

A COMMUNITY WHERE NO SENIOR IS HUNGRY OR FORGOTTEN.

# THIRD PARTY FUNDRAISING TOOLKIT



TOGETHER, WE CAN DELIVER.

# WHAT'S INSIDE

Thank you for choosing to coordinate a fundraiser in support of Meals on Wheels Western Michigan (MOWWM)! Your support helps ensure local seniors in Kent and Allegan Counties receive tasty Home Delivered Meals and friendly check-ins, visit our Senior Pantry or enjoy a meal at a Community Dining Site. You are essential to creating a community where no senior is hungry or forgotten.

- **PROGRAMS AND IMPACT**
- **WHO WE ARE**
- **WHY PARTNER**
- **HOW IT WORKS**
- **HOW WE WILL HELP**
- **FUNDRAISING IDEAS**
- **THIRD PARTY FUNDRAISING AGREEMENT FORM**



“I would be living on Ramen noodles without this support.” - Regina



“Sometimes I don’t see anyone for a couple of days, so the drivers mean a lot to me. They really ensure I am eating properly and make me feel like I’m part of a big family” - James

**TOGETHER, WE CAN DELIVER.**

# PROGRAMS AND IMPACT

## HOME DELIVERED MEALS

Our drivers bring a smile and safety check along with meals to seniors who are homebound in Kent and Allegan Counties. Seniors can choose meals from our seasonal menus that match their preferences and dietary needs. Often, a special bond or friendship develops between our drivers and seniors, which is just as important as the meal being delivered.



27%

Of seniors report their only visitor throughout the week is their delivery driver



1,233,250

Pounds of food items were distributed through the Senior Pantry Program in FY24

## SENIOR PANTRY PROGRAM

A safe place for independent seniors to source nutritious food for a small suggested donation. They can visit our pantries, including mobile sites, to stock up on meat, dairy, fresh produce and pantry items. It's a wonderful resource that supports healthy, independent aging in our senior community.



109,218

Meals served in FY24

## COMMUNITY DINNING SITES

Seniors who are mobile can enjoy a meal and conversation with friends at dining sites located throughout Kent and Allegan Counties. Meals are served cafeteria-style at lunchtime. Seniors can also enjoy a variety of fun activities that provide valuable social connections.

**A COMMUNITY WHERE NO SENIOR IS HUNGRY OR FORGOTTEN.**



# WHO WE ARE

## MISSION



To provide quality nutrition services in a supportive environment to promote the health and independence of older adults

"With the help of programs like this, I stay independent. I'm content, I'm happy. I first came to the pantry when I walked up to the Walgreens next door about a year ago. Then I found out that the people were nice and it's close to home. It gives me a little something to do. I love coming here, even just to socialize."

~ Senior Pantry Client



Donations made to MOWWM are tax deductible to the extent allowed by federal and state law.

Meals on Wheels Western Michigan is a 501(c)(3) non-profit organization.  
EIN 38-2535537

## COMMUNITY IMPACT TEAM CONTACT INFORMATION

**PHONE** | 616.459.3111

**EMAIL** | [fundraising@mowwm.org](mailto:fundraising@mowwm.org)

**MAIL** | 2900 Wilson Ave SW  
Suite 500  
Grandville, MI 49518

**TOGETHER, WE CAN DELIVER.**

# WHY PARTNER

Partnering with MOWWM for a third party fundraiser can be a rewarding and impactful decision. Here are several reasons to consider:

## COMMUNITY IMPACT

**Direct Benefit:** Funds raised will directly support local seniors by providing them with nutritious meals and life-saving check-ins while offering you or your organization a tax benefit.

**Local Engagement:** It's an opportunity to support your community's aging population.



## MARKETING AND PUBLICITY

**Brand Association:** Partnering with a well-known charity can enhance your organization's image and credibility.

**Media Attention:** Fundraising for a respected cause can attract positive media coverage, increasing visibility for your establishment.

## CORPORATE SOCIAL RESPONSIBILITY

**Employee Engagement:** Involving employees in a charitable cause can boost morale and foster a sense of community within your organization.

**Positive Image:** Demonstrates your organization's commitment to social responsibility, which can attract customers, clients and partners who value philanthropy.



**A COMMUNITY WHERE NO SENIOR IS HUNGRY OR FORGOTTEN.**

# HOW IT WORKS

- You/your organization and our team agree on how you would like to fundraise
- Set your fundraising goal
- You promote your campaign/event
- Make your tax-deductible donation to MOWWM when your fundraiser is complete



## HOW WE WILL HELP



- Share your fundraiser on our website, e-news, and social media when appropriate
- Provide an online donation form unique to your fundraiser
- Provide receptacles for the collection of pantry or wish-list items
- Attend your event when requested a minimum of 30 days in advance and MOWWM staff are available
- Provide informational materials on MOWWM when requested a minimum of 30 days in advance
- Provide branding and legal guidelines
- Offer a tour or volunteer experience to you/your organization to see your impact first-hand

**TOGETHER, WE CAN DELIVER.**

# FUNDRAISING IDEAS

- Proceeds from events like:
  - Open mic
  - Comedy show
  - Concert/performance
  - Trivia night
  - Karaoke night
  - Dine-In/Out day/night
  - 5k run or community walk
  - Cook-off
  - Bake sales
  - Sports tournament
  - Chess tournament
  - Penny wars



- Round-Up at the Register Campaign
- Food, drink, or product special with proceeds benefiting MOWWM
- Facebook Fundraiser
  - Celebrate a birthday or anniversary
  - In memory/honor
- Corporate or School 'Theme Days' like Jean Day or Pajama Day
- Pantry Food or Wish List Drive



There are many ways to fundraise in support of our local seniors.  
We are open to original ideas you would like to pursue.  
Just ask us!

# THIRD PARTY FUNDRAISING AGREEMENT FORM

**PARTNER/ORG NAME:** \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Home Mobile Office

Email \_\_\_\_\_ Personal Office

Preferred method of communication: Email Call Text

## FUNDRAISER INFORMATION:

Name of Event or Fundraiser: \_\_\_\_\_

Brief description of Event or Fundraiser: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date(s) or timeframe of Event or Fundraiser: \_\_\_\_\_

Location of Event or Fundraiser: \_\_\_\_\_

Additional Comments or Expectations: \_\_\_\_\_

\_\_\_\_\_

Will the event involve a raffle?: YES NO

Would you like a MOWWM representative to attend your event\*? YES NO

\*MOWWM Staff or Volunteer attendance is not guaranteed.

---

### MOWWM Team Member Use:

Coordinating Team Member: \_\_\_\_\_ Date Accepted: \_\_\_\_\_