



**GIVE THE GIFT
OF
INDEPENDENCE**
**WITH MEALS ON WHEELS
WESTERN MICHIGAN**

Exposure to high net worth donors

Partnership with a well-known nonprofit

Networking Opportunities

Increased Name Recognition Opportunities

Employee Engagement

**2019
Partnership Opportunities**



THE NEED

- 1 in 6 seniors face hunger
- Over half a million Senior Citizens live alone
- In West Michigan, 70% of our clients are low-income, and 50% live alone
- Providing 1 meal a day for an entire year costs nearly the same as ONE DAY of inpatient hospitalization

OUR RESULTS

- 6,500 clients served annually
- 550,000 meals delivered
- 23 emergency assists
- 154 well being checks initiated
- 24 adult protective service referrals

OUR IMPACT

Our annual client survey revealed:

- 80% of pantry clients say their eating habits have improved
- 83% of clients said Meals on Wheels improves their health
- 87% of our clients say that Meals on Wheels home delivery makes them feel more safe and secure
- 92% of our clients say that Meals on Wheels enables them to remain living independently in their homes

ABOUT MEALS ON WHEELS WESTERN MICHIGAN

OUR MISSION

We are dedicated to providing quality nutrition services in a supportive environment to promote the health and independence of older adults.

HOW WE HELP

- Home Delivered Meals: each year we serve over 550,000 meals to homebound seniors in Kent and Allegan counties
- Senior Pantry: our senior pantry sites help our neighbors afford groceries by distributing over 1 MILLION pounds of food to low-income senior citizens each year.
- Dining Sites: we have 18 sites across Kent & Allegan counties where seniors can meet and enjoy a lunch together. These sites are in areas with a high concentration of senior citizens who face food insecurity such as low-income senior housing.

FROM OUR CLIENTS

"I want to thank you for all the delicious meals you have provided me in my dire time of need. My finances are limited as I have had to purchase funeral arrangements and a gravesite in the last month. The visits from the delivery driver put a smile on my face. Again, Bless You!"
- Angela

"Without Meals on Wheels, I wouldn't be able to provide for my grandson"
-Chinow

"Through Meals on Wheels, God gave me a third chance on life."
- Marilyn

"Without Meals on Wheels... I wouldn't be here"
- Irene



HIGHLY AFFLUENT HOUSEHOLDS

Highly affluent households are a rapidly growing market segment; households with income over \$100,000 has been growing by over 2% a year since 2000. With 1 in 4 of our donors falling into this wealth category, we can help you reach your target markets

DIGITAL ENGAGEMENT

Digital Newsletter subscribers: 1,000+
Social media engagement: 1,000+
Monthly Website Visitors: 1,200+

GIVERS & DOERS

- We have 200 volunteers who give of their time and talents on at least a monthly basis
- We have hundreds of groups ranging from schools to employee groups who come for one-time volunteer opportunities
- Each year, volunteers contribute over 40,000 hours, which equates to \$350,000 of donated time.

ABOUT OUR SUPPORTERS

THEIR AGE

Partnering with Meals on Wheels Western Michigan is an excellent way to reach the rapidly growing senior population. Each day, 10,000 people turn 65 in the US.

- 39% of our donors are over the age of 65
- 69% of our donors are over the age of 55
- 87% of our donors are over the age of 45

By the year 2030, **1 out of every 5 people** in the US will be over the age of 65

THEIR WEALTH

Our supporters live in influential communities

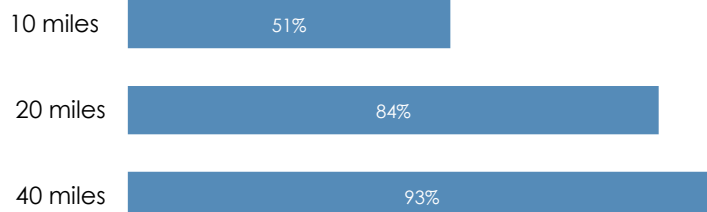
1 out of every 4 of our supporters live in one of the top 50 wealthiest zip codes in Michigan.

Our supporters are prepared for their financial future

25% of our donors have a net worth that places them in the top 15% nationally.

OUR SUPPORTERS ARE LOCAL

Most of our donors live right here in the Greater Grand Rapids community. Overall, most live within 40 miles of zip code 49418:





CHEF'S SPECIALTY



MORE THAN A MEAL



THE EVENTS

CHEF'S SPECIALTY – MAY 2019, THE BALLROOM AT MCKAY TOWER

This evening event is a time for our closest supporters and new friends to come together in a fun atmosphere to support seniors living healthy and independently in their own homes. This event has over 250 attendees and offers a cocktail reception with hors d'oeuvres, a tribute to our special honoree, a cooking demonstration from a celebrity chef, inspirational words from a client, and, of course, various ways to support our work while having an incredible evening! Guests purchase tickets to attend the event or come as guests of sponsors.

MORE THAN A MEAL- OCTOBER 2019 [VENUE TBD]

This is our "table hosted" lunch and an opportunity for the community to learn more about the impact we are having and join us as a financial supporter. This event is in the fall and has over 200 attendees. Our hosts, including board members, dedicated volunteers, and community influencers invite those they know who share our vision. The event is free for attendees, though a direct ask for support is made of the attendees, facilitated by the table hosts.

