



Essential, *always!*

FISCAL YEAR

'19/'20

ANNUAL REPORT



MEALS on WHEELS
SAN DIEGO COUNTY

October 1, 2019-September 30, 2020

Dear Meals on Wheels Community,

It's an honor and a joy to be the new President and CEO of Meals on Wheels San Diego County (MOWSDC) and to present our Annual Report for our 2020 fiscal year (October 1, 2019 through September 30, 2020). You may have noticed that the tagline of this report is "Essential, Always" which serves as a reminder that, while we are proud of the remarkable accomplishments of our agency during a devastating pandemic, we have always been here to help hungry and isolated seniors – and we always will be. Our Annual Report tells a story of success because of the unwavering support and commitment from you, our volunteers, and our donors who stood with us, propped us up, and helped carry us forward.

In addition to the support of you, our volunteers, and our donors, the credit for our accomplishments presented in this report reflect the efforts of the Immediate-Past Chair of the Board of Trustees, Peggy Strand, and our team of dedicated professionals. In the first month of the pandemic, our agency faced an unprecedented 47% increase in demand for services from older adults in San Diego. More demand means more meals, more volunteers, more safety checks, and more programs to combat social isolation. Our team of enthusiastic staff and volunteers worked tirelessly to fill this need and innovated our processes to keep seniors safe, supported, and fulfilled during this difficult time.

We continue to plan for growth and sustainability as we stand on this strong foundation that you helped us build. Our current Chair of the Board of Trustees, Antoinette Middleton, and I are excited to present this success story that paves the way for the future we are building together. Know that we celebrate all of you and thank you for being part of the MOWSDC family.

With MUCH appreciation,



Brent Wakefield | PRESIDENT & CEO





OF CLIENTS SERVED:

4,252

47% LIVE ALONE
36% OVER THE AGE OF 85
40% OVER THE AGE OF 100

OF ANIMALS SERVED:



161
CATS



229
DOGS

OF VETERANS & SPOUSES SERVED:



1,467
35% OF ALL MEALS SERVED: 196,106

A Message from our Board Chair,

It is a privilege to be appointed Chair of the Board of Trustees of a renowned organization such as Meals on Wheels San Diego County. As many of you know, I follow in the footsteps of several dedicated past Chairs who have left a legacy of good stewardship and laser focus on our seniors' nutritional needs. As Ken Blanchard, one of my favorite authors, stated, "The greatest leaders mobilize others by coalescing people around a shared vision." Having served as the Board Chair since July 2020, the shared vision of thriving seniors, disabled veterans, and their pets is the thread that binds our board members, management, staff, and our thousands of dedicated volunteers. Also, thanks to the many generous and compassionate donors, MOW continues to flourish through the pandemic.

As I write this message, I'm excited to say that the future looks very bright for our MOW family as we embark upon a new journey with all of you. We have some inspiring things planned for the next phase of our history – but this is our moment to reflect on a record-breaking year in an indescribable era for seniors. May the lasting impact of this past year be that isolated seniors' health and well-being remain at the forefront of our minds and in the warmth of our hearts.

I anxiously look forward to meeting many of you in the not-so-distant future. Meanwhile, take care!

Antoinette Middleton

Antoinette Middleton | BOARD CHAIR



Client Story

Ida Birdsall

For 25 years, Meals on Wheels client, Ida Birdsall, poured her heart and soul into volunteering for the organization. From 1984 to 2009, Ida lovingly delivered the meals she now receives and has received for the last five years. She smiles when describing her volunteer experience, “I loved volunteering! I was very sad to leave. I had a lot of friends on my routes – it was family like.”

