A YEAR OF MOVEMENT

Meals On Wheels Atlanta
Meals • Shelter • Education • Community

2016 ANNUAL REPORT
Remarkable Growth
– a year of movement.

AT MEALS ON WHEELS ATLANTA, we are always striving to grow our programs because growth means fewer seniors go hungry, struggle with loneliness, or lose their ability to live in their homes. As this report highlights, 2016 was a year of remarkable growth – a year of movement forward. We activated our five-year strategic plan, delivered a record 213,058 meals, and transitioned to new leadership.

But 2016 was also a year of movement upward. While we are proud of the growth we have achieved, we strive not just to extend service to as many seniors as possible but to continually elevate the quality of our service as well. We know that it is the quality of our service that defines us and helps set the tone in our community for valuing seniors and prioritizing their needs. We believe that it is when the meals we deliver are not only nutritionally balanced but also comforting and appealing that we show our seniors we really care.

We believe that it is by ensuring our centers are clean, bright, and inviting that we treat our seniors with the respect and dignity they deserve. And we believe that it is by leveraging partnerships to maximize the improvement of each home we repair that we show our seniors their well-being is important to the community.

We thank you for being a part of the MOWA community in 2016 and for helping us move toward our vision that no Atlanta area senior is hungry, cold or forgotten. This amazing year of movement would not have been possible without each of you—our supporters, volunteers, and staff. We hope you will continue partnering with us to expand and elevate our work in 2017.

With gratitude,
Charlene Crusoe-Ingram
Chief Executive Officer

Marc Skalla
Chair, Board of Trustees

VI S I O N
So no Atlanta area senior is hungry, cold or forgotten.

M I S S I O N
To support senior independence through meals, shelter, education and community.
Leadership Atlanta

MEALS ON WHEELS ATLANTA IS PROUD to have been selected to work with Leadership Atlanta and LEAD Atlanta to grow the impact and sustainability of our programs. We have partnered with two cohorts on projects in our Adult Day Health Center and our kitchen. The LEAD Atlanta cohort developed a strategy and tools for us to market Adult Day Health and reach new clients and families. The Leadership Atlanta team is working on a plan to leverage our commercial kitchen to generate revenue for Meal Services. We are grateful to have some of Atlanta's best and brightest lend their talents to help us reach our 2020 goals.
THE SENIOR CITIZENS FOUNDATION (DBA Meals On Wheels Atlanta) was organized to provide stable support to MOWA. As of June 30, 2016 the balance was $790,817.71.

Seniors360 – a leap forward

In FY2016, we made major strides in developing Seniors360. Implementing this program is one of the major goals of our current five-year strategic plan. The purpose of Seniors360 is to provide integrated and streamlined intake assessment and case management for our clients, so that we may connect them with the internal and external services to address all of their nutrition, housing, healthcare, transportation, and social needs. Under our current system, our clients must apply separately for each of our programs, which can be a very time-consuming and difficult process for seniors. By enabling our organization to more effectively address each client’s needs, Seniors360 will facilitate a leap forward in our ability to fulfill our mission and make a greater impact on the quality of life for every senior we serve.

THE SENIOR CITIZENS FOUNDATION
July 1, 2015 – June 30, 2016

FINANCIALS

INCOME
- Government $2,012,119.00
- General $1,447,230.00
- United Way $112,944.00
- Special Events $607,565.00
- Program Services $146,184.00
- Other $37,078.00
- In-Kind $32,669.00
- Investment $-9,357.00
TOTAL $4,386,432.00*

EXPENSES
- Home Repair Services $1,040,369.00
- Meal Services $1,316,147.00
- Senior Centers $631,411.00
- Adult Day Health $414,312.00
- Volunteer Services $320,586.00
- Facility Operations $221,451.00
- Marketing/Fundraising $415,355.00
- Support Services $346,149.00
TOTAL $4,705,780.00*

* For our recent capital campaign, most of the revenue was recognized in 2013-2015, but many of the expenditures were recognized in 2016. The apparent deficit reflected in our 2016 budget is due to capital purchases made with capital revenue received in 2013-2015.
2016 saw great success for Home Repair Services. With additional funding from The Home Depot Foundation, we were able to complete 1,712 repairs for 220 seniors. These repairs help keep seniors’ homes safe, warm, dry, and accessible so that the seniors may age in place.

