

2023 MEMBERSHIP IMPACT REPORT

This year we saw the end of the COVID-19 Public Health Emergency. We got pulled into the debt ceiling debate and have continued to face renewed threats to federal funding. The U.S. Surgeon General issued an advisory that called national attention to the public health crisis of loneliness, isolation and lack of connection. We experienced record-setting inflation, which not only impacted demand for our services, but limited our ability to serve everyone in need.

At the same time, 12,000 Americans turned 60 every day, and these older adults are living longer with less money. In fact, 1 in 2 seniors living alone lacks the income to pay for their basic needs, at a time when they are already at greater risk of experiencing hunger and malnutrition.

Given this backdrop, it's no surprise that 97% of Meals on Wheels America Members believe there are unserved seniors in their community, and 99% are facing challenges to serving meals to all seniors who need them, including lack of funding to pay for meals, high food and gas prices, and trouble recruiting and retaining enough staff and volunteers.

AND YET AGAIN, WE PERSEVERED THROUGH CHALLENGES AND RALLIED AS A NETWORK.

In 2023, Meals on Wheels America retained 94% of existing Members and welcomed 57 new organizations. We learned from each other, pushed to serve more seniors, expanded our offerings to better meet their needs, and galvanized support and resources to help sustain the entire network – including distributing more than \$6.9 million in grant funding and revenue to Members.

READ ON TO LEARN HOW ONCE AGAIN WE PROVED THAT TOGETHER, WE CAN DELIVER®.



TOGETHER, WE ARE:

**1,042 MEMBERS
STRONG**

**REPRESENTING ALL
50 STATES AND THE
DISTRICT OF COLUMBIA**

**COLLECTIVELY
SERVING MORE THAN
100 MILLION MEALS
ANNUALLY**

TOGETHER, WE EXPLORED HOW TO SERVE MORE SENIORS IN INCREASINGLY EFFECTIVE WAYS

We convened the network to focus on how we can expand capacity and optimize resources to reach all older adults in need – now and into the future. Beyond sharing nearly 20 tailored courses, curriculums and engagements on Meals on Wheels Connect – our Member-to-Member online forum where more than 2,300 individuals gather 365 days out of the year – we assembled Members to focus on our biggest challenges throughout the year:



→ DESIGNED TRAINING, RESOURCES AND RESEARCH TO ILLUMINATE, ELEVATE AND SCALE



THANK YOU

We'd like to express our gratitude to all Members that have actively participated in our 2023 data and story collection, research efforts, pilots, committees and more. This willingness to share, collaborate and lead enables us to spread the word, garner support and scale promising practices for the entire network.

TOGETHER, WE FURTHERED OUR WORK TO INTEGRATE NUTRITION AND HEALTH

Meals on Wheels programs are well positioned to work hand-in-hand with our health care system and other community partners to advance a more comprehensive and inclusive approach to meeting the needs of seniors. In 2023, we expanded our work in several areas to remain relevant and competitive in this space.

→ MEDICALLY TAILORED MEALS

- Represented the network at four national Food as Medicine convenings.
- Held a Pre-Conference Intensive Workshop on medically tailored menu planning.
- Dedicated more than \$225,000 for a Collaboration Grant program aimed at expanding access to medically tailored meal options for seniors, with specific focus on meals that support the following conditions: hypertension, diabetes, kidney disease, heart disease, chronic obstructive pulmonary disorder and cancer.

→ MEALS ON WHEELS HEALTH

- Collaborated with Members in two markets to serve more than 780 seniors through our Medicare Advantage partnership with Humana.
- Fulfilled over 500 referrals for medically appropriate meals to individuals undergoing cancer treatments and their caregivers in collaboration with Members in five states through our decade-long partnership with Eisai Pharmaceuticals.
- Expanded our national partnership with a Hospital at Home company to include additional meal service contracts in Washington and new service contracts in California and Michigan.
- Conducted one-on-one meetings with over 40 Member programs to assess health care readiness.

→ CALLED ON CONGRESS AND THE ADMINISTRATION TO:

- Increase funding and support for senior nutrition programs.
- Strengthen and secure nutrition access for older adults.
- Advance Food as Medicine interventions.

TOGETHER, WE DROVE FUNDING, COST SAVINGS AND VOLUNTEERS

→ GRANT FUNDING

- Meals on Wheels America's Grant Program distributed more than \$5.6 million to 218 local programs across 44 states and three Canadian provinces.

MEETING UNMET NEED GRANT

Funding aimed at serving more seniors and expanding access to medically tailored meal options to meet their nutritional needs.

MEALS ON WHEELS LOVES PETS

Funding to support the sustainability and growth of new and existing pet programs through investments in pet food, veterinary care access and storytelling.

KEY FUNDERS:



COLLABORATION GRANT

Funding aimed at creating collaboration model(s) with potential to scale and replicate in other communities to better serve underserved or unserved seniors, and expanding access to medically tailored meal options for seniors.

VETERANS NUTRITION PROGRAM

Funding to ensure meal access for veterans.

SOCIAL CONNECTION GRANT

Funding aimed at serving more older adults to meet their social connection needs and expand the variety and quality of social connection programming offered.

KEY FUNDER:



HELPING HOMEBOUND HEROES

Funding home modifications and repairs to improve safety and accessibility for veterans.

