

# 2009 Grant Recipients

Anoka Champlin Meals on Wheels

Bloomington Meals on Wheels

Community Emergency Assistance Program (CEAP)

Community Emergency Service (CES)

Dinner at Your Door - St. Louis Park/Hopkins

Edina Meals on Wheels

Hastings Family Services

Hot Meals for Shut-Ins - Fridley

Human Services, Inc. (HSI)

Jewish Family & Children's Services

Keystone Community Services

Loring Nicollet Meals on Wheels

Meals for Shut Ins - Coon Rapids Blaine

Merrick Community Services

Mobile Meals of Northern Dakota County

Moundsview School District

Neighborhood House

North Minneapolis Meals on Wheels

North St. Paul/Maplewood/Oakdale School District

Northeast Dinner Bell

Open Arms of Minnesota

Roseville School District

Senior Community Services - Albertville/St. Michael

Senior Community Services - Long Lake/Orono

Southeast Minneapolis Meals on Wheels

Southwest Minneapolis Meals on Wheels

St. Paul Jewish Community Center

TRUST

Wayzata/Plymouth Meals on Wheels

WeCAN Meals on Wheels

West 7th Community Center

White Bear Area Senior Program

Wilder Foundation



## A SPECIAL THANKS!

### Blizzard Box Blitz Sponsors

Target Foundation  
General Mills Foundation

### Meals on Heels Event Sponsors

Electronic Easel  
3M  
U.S. Bank  
Xcel Energy

### MMOW Golf Tournament Sponsors

Cub Cares Foundation

### Outgoing MMOW Board Members

Yvonne Olsen  
Dave Mooty

## MMOW BOARD

### President

Michael Phillips

### Vice President

Elisabeth Shanley  
Anoka Champlin Meals on Wheels

### Treasurer

Jim Hartman

### Secretary

Kevin Fitzpatrick  
General Mills

### Barb Arrell

Senior Services Consortium of Ramsey County

### Denise Harris

North Minneapolis Meals on Wheels

### Ethan Roberts

Jewish Community Relations Council

### Craig Stacey

SUPERVALU, Inc.

### Byron Laher

CEAP

### Allison Janusz

3M

### Jeremy Misener

HSI Meals on Wheels

### Janet Guthrie

Ramsey County

## MMOW STAFF LIST

### Patrick Rowan

Executive Director

### Katey Davern McCabe

Marketing Communications Director

### Kelsey Ohme

Volunteer & Office Manager

### Tara Kumar

Program Capacity Coordinator

### Mary Plasencia

Billing Manager



Receive.  
Deliver.  
Give.

Photo | Kati Garner



Metro Meals on  
**WHEELS**  
annual report 2009





# 1,248,333 Meals Delivered by Programs in 2009

As a leader in the fight against hunger in our seniors and people living with disabilities, Metro Meals on Wheels (MMOW) dedicated the bulk of 2009 to creating new ways to help our member programs serve meals at capacity in their geographic regions.

MMOW experienced a tremendously impactful year through focused efforts in Capacity Building, Volunteer Recruitment, and Community Awareness. All of this was made possible by the help of our generous supporters, members, board, staff, and the community at large.

## CAPACITY BUILDING

Most notably, our two most influential services to our member programs are the Blizzard Box Blitz event and our Bi-Annual Grant Program.

In 2009, "9,000 Meals. 4,500 Boxes. 1 Blitz." was the theme of the 2-day sprint called the Blizzard Box Blitz. With the support



of local community partners and more than 150 volunteers, we're able to provide two shelf-stable meals in one box for just \$1.50, a drastic fraction of what a program would pay to a third party provider. Each Blizzard Box makes it possible for Meals on Wheels recipients to stock their pantries in the event inclement weather interferes with regular meal delivery.

Members of MMOW utilize our Bi-Annual Grant Program to supplement their daily operations and meal delivery services. In the 2009 Spring Program, 31 grant applications were made, totaling \$35,447.20. In the 2009 Winter Program, 29 applications were made, totaling \$40,832 distributed.

For a complete listing of our 2009 grant recipients, please visit the back of this report.

## VOLUNTEER RECRUITMENT

A 340% increase in volunteer referrals is definitely something to write home



about. In 2009, we utilized phone and online volunteer submissions to refer over 850 new volunteers to our member programs! In 2008, that number was less than 300.

A new partnership was initiated with Doing Good Together, an organization that helps non-profits create curriculum and discussion topics about its volunteer experience for families. With the help of a special commercial advertising opportunity KARE11 offers to non-profits, we were able to create the first-ever Meals on Wheels commercial in the Twin Cities featuring a young mom and her two children delivering meals.