The 93 year-old native San Diegan grew up in the house right next door to the home where she she currently resides. She describes living in her neighborhood of Mission Hills as “pleasant and beautiful.” Laughing, she says how kind and helpful everyone is around the neighborhood. She later adds, “Everyone is very clean and tidy – I love when things are clean around the neighborhood and near my home.” Living in a pleasant neighborhood is very important to Ida, especially since she can no longer leave her home on her own. Lucky for her, she knew the perfect organization to keep her independent, safe, and in her own home: Meals on Wheels San Diego County. In need of a helping hand, Ida reached out in 2017 to the organization she once served for over two decades. Having no family left or anyone to support her, she knew she needed not only the food but the sense of family she once felt years prior. Ida can no longer drive or walk with ease so getting to the store is not an option for her. She explains how grateful she is for Meals on Wheels saving her from having to leave her home and how much she loves the food. She chuckles when she says, “I love to eat! Nothing like eating! I enjoy every meal I receive and eat them all.”

Her time with Meals on Wheels has come full circle. She explains how deeply she appreciates all of the volunteers she sees daily saying, “I love all of my volunteers. For them to even volunteer anymore during this time shows me they are great people.” The sense of community and connection she felt with her old clients is now what she feels with her current volunteers. Knowing there will be volunteers to greet her daily and bring her favorite meals is something she says she couldn’t live without.

*I love
to eat!*



NUTRITIOUS MEALS



*Delivering
happy!*



FRIENDLY VISITS



Volunteer Story

The Silver Platter Volunteer

Talk about service! After delivering for Meals on Wheels for almost 9 years, volunteer Mary Haas wanted to think of a way to enhance the joy she brings to her clients with each delivery. One day, giving Meals on Wheels clients what they truly deserve, she began to deliver their meals on a beautiful silver platter. The idea came to her when she found the platter at a garage sale and has loved seeing how much the clients enjoy it. She has even collected holiday-themed platters for different seasons. She smiles when she says of the clients on her route, “Oh they absolutely love it! It always brings smiles to their faces.”

Mary and her husband, Tony, belong to the Allied Gardens Kiwanis Club which is how they came to begin delivering for Meals on Wheels. The Allied Gardens Kiwanis Club is one of eleven branches in the San Diego area and the club has been delivering for Meals on Wheels San Diego County since 1990. Now serving as the Club Coordinator, Mary makes sure that someone is there to deliver for their route every single Thursday. For the past 30 years, members of this club have delivered over 14,000 meals to clients and dedicated over 7,800 hours of service.

Mary and Tony have lived in San Diego for most of their lives, both working at SDSU for over 30 years. They expressed gratitude when talking about the opportunity to deliver for Meals on Wheels, especially during COVID-19. Mary and Tony explain how COVID-19 has affected the way they deliver meals. They miss being able to go into the senior’s home and connecting through face-to-face conversations. For now, they keep their distance while ensuring each senior receives their meal and a wellness check. Mary explains, “Both of our parents received Meals on Wheels and we expect one day we might have to as well.” That being said, Mary has made a wonderful name for herself amongst Meals on Wheels staff and the lucky seniors on her route who absolutely love her idea of using the silver platter for deliveries. She will continue to spread joy to every client she serves.

Our 2020 Financials

FISCAL YEAR 2020 FINANCIAL REPORT OCTOBER 1, 2019 TO SEPTEMBER 30, 2020

INCOME:

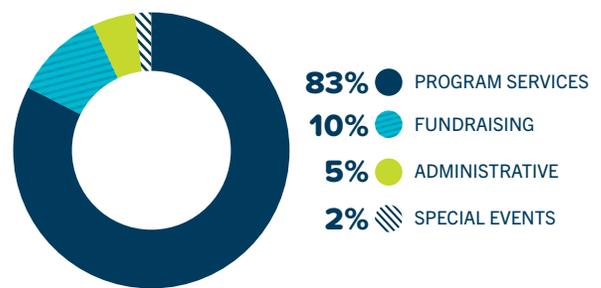
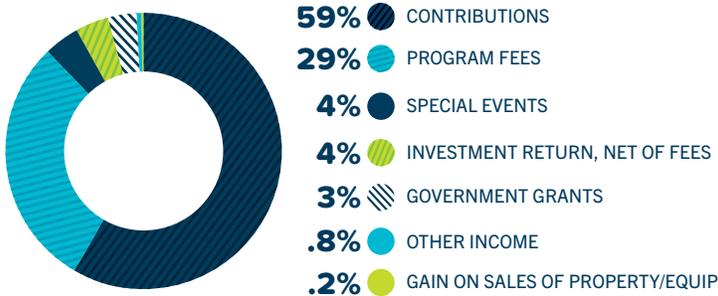
CONTRIBUTIONS*:	\$4,472,476
PROGRAM FEES	2,245,170
SPECIAL EVENTS:	313,181
INVESTMENT RETURN, NET OF FEES:	304,342
GOVERNMENT GRANTS:	256,690
OTHER INCOME:	39,458
GAIN ON SALES OF PROPERTY/EQUIP:	11,500
TOTAL:	\$7,642,817

