

# 2021 MEMBERSHIP IMPACT REPORT



## GOING FURTHER TOGETHER

In July of 2021, Members reported serving 57% more meals weekly than they were prior to the pandemic while nearly half of programs said they would not be able to support their current client base without infusions of funding beyond their typical sources. The unwavering determination of the network through this unprecedented time fueled the Meals on Wheels America team to continue its work to rally national support, 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.

## HERE ARE SOME OF THE WAYS WE SUPPORTED A UNITED RESPONSE TO CONTINUED CHALLENGES BROUGHT ON BY THE PANDEMIC:



Expanded our COVID-19 Response Fund to provide **119 GRANTS TOTALING \$1.7 MILLION** to Members, bringing our total direct support since the beginning of the pandemic to more than **\$33 MILLION**



Worked to secure **\$750 MILLION IN FEDERAL EMERGENCY FUNDING** and extend important flexibilities for the Older Americans Act Nutrition Program along with additional resources for older adults and nonprofits



Kept Members informed and connected:

- Convened nearly **2,000 INDIVIDUALS ON MEALS ON WHEELS CONNECT** to discuss pressing issues and share ideas in real time
- Gathered staff and leaders from more than **350 MEMBER ORGANIZATIONS FOR OUR 4-DAY 2021 MEALS ON WHEELS VIRTUAL CONFERENCE** where we focused on going further together



Conducted periodic **COVID-19 IMPACT PULSE SURVEYS** to keep stakeholders up to date on the needs of the network, as well as the **2021 MEMBER PERSPECTIVES & PRACTICES SURVEY**, a multi-phased research effort to establish a baseline of needs and practices post-COVID



Distributed **\$360,000 IN GRANTS** funded by the Health Resources and Services Administration (HRSA) to Members in select counties where the vaccination rate for the 65+ population was less than 60% in an effort to increase well-being, raise vaccine awareness, understand vaccine hesitancy, and increase vaccine adoption

## WE ADVANCED OUR MISSION TO EMPOWER LOCAL PROGRAMS

In a year when we focused on a going further together as one united front, we were honored to **welcome more than 87 new Members** into the Meals on Wheels America family. An additional **8 Members** adopted the **national Meals on Wheels brand**.

### HERE ARE SOME OF THE WAYS WE WERE ABLE TO STRENGTHEN THE NETWORK:

#### DEEPENED OUR LEARNING @ MEALS ON WHEELS AMERICA OFFERINGS

Introduced **60+ NEW COURSES** to Meals on Wheels Connect, our Member-to-Member online forum, as a way to access on-demand content

Held **50+ LIVE WEBINARS** focused on Members' most pressing questions and challenges

Expanded our offerings in the area of **RACE EQUITY, DIVERSITY AND INCLUSION**, as well as navigating a rapidly evolving post-COVID world



#### ENGAGED IN FEDERAL AND GRASSROOTS ADVOCACY EFFORTS

Continued to fight for Older Americans Act Nutrition Programs:

- Advocated for increased appropriations for FY 2022, with so far proposed **INCREASES UP TO 46%** more than the previous year, in addition to **MILLIONS IN COVID-19 EMERGENCY FUNDING**
- Worked with Congress and the Administration to support and improve **OAA SERVICES AND PROGRAM POLICIES**

Worked with the offices of **82 U.S. SENATORS AND REPRESENTATIVES** to facilitate meal deliveries and/or meetings with local Meals on Wheels programs in their states and districts

Rallied over **10,700 ADVOCATES** to send **13,187 MESSAGES TO 436 CONGRESSIONAL OFFICES** throughout the year. Combined with our own outreach, we collectively reached **100% OF CONGRESSIONAL OFFICES**

Kept Members informed by sharing **30+ WASHINGTON UPDATE** emails

#### ISSUED 24 LETTERS, STATEMENTS, PUBLIC COMMENTS AND TESTIMONIES

for the record supporting Meals on Wheels programs and the seniors they serve, as well as joined numerous sign-on letters with coalitions and other national organizations

Supported hundreds of Members participating in the annual **MARCH FOR MEALS**, a monthly-long celebration of Meals on Wheels used to rally support in communities across the country



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

Saved participating Members more than **\$4.45 MILLION** through our Member Discount Program partners, including Premier, US Foods, Abbott Nutrition and more

Matched more than **26,000 EAGER VOLUNTEERS** with local programs through our ongoing America, Let's Do Lunch™ volunteer recruitment effort

Continued our longstanding national partnership with Subaru of America on its 2020-2021 Share the Love Event® through which we distributed more than **\$1.4 MILLION TO 248 PARTICIPATING MEMBERS**

Distributed nearly **\$500,000** through geographically-targeted grants directed by national donors



## ADVANCED OUR WORK TO FORTIFY THE NETWORK'S MORE THAN A MEAL® MODEL

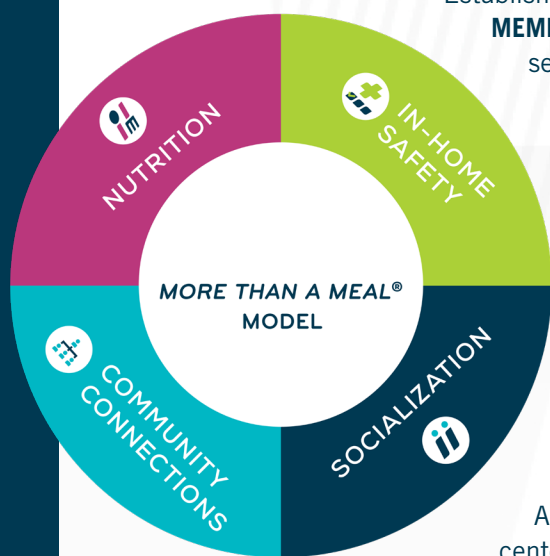
Established the Go Further Fund and distributed **\$3.7 MILLION IN GRANTS TO 186 MEMBER PROGRAMS** seeking to meet the increased need, expand comprehensive services and drive innovation in the areas of nutrition and socialization

Embarked on a Social Connection Pilot with five Member programs thanks to **\$50,000 IN GRANTS** from Caesars Foundation

Distributed an additional **\$1,955,000 IN FUNDING** for senior veterans' home modifications and repairs through our Helping Homebound Heroes program in partnership with The Home Depot Foundation – in 2021, the program surpassed **1,800 VETERANS SERVED**

Distributed **\$881,538 IN 134 GRANTS** for pet programs as well as released new research on the importance of keeping homebound seniors and their pets together through our partnership with PetSmart Charities

Addressed the challenges and opportunities to **BUILD AND SUSTAIN** client-centered, inclusive and impactful nutrition programs and services through education and training



## CONTINUED OUR WORK TO FURTHER INTEGRATE MEALS ON WHEELS INTO THE HEALTHCARE SYSTEM

Worked with Brown University researchers and Members in Texas and Florida to conduct a **COMPARATIVE STUDY** to prove that a daily hot meal with social interaction is more beneficial to dementia or Alzheimer's clients than receiving 10 frozen meals with no social interaction

Collaborated with Members in Tampa, FL and Louisville, KY to serve **600+ SENIORS** through our Medicare Advantage partnership with Humana

Fulfilled **400+ REFERRALS** for medically-tailored meals to individuals undergoing cancer treatments and their caregivers in collaboration with Members in New York, New Jersey and Connecticut through our decade-long partnership with Eisai Pharmaceuticals

WE LOOK FORWARD TO ADVANCING OUR SHARED MISSION TOGETHER IN 2022