The results in increased web traffic and call-in volunteers showcased how beneficial it is for us to utilize media opportunities and partnerships to reach the right audiences. In 2009, Meals on Wheels became known as one of the most flexible volunteer opportunities in the metro area.

## COMMUNITY AWARENESS

We work on behalf of our member programs in the community on a regional level. To do so, we collaborated with several organizations on high profile projects and events in 2009. The benefits have been invaluable by forging new and renewed relationships.

MMOW Executive Director, Pat Rowan, served on a Senior Nutrition Task Force, a state-wide

group convened to develop improved nutrition services for seniors. In addition, we also participated in the Partnership to End Hunger, a state-wide coalition of social service agencies working to end hunger for all ages in Minnesota through legislative and service improvements.

In the metro area, we engaged a group of young professionals from the Saint Paul Area Chamber of Commerce's 2009 Leadership Saint Paul class to assist in the creation of a new event, Meals on Heels: The Party with a Purpose. Specifically targeted towards recruiting the next generation of volunteers, Meals on Heels was a fresh opportunity to socialize, taste local fare, and learn about Meals on Wheels in a fun, unique environment. One guest recalled, "I didn't even know I was at a fundraiser. It was a great party!"

Increasing our presence on the social media landscape became a priority, as we revamped our Facebook profile, started a Twitter feed, and created videos for our YouTube Channel. In addition, we won the Twin Cities Compass' "Inspiring Action" Video Contest for our 1-minute "60 Seconds in the Life of a Meal" video, and received a Dot.Org Award from the Minnesota Council of Nonprofits for the creative use of technology and innovation in promoting and executing the Meals on Heels event.

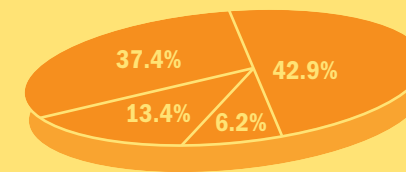


*"2009 was an amazing year of change, growth, and success for Metro Meals on Wheels and its member programs. With each new degree of impact, we're shown how well our messages are being communicated to highlight the demand for nutritious meals and how we continue to collaborate with our program partners to meet the growing needs in our communities."*

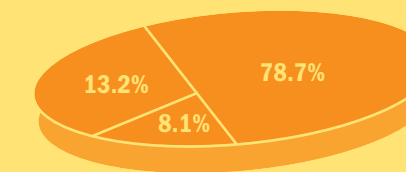
- MMOW Board President, Michael Phillips

## 2009 REVENUE AND EXPENSES

Revenue:	\$589,090	%
Individual Contributions:	\$252,930	42.9%
Corporations/Foundations:	\$220,500	37.4%
In-Kind Contributions:	\$36,441	6.2%
Other:	\$79,219	13.4%



Expenses:	\$556,513	%
Program Services:	\$437,729	78.7%
Management & General:	\$45,277	8.1%
Fundraising:	\$73,507	13.2%



## FINANCIAL STATEMENT

Assets	2009	2008
<b>Current Assets</b>		
Cash in checking and Savings	\$167,702	\$175,608
Investments	\$100,000	\$90,162
Accounts Receivable	\$4,980	\$6,990
Prepaid Expenses		\$1,920
<b>Total Current Assets</b>	<b>\$272,682</b>	<b>\$274,680</b>
<b>Net Fixed Assets</b>	<b>\$3,823</b>	<b>\$1,666</b>
<b>Other Assets</b>		
Deposit	\$1,193	\$1,193
<b>Total Assets</b>	<b>\$277,698</b>	<b>\$277,539</b>
<b>Liabilities and Net Assets</b>	<b>2009</b>	<b>2008</b>
<b>Current Liabilities</b>		
Accounts Payable	\$9,566	\$2,154
Restricted Revenue	\$45,170	\$85,000
<b>Total Current Liabilities</b>	<b>\$54,736</b>	<b>\$87,154</b>
<b>Net Assets - Unrestricted</b>	<b>\$222,962</b>	<b>\$190,385</b>
<b>Total Liabilities and Net Assets</b>	<b>\$277,698</b>	<b>\$277,539</b>

*"Our member programs served more than 92,000 additional meals in 2009, which is an obvious indicator in how much truth there is to the impending 'Age Wave.' According to research by Twin Cities Compass, our community will be home to more than double the current number of adults over the age of 65 in just the next 10 years."*

- MMOW Executive Director Patrick Rowan