For more event recognition opportunities, please see the engagement menu on the following pages



2019 Engagement Menu

As your partner, we are happy to highlight your commitment through branding and media exposure and to offer opportunities for you and your staff to engage in Meals on Wheels Western Michigan’s mission and impact. The benefits are flexible, and we are happy to build a custom package to meet your marketing needs.

Name	Prep Cook	Line Cook	Sous Chef	Executive Chef	Chef de Cuisine
Suggested Commitment Level	\$750	\$1500	\$3000	\$5000	\$7500
<u>COMMUNITY EXPOSURE</u>					
Use of Meals on Wheels’ logo for 1 year to promote partnership – with prior approval and in accordance with brand guidelines	✓	✓	✓	✓	✓
Facebook page acknowledgement – X times during the calendar year	1	2	3	4	5
Recognition in our eNewsletter X times, sent to 500+ individuals	1	1	2	2	3
Recognition on Meals on Wheels’ website, with link to your business’s homepage		✓	✓	✓	✓
Recognition in our print newsletter, sent to 1,000+ homes		Name	Name	Name and Logo	Name and Logo
Special gift to display in your business or office promoting our 2019 partnership			✓	✓	✓

Name	Prep Cook	Line Cook	Sous Chef	Executive Chef	Chef de Cuisine
Suggested Commitment Level	\$750	\$1500	\$3000	\$5000	\$7500
<u>EVENT ENGAGEMENT</u>					
Acknowledgement on all printed event materials and post-event publicity for <i>both</i> events: e.g. as applicable: posters, program, scrolling video, press release, social media, newsletter, etc.	Name	Name	Name and Logo	Name and Logo	Name and Logo
X tickets to our <i>Chef’s Specialty</i> event	2	4	6	8	10
X tickets to our complimentary <i>More than a Meal</i> luncheon	2	2	2	2	2
Verbal recognition during the program for <i>both</i> events			✓	✓	✓
Option to bring promotional material to <i>one</i> event of your choice ¹				✓	✓

Name	Prep Cook	Line Cook	Sous Chef	Executive Chef	Chef de Cuisine
Suggested Commitment Level	\$750	\$1500	\$3000	\$5000	\$7500
<u>ENGAGEMENT</u>					
Engage your employees in one or more of these volunteer opportunities: <ul style="list-style-type: none"> • Adopt a route in your neighborhood or service area • Help during mealtime at one of our seven dining sites² • Assemble emergency food boxes (fall of each year) • Conduct a food drive for our Senior Pantry 	✓	✓	✓	✓	✓
X onsite lunch(es) and private tour(s) for up to 12 employees	1	1	2	3	4
X Meals on Wheels lunch 'n' learn(s) for your employees at your work site ³	1	1	2	2	2

(1) With approval of Meals on Wheels staff

(2)

Wyoming Senior Center	2380 De Hoop Ave SW; Wyoming
Delaware Manor Senior Apartments	10 Delaware SW, Grand Rapids
Baraga Manor Senior Apartments	301 Washington St; Otsego
Wayland United Methodist Church	200 Church St., Wayland
Mount Mercy Senior Apartments	1425 Bridge NW, Grand Rapids
Grattan Township Senior Center	12050 Old Belding Road; Belding
Hopkins United Methodist Church	322 Maple St., Hopkins

(3) Brown bag lunch style

Partnership benefits can be tailored to meet your unique needs. Please contact Meals on Wheels Western Michigan's Development Manager, Becky Takacs-Britz at 616.459.3111, ext. 112 or btakacs-britz@mowwm.org

2019 Community Partnership Commitment Form

*Print deadline to be included in event invitations is March 15th. Print deadline for all other materials is May 1st.

Thank you for allowing us to provide quality nutrition services in a supportive environment to promote health and independence of older adults!

COMMUNITY PARTNERSHIP INFORMATION

Name (as you would like it to appear in printed materials – please indicate if you would like to remain anonymous):

Contact Person: _____

Phone (_____) _____ - _____ Email _____

Address _____

City _____ State _____ Zip _____

PARTNERSHIP LEVELS

Please select your sponsorship level (*Remember print deadline is March 15th*)

- CHEF DE CUISINE - \$7,500
- EXECUTIVE CHEF - \$5,000
- SOUS CHEF - \$3,000
- LINE COOK - \$1,500
- PREP COOK - \$750

PARTNERSHIP PAYMENT

Please accept my sponsorship of \$_____.

- Please **invoice** me
- Check:** Enclosed, payable to Meals on Wheels Western Michigan
- Credit/debit card:**

Name on Card _____

Street Address _____ City _____ State _____ Zip Code _____

Card Number _____ Expiration Date ____ / ____ Security Code _____

Please complete this form and return with payment in the enclosed envelope. Credit card payments may be made via phone at 616-459-3111 ext. 112 or our website, www.mealsonwheelswesternmichigan.org/get-involved/sponsorships/.

Checks may be mailed to:
Meals on Wheels Western Michigan
2900 Wilson Ave., SW Suite 500
Grandville, MI 49418



MEALS on WHEELS
WESTERN MICHIGAN
TOGETHER, WE CAN DELIVER.

According to our 501(c)(3) status, your gift will be tax deductible to the fullest extent of the law.