220 Seniors
1,712 Repairs

NEIGHBORHOOD SENIOR CENTERS
MOWA operates six Neighborhood Senior Centers throughout Fulton County. These centers provide seniors with activities that are critical to their social, physical, and cognitive health, along with transportation and nutritious meals. In FY2016, 375 seniors participated in field trips, workshops, and daily exercise across our centers.

375 Senior Clients Served
6 Centers

HOME REPAIR SERVICES

ADULT DAY HEALTH CENTER
Adult Day Health serves as a “home for the day” for our clients who suffer from Alzheimer’s and dementia. In compliance with a new state requirement, ADH went through a rigorous audit to receive licensure through the State of Georgia in April 2016. This licensure provides our clients’ families with even more assurance that their loved ones are safe and well-cared for each day.

55,420 hours served allowing 80 seniors to remain at home

MEAL SERVICES
The Meal Services program provides nutritious meals to seniors who might otherwise go without. In fact, 70% of our clients stated in a 2016 survey that our meals are their only source of food each day. It is for this reason that we must position Meals as our highest priority as we continue to grow the organization as a whole.

Meal Services Highlight: We are proud to say that with the help of donors and volunteers, we moved 115 seniors off of our waiting list in FY2016.

854 Seniors Served
213,058 Meals Delivered

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Volunteers make growth possible for Meals On Wheels Atlanta

Every day, volunteers arrive bright and early to pack meals, deliver them, assist with events and help with activities. In FY16 alone, they provided over 1.5 million dollars’ worth of service to MODA – dollars that we were able to spend expanding our reach to seniors all over Atlanta.

“Even if you have been successful and feel good about your life, you’ll feel so much better if you help others.”

– Travis Turner, 2015 Zaban Award Winner

2,138 Volunteers
74,860 Volunteer Hours
11,596 Service Opportunities
$1,665,635 Value of Service

5,000+
A Friend of Meals On Wheels Atlanta
Elizabeth and Carl Allen
Anne Cox Chambers Foundation
AGA Resources
Atlanta Foundation
Chesnut and Tom Bogwell
Sandra and Daniel Baldwin
Jeannie L. Berry’s Charitable Foundation
Rebecca Brooks-Smith
Chris Carter
Chaya Chapin
The Community Foundation for Greater Atlanta – Cedartown Good Fund
Steve Weaks and Tony Conway
Co Cx Enterprises, Inc.
The Davis, Helen and Marcus Woodward Fund
Delia Ar L Orrin, Inc.
Exquisite Stationary
Fidelity Reserve Bank of Atlanta
Cindy and William C. Fowler
Proud
The Frances Wood Wilson Foundation, Inc.
The Fransen Parker Foundation
Georgia National Bank
Georgia-Pacific
Georgia Power
Louise Nam and Jerome Giffin
Higgins & Hodge
Bennett Group, Inc.
The Homer Depot Foundation
Gail and Timothy Baldwin
Harris Trust & Savings Bank
The Imlay Foundation, Inc.
J. Marshall and Lucile G. Powell
The Imlay Foundation
Jr.
Charitable Foundation
Kathy and Red Scott
Foundation Fund
Kirt King
Sapir
Kris Kirby
Legendary Events
Louis and Fay Manson
Meats
Jessica and John Donald
Meats
Lincoln and Marsha Meeks
Lowe’s
The Mary Ann Lindsey Brown Foundation
Louis and Peter Mace
Meats On Wheels America
MelBlk, Inc.
Michelle & John Miller
Mintman
Angela and Michael Nagy
The Ohman Family Charitable Foundation
Radiant Pharmacy Solutions
Deborah Lee and John Peller
PNC Wealth Management
Public Service Super Markets, Inc.
The Ray M. and Mary Elizabeth Lee Foundation, Inc.
Wynford Resources LLC
Michelle and Steve Shubert
Lauren and Mack Salifou
Georgia Services LLