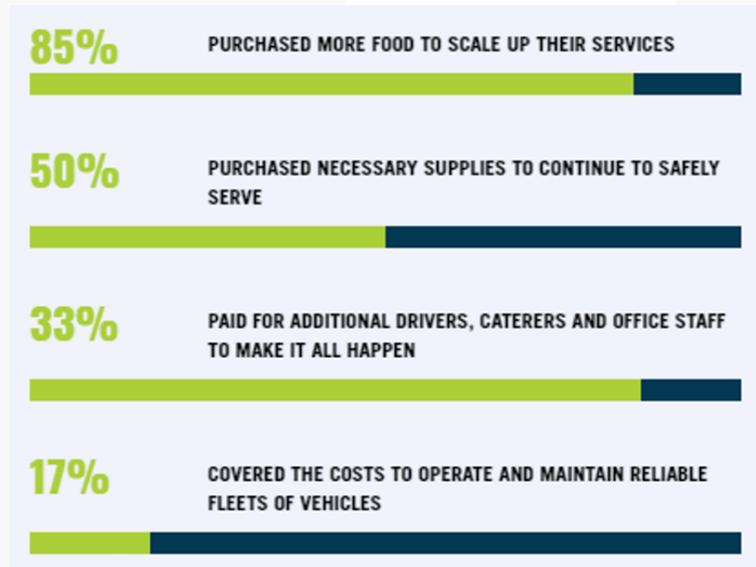
THE IMPACT OF OUR INVESTMENT

When the pandemic hit, Meals on Wheels America quickly stepped into action to set up the Meals on Wheels COVID-19 Response Fund to capture nationwide support to meet the skyrocketing need for services.

In 2020, Meals on Wheels America sent \$31.3 million directly to local programs on the frontlines of the pandemic through the Response Fund. That's more than 1,000 grants to support 628 communities. And this funding enabled the network to deliver 19 million more meals and an additional one million seniors.



THE IMPACT ON LOCAL PROGRAMS:



Partners In Prime, a Member of Meals on Wheels America in Hamilton, OH, used a COVID-19 Emergency Fund Grant to expand their reach. They purchased a new commercial freezer that could store 400 meals, enabling them to serve 60 additional seniors in need.

"We know that without the grant for this new freezer we would not have been able to meet the needs of our Meals on Wheels clients this past year. This freezer enabled us to work ahead and store meals in advance which allowed us to serve the current clients and take on new clients as they came, without a waiting list or delay. The freezer fits beautifully in our renovated [Meals on Wheels] packing room where all the drivers and staff have access to it making their jobs easier and more efficient."

- Partners in Prime

THE LEADING PARTNERS AND FUNDERS THAT MADE IT POSSIBLE

Meals on Wheels America is extremely grateful for the commitment and generosity of our leading partners and funders that supported our network during this time of intense need. Collaboration is critical to meeting the needs of vulnerable, at-risk seniors and we thank our partners and donors for making a difference during this unprecedented time.



The ALL IN Challenge by Fanatics leveraged their incredible ties to the sports and entertainment industries to raise funds and awareness for those facing hunger, including seniors. For organizations including Meals on Wheels America, they raised nearly \$60M to provide food to those in need – kids, elderly and frontline heroes.

Macy's launched what was intended to be a month-long fundraising campaign that ultimately raised more than \$1.9M, thanks to the generous outpouring of customer contributions. And, the Macy's Thanksgiving Day Parade team even delivered meals and a friendly visit from clown volunteers, who arrived at seniors' homes in festive, parade-themed delivery trucks.



"WE ALL OWE MACKENZIE SCOTT AN IMMENSE AMOUNT OF GRATITUDE FOR INVESTING IN ORGANIZATIONS THAT ARE ADDRESSING ISSUES PIVOTAL TO THE HEALTH AND WELLBEING OF OUR NATION'S MOST VULNERABLE, ESPECIALLY AT THIS TIME OF UNPRECEDENTED NEED."

Ellie Hollander, President and CEO

Meals on Wheels America received \$5M – it's largest gift to date – from MacKenzie Scott. In addition to support our national efforts, Ms. Scott also donated to 30 local Meals on Wheels Programs.

Other generous partners included...