EXPENSES:

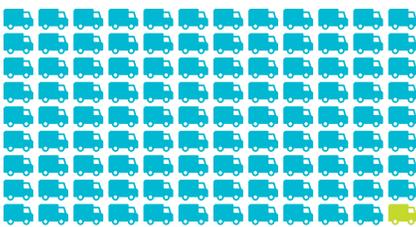
PROGRAM SERVICES:	\$5,005,494
FUNDRAISING:	636,804
ADMINISTRATIVE:	310,961
SPECIAL EVENTS:	106,712
TOTAL:	\$6,059,971

CHANGE IN NET ASSETS: \$1,582,846

*Includes \$753,739 in bequests



The numbers agree with the financial statements audited by Aldrich CPAs and Advisors LLP. A copy of the independent auditor's report is available upon request.



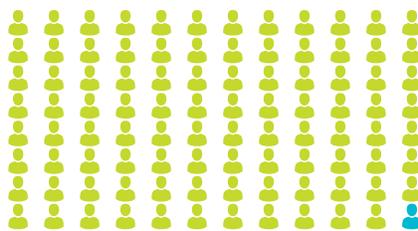
OF MEALS DELIVERED

561,928

OVER 20 MILLION MEALS DELIVERED SINCE 1960



63,262 MEALS DELIVERED TO 424 RURAL CLIENTS



OF VOLUNTEERS

3,292

VOLUNTEER MILES: **OVER 636,653**
OVER 104,000 VOLUNTEER HOURS



\$753,739 RECEIVED THROUGH BEQUESTS



COVID-19 #s

MEALS DELIVERED



CLIENTS



Major Donors

Thank you to each of the donors listed below for cash and in-kind donations to get us through the year. Between October 1, 2019 and September 30, 2020, thousands of donors sent us checks, masks, gloves, and We-Care packages, the majority of whom aren't listed below but who keep our wheels turning every month.

\$500,000+

Bessie J. Bowie Trust

\$150,000- \$499,000

Ronin Factory
The San Diego Foundation

\$100,000-\$149,999

Billy S. Nieswiadomy Trust
Meals on Wheels America
Rockstar Games

\$50,000-\$99,999

Alliance Healthcare Foundation
The City of San Diego
The Eugene Vaisberg Charitable Fund
Gary and Mary West Foundation
Grossmont Healthcare District
Jocelyn H. Kircher Trust
Sahm Family Foundation
Steve & Sharron MacDonald Family Foundation

\$25,000-\$49,999

Allison & Robert Price Family Foundation Fund of the Jewish Community Foundation
Anonymous
Chula Vista Charitable Foundation
City of El Cajon
City of Escondido
Coastal Communities Concert Band Foundation

Community Congregational Church
County of San Diego
D.A.V. Industries, Inc.
David C. Copley Foundation
Diane Johnson Charitable Fund c/o The San Diego Foundation
Fisherman's Processing
Ford Motor Company
The Louis & Gladyce Foster Family Foundation
Margaret L. Boyce Trust
Marvin Arnold & Irene Jaquetta Heye Community Enrichment Fund c/o The San Diego Foundation
Scatena Daniels Communications
SDGE Sempra Energy Utility

