In April, our research illuminated the harsh reality of America's food security emergency brought on by the pandemic: 79% of our Members reported that the demand for meals had at least doubled — and some saw increases of over 900%. The resiliency and sheer tenacity of the network through this unprecedented time fueled the Meals on Wheels America team to rally national support from corporations, foundations and philanthropists, speak out for the needs of our programs and the seniors they serve, fight for federal funding on Capitol Hill, and explore new, scalable ways of serving even more in need.

Established the Meals on Wheels COVID-19 Response Fund that enabled us to distribute 1,132 emergency grants over the course of the year to 628 Member programs, totalling more than $31 million. This allowed recipients to collectively serve 20 million additional meals and keep more than a million new clients safe at home.

MAJOR DONORS INCLUDED:

- Worked to secure $925 million in emergency funding for Older Americans Act Nutrition Services and important temporary flexibilities, along with additional resources for older adults and nonprofit organizations.
  - And we kept Members informed along the way, sharing nearly 30 Washington Updates.
• Kept Members connected and informed
  o Brought thousands of aging network partners and professionals together virtually for 8 Town Halls and Community Conversations covering timely and relevant topics related to navigating a response
  o Developed a COVID-19 Resource Center
  o Sent more than 50 emails to the Membership dedicated to the latest COVID-19 developments, timely guidance and available resources
  o Convened nearly 1,400 individuals on Meals on Wheels Connect to discuss pressing issues and share ideas in real time
  o Dedicated our 2020 Meals on Wheels Virtual Conference in late summer to addressing the year’s biggest challenges and made it free for all Members amid a challenging year – more than 900 programs took full advantage, and we were thrilled to engage more than 2,000 senior nutrition professionals, speakers, sponsors and exhibitors

• Embarked on a multi-phased research effort 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

• Facilitated a multitude of in-kind donations, from truckloads of donated food and shelf stable food kits and thousands of PPE face masks, hand sanitizing wipes and dispensers, to Safe and Healthy Home Kits, personal and hygiene kits, logistics technology, vehicle gas cards and more

• Engaged 30+ companies in our national Don’t Stop Now™ awareness campaign, generating 10 million+ impressions, 1 million+ views and raised more than $350,000 for our COVID-19 Response Fund
ADVANCING OUR MISSION TO EMPOWER MEMBERS

While the pandemic response and support was a primary focus in 2020, our ongoing work to empower and advance the Membership and network at-large did not stop. Perhaps in a year when the importance of fostering a tightly connected network of senior nutrition programs seemed more apparent than ever, we were honored to welcome more than 170 new Members into the Meals on Wheels America family.

HERE ARE SOME OF THE WAYS WE WERE ABLE TO EMPOWER AND SUPPORT MEMBERS:

DEEPENED OUR LEARNING @ MEALS ON WHEELS AMERICA OFFERINGS

- Introduced Courses on Meals on Wheels Connect, our Member-to-Member online forum, as another way to access on-demand content
- Held 24 virtual learning events focusing on Members’ most pressing challenges
- Embarked on a race equity journey including virtual conversations and resource sharing

ENGAGED IN FEDERAL AND GRASSROOTS ADVOCACY EFFORTS

- Continued the fight for Older Americans Act (OAA) Nutrition Programs
  - 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 OAA for another five years
  - Advocated for increased appropriations for FY 2021, securing $15 million more than the previous year for a total of $951,753,000 in addition to millions in COVID-19 emergency funding
  - Rallied more than 5,000 advocates to send nearly 16,000 messages to almost all congressional offices throughout the year

SUPPORTED THE MEMBERSHIP WITH REVENUE, COST-SAVING SOLUTIONS, VOLUNTEERS AND MORE

- Continued our longstanding national partnership with Subaru of America on its 2019-2020 Share the Love Event through which we distributed more than $1,460,000 to 287 participating Members
- Through a national partnership with McAlister’s Deli, we distributed $90,000 to 47 participating Members
- Ongoing America, Let’s Do Lunch™ volunteer recruitment effort matched more than 62,000 eager volunteers with local programs in 2020
o Messages of Love campaign generated nearly 12,000 handwritten cards from employees of partnering corporations for select Members to share with their isolated clients

o Saved participating Members more than $4,000,000 across our family of Member Discount Program partners, including Premier and US Foods, Abbott Nutrition, General Motors, Sterling Volunteers and more

ADVANCED EACH AREA OF MEALS ON WHEELS’ MORE THAN A MEAL® SERVICE MODEL

NUTRITION

o 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

SOCIALIZATION

o Launched a Friendly Visitor Toolkit, further developed a technology literacy component to enhance social engagement opportunities and, thanks to Caesars Foundation, awarded 20 Member programs with grants totaling $100,000 to expand socialization services

o 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

o In addition to distributing more than $350,000 to 98 Members to support their ongoing programs aimed at keeping seniors and their pets together, PetSmart Charities extended its support to include $100,000 in emergency pet food grants to 25 Members

SAFETY

o Distributed $1,955,000 to 8 Members to support in-home safety work supporting veterans as part of our ongoing Helping Homebound Heroes partnership with The Home Depot Foundation

MEALS ON WHEELS HEALTH

o In collaboration with member programs in Tampa, Richmond, Louisville and Tennessee, served nearly 1,000 seniors through our Medicare Advantage partnership with Humana

o Embarked on a partnership with WellSky Foundation to further hone our Change of Condition monitoring protocol for integration into healthcare systems