KEY FUNDER:



→ GRANTS + REVENUE SHARES CONTINUED

- Raised over \$333,000 for participating Members in the second year of our national partnership with Jiffy Lube and renewed a 15% discount on vehicle maintenance for all Member programs, staff and volunteers.
- Distributed over \$1 million to 275 participating Members through Subaru of America's 2022-2023 Share the Love® Event.
- Distributed \$148,000 through 5,200 gift cards and coupons from partners such as Wawa, Caesars Foundation and Procter & Gamble to over 70 Members to support program services.



→ DIRECT MAIL - DONOR DRIVE

- Managed the Donor Drive direct mail program for more than 80 participating Members.

→ MEMBER DISCOUNT PROGRAM

- Saved participating Members over \$5 million through our Member Discount Program partners, including Premier/OMNIA Partners, US Foods, Abbott Nutrition and more.
- Received 52 vehicle donations through nationwide fundraising program with CARS – raising more than \$47,000 for participating programs.

→ VOLUNTEERS

- Matched more than 16,000 volunteers with local programs through our ongoing America, Let's Do Lunch™ volunteer recruitment effort.
- Distributed more than 6,100 cards through our Messages of Love program, in partnership with Caesars Foundation, Consumer Cellular, Food Lion Feeds and so many other generous partners who engaged their employees in this impactful act of kindness.

TOGETHER, WE ADVOCATED FOR THE NEEDS OF PROGRAMS AND THE SENIORS YOU SERVE

Made the case for our services and the needs of seniors.

- Released *The Case for Meals on Wheels: An Evidence-Based Solution to Senior Hunger and Isolation*, a comprehensive review of 38 studies establishing Meals on Wheels as an evidence-supported, cost-effective solution in reducing health care utilization, preventing nursing home admissions and generating substantial health care cost savings.
- Developed fact sheets to communicate the escalating issue of senior hunger and what the Meals on Wheels network delivers.

Ensured steady presence and pressure on Capitol Hill, advancing federal policy and legislation to support our nation's seniors, as well as the local Meals on Wheels programs and volunteers who are delivering nutritious meals and so much more.

- Endorsed bills such as the Senior Hunger Prevention Act, the National Strategy for Social Connection Act, the Medically Tailored Home-Delivered Meals Demonstration Pilot Act and the Volunteer Driver Tax Appreciation Act.
- Led efforts to mobilize the nationwide network of Meals on Wheels programs and supporters to urge Congress to increase federal senior nutrition funding. Campaigns such as March for Meals, Summer Recess Rush and #SaveLunch generated more than 56,000 messages, 770,000 social media impressions and 27 Members of Congress visiting local programs to witness the power of Meals on Wheels firsthand.

- Joined partners to urge Congress and the President to steer clear of any funding cuts that would increase hunger or threaten the health and quality of life of those in the greatest social and economic need.
- Held annual Advocacy Day on Capitol Hill with Meals on Wheels America Board Members, during which Board Chair Patti Lyons received special recognition through a Congressional Record Statement from Senator Ossoff for her 25 years of service to Coastal Georgia Seniors.



Meals on Wheels was mentioned by the White House 28 times across press statements and briefings – ranging from Press Secretary Karine Jean-Pierre to White House Communications Director Ben LaBolt and even President Joe Biden himself.



We are grateful for the longstanding, bipartisan support on Capitol Hill and to the nearly 140 Members of Congress who signed letters calling for more than \$200 million in increased funding for Older Americans Act Nutrition Programs in Fiscal Year 2024.



TOGETHER, WE RALLIED THE COUNTRY AROUND OUR CAUSE

- Enlisted celebrities with more than 14 million followers collectively on social media to participate in our #RespectYourElders campaign, including Sebastian Maniscalco, Roy Wood Jr., Adrienne Banfield-Norris, Laura Benanti, Jason Tam, R'Bonney Gabriel and so many others.
 - Garnered nearly 9 million additional impressions across our digital channels, inspiring more than 9,000 individuals to use our new personalized message generator to honor seniors.
- Achieved more than 19 million impressions for our Power of a Knock™ campaign, which aimed to raise awareness about the invaluable impact of Meals on Wheels.
- Secured more than 441 million earned media impressions throughout the year.

NATIONAL AWARDS



THE SISTER ALICE MARIE QUINN AWARD

Presented to Shauna Frost, Chief Executive Officer, Meals on Wheels New Mexico, for being an influential Meals on Wheels leader committed to combatting senior isolation and hunger with compassion, love and respect.



THE INAUGURAL EXTRA MILE AWARD

Presented to Edwin Walker, Deputy Assistant Secretary for Aging, Administration for Community Living, for being a champion who has gone above and beyond to ensure the well-being, independence and dignity of older adults.



THE INAUGURAL POWER OF A KNOCK™ VOLUNTEER AWARD

Presented to Debbie Rickabaugh from SourcePoint in Delaware, OH for being a volunteer who has shown exemplary commitment to the seniors she serves.



THE DRIVING FORCE AWARD

Presented to Subaru of America, Inc. for being an exceptional Meals on Wheels America partner committed to impacting the lives of homebound seniors.

SUPPORTED BY:



SUBARU

WE ARE GRATEFUL FOR OUR MEMBERS, THE ROLE THEY PLAY IN THE GREATER MEALS ON WHEELS MOVEMENT AND THE WORK BEING DONE IN EACH COMMUNITY TO ENSURE NO SENIOR IS FORGOTTEN.

TOGETHER, WE WILL FURTHER OUR UNDENIABLE IMPACT IN 2024 AND BEYOND.