The Shiley Foundation
Subaru of America Inc.
Walter J. & Betty C. Zable Foundation
Yvonne Gillis

\$10,000-\$24,999

Barona Resort & Casino
Benevity Fund Donation
Bill Maris
The Bloom Family Fund
City of Carlsbad
City of Chula Vista
City of Vista
David C. Copley Foundation
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Nobbs Family Foundation
Norinne McKinney
Paul Emple
Qualcomm
R.B. "Buzz" Woolley
Richard W. Ayer
SCAN Health Plan
Stanley Ira Santo Trust
Sycuan Casino & Resort
The Tidwell-Reyes Family Fund

\$5,000-\$9,999

Barney & Cheryl Daleiden
Bob & Ellen Svatos
Bob & Molly Schulze
Bruno & Roseanne De La Mata
Charles J. Persico
Charles R. Buel
Charlie & Pamela Pendrell
David Byers
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Robert & Judy Barrick
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Victor Selvig
W. Gordon Menzie
W. Malcolm Barksdale
Warren Family Foundation
Woman's Club of Carlsbad



A Peek at the Future *for* *Meals on Wheels San Diego County*

When we entered our 2021 fiscal year in October, we began our strategic planning process to lay out a roadmap for the future. The path paved at the beginning of the pandemic will be our guiding star for big and new ideas over the next three years. In December 2020, we received an unexpected and exciting development: an unrestricted donation of \$4M from MacKenzie Scott, American author and philanthropist. This donation is a true testament to the work we have been doing and a strong statement to other philanthropists about investing in organizations like Meals on Wheels who have a solid history and a bright future. That, along with the remarkable investment from the McKinney family and continued support from all of you this last year, has given us the opportunity to invest in systemic changes that will allow us to serve more seniors in impactful ways. A few of the major themes of our strategic plan that will be part of our growth trajectory over the next three years include:

- ◆ ***Increasing the number of clients we reach and the diversity of our client population:*** Reaching more older adults in San Diego County means creating the infrastructure that can accommodate this growth in both our food production and expansion of our army of caring volunteers.
- ◆ ***Making it easier for clients to come to us when they want to preserve their independence:*** We will work to rewrite the narrative around turning to Meals on Wheels so that the seniors we serve can be “all in,” heart and soul, and proud of their association with Meals on Wheels. “I’m having problems and have to go to Meals on Wheels for help” can become “I’m thinking about preserving my independence and I get to go to Meals on Wheels. Lucky me!”
- ◆ ***Expanding upon our “More than a Meal” model of service:*** Through technology, through partnerships, and through the collaboration of thought leaders in the industry, we will focus on how to innovate while preserving the grassroots ethos of who we are.

We look forward to sharing the fully executed strategic plan with you in early spring. We thank you for what you’ve made possible this year and celebrate you all for helping carry us into a brighter future.

"I look forward to the knock on the door and when they announce "Meals on Wheels!!" It lifts my spirit to see the treasures they brought...it makes my day. God bless you wonderful people. Thank you!"



Our 2019-2020 *Board of Trustees*

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VICE CHAIR & BOARD DEVELOPMENT CHAIR:

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FINANCE CHAIR: Leslie Bojorquez

MARKETING & RESOURCE DEVELOPMENT CHAIR:

Andrew Schwarz

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Doug Garfield

Gary Gramling

Nancy Lazarski

Tom North

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Jason Levin

Karen Morse

Kristi Pieper

Diana Ramirez

Cindi Stratton

Sandy Valone

Christine Wichard

TRUSTEE EMERITUS:

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Nancy Kronemyer (dec.)

Joy Ledford (dec.)

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PRESIDENT AND CEO

Brent Wakefield

CHIEF FINANCIAL OFFICER

Matt Topper



MEALS on WHEELS
SAN DIEGO COUNTY

www.meals-on-wheels.org

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ADMINISTRATION CENTER**

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