AARP FOUNDATION, HSN, QVC, HUMANA FOUNDATION, NFL FOUNDATION, ROBERT WOOD JOHNSON FOUNDATION, TIKTOK, UNITED HEALTH FOUNDATION, WALMART FOUNDATION

MANY HELPED US ALONG THE WAY

Here are just a few of the individuals who rallied behind seniors in 2020:



Volunteers like Asaiah continued to step up. During COVID, he told us, “I remember calling a woman [to check in on her]. She told me ‘I don’t think I would be here to this day if it weren’t for Meals on Wheels.’” One company was so inspired by Asaiah’s story that they designed masks that brought to life his volunteer story!

Scarlett Johansson and Colin Jost leveraged their wedding announcement to raise awareness about Meals on Wheels – which was our most popular social media post to date and led to incredible coverage in places like People Magazine.



Hilton employees volunteered their time to place weekly phone calls to hundreds of Meals on Wheels clients sheltering at home and alone. One of those seniors dubbed the calling volunteers their “Calling Angels” because of the critical service and friendship they provided.

Katy Perry teamed up with iHeartRadio and hosted a live, intimate performance honoring essential workers and raising funds for Meals on Wheels.



More than 30 companies joined us to support our national *Don't Stop Now™* awareness campaign, generating 10M+ impressions, 1M+ views and raising more than \$350,000 for our COVID-19 Response Fund.

THE SUPPORT PROVIDED FOR A UNITED EFFORT

WE SPOKE UP FOR SENIORS AND THE PROGRAMS THAT SERVE THEM

- ✓ **Worked to secure \$925M** in emergency federal funding for Older Americans Act Nutrition Services and important temporary flexibilities, along with additional resources for adults and nonprofit organizations
- ✓ **Mobilized grassroots supporters** who sent nearly 16,000 advocacy messages to almost all congressional offices to strengthen senior nutrition policies and keep older adults top of mind
- ✓ **Hosted Live Town Halls** to help the public learn how to speak up for seniors and how their voices and actions matter for Meals on Wheels and millions of seniors lives

WE KEPT LOCAL PROGRAMS CONNECTED AND INFORMED

Throughout 2020, Meals on Wheels America supported its Membership of local Meals on Wheels programs to enable a strong, unified COVID-19 response.



Held **8 VIRTUAL TOWN HALLS AND COMMUNITY CONVERSATIONS** to navigate a collective response



Sent more than **50 EMAILS** to the Membership dedicated to the latest COVID-19 developments, guidance and resources

Developed a **COVID-19 RESOURCE CENTER**



Convened nearly **1,400 INDIVIDUALS** on Meals on Wheels Connect to discuss pressing issues and share ideas



Addressed this year's biggest challenges with our 2020 Meals on Wheels Virtual Conference and **MADE IT FREE FOR ALL MEMBERS** thanks to these sponsors: TRIO Community Meals, Oliver, PetSmart Charities, Subaru of America and The Home Depot Foundation

WE FACILITATED A MULTITUDE OF IN-KIND DONATIONS

Meals on Wheels America did whatever it took to get needed supplies to local programs nationwide, from truckloads of donated food and shelf stable food kits and thousands of PPE face masks, hand sanitizing wipes and dispensers, to personal hygiene kits, logistics technology and more. *Here are just two examples of dozens:*



Rebuilding Together collaborated with Meals on Wheels America to distribute more than 4,000 "Safe and Healthy Home Kits" to seniors in need – including materials and literature to positively contribute to health.



Shell provided \$50,000 in fuel to power the efforts of Meals on Wheels volunteers and staff during COVID-19.

ADVANCING OUR MISSION TO EMPOWER LOCAL PROGRAMS

WE SUPPORTED THE NETWORK

COST-SAVING SOLUTIONS

- Saved our Members more than \$4M through our discount program

VOLUNTEERS

- Matched 62,000+ eager volunteers with local Meals on Wheels programs through *America, Let's Do Lunch™* recruitment effort

MESSAGES OF LOVE

- Sent 12,000 Messages of Love – handwritten cards by caring corporate volunteers – to be delivered alongside the meal and let seniors know they aren't alone

ADVOCACY

- Worked closely with key Members of Congress to get the bipartisan, bicameral Supporting Older Americans Act of 2020 legislation signed into law, effectively reauthorizing the Older Americans Act for another five years
- Advocated for increased appropriations for FY 2021, securing \$15M more than the previous year for a total of more than \$951M

RESEARCH

- Embarked on a multi-phased research effort in partnership with NORC at the University of Chicago and Trailblazer Research to identify Members' highest priority needs, concerns and evolving challenges amid the pandemic so we could make the strongest possible case for sustained and increased support

WE HELPED DELIVER SO MUCH MORE THAN JUST A MEAL

ENABLED THE DELIVERY OF MORE NUTRITIOUS MEALS:

- Continued our longstanding partnership with Subaru of America through its annual Share the Love Event®, distributing more than \$1.46M to 287 Members
- Wrapped up our longstanding partnership with the Administration for Community Living in hosting the National Resource Center on Nutrition and Aging, furthering our commitment to convene the senior nutrition network, scale innovations and promote promising practices

TACKLED IN-HOME SAFETY:

- Distributed nearly \$2M to eight Members to support in-home safety work supporting veterans as part of our ongoing Helping Homebound Heroes partnership with The Home Depot Foundation

EXPANDED MEALS ON WHEELS HEALTH:

- In collaboration with Members in Tampa, Richmond, Louisville and Tennessee, served nearly 1,000 seniors through our Medicare Advantage partnership with Humana
- Embarked on a partnership with WellSky Foundation to further hone our Change of Condition monitoring protocol

ADDRESSED SOCIAL ISOLATION:

- Launched a Friendly Visitor Toolkit, and, thanks to Caesars Foundation, awarded 20 Members \$100K to expand socialization services
- Held a virtual Social Isolation Summit convening experts and key players in the space to address some of the network's biggest challenges and opportunities
- In addition to distributing more than \$350K to 98 Members to support programs aimed at keeping seniors and their pets together, PetSmart Charities extended its support to include \$100K in emergency pet food grants

REVENUES

In-Kind Contributions	\$2,796,107
Grants and Contributions	\$69,176,770
Conference	\$222,500
Program Service Fees	\$1,167,475
Government Grants	\$402,774
Membership Dues	\$224,146
Other Income	\$15
Total Revenue	\$73,989,787

EXPENSES

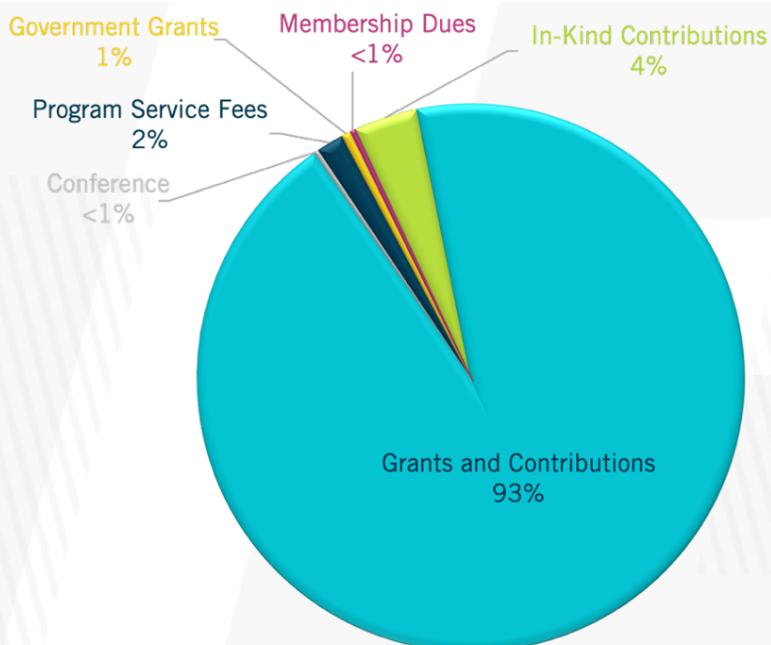
Program Services	\$45,574,582
Management and General	\$2,290,619
Development	\$2,297,047
Total Expense	\$50,162,248

Change in Net Assets from Operations \$23,827,539

Investment Income (Loss) \$577,837

CHANGE IN NET ASSETS

<i>Net Assets, Beginning of Year</i>	\$9,599,559
<i>Net Assets, End of Year</i>	\$34,004,935



LEADERSHIP TEAM

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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

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Vice President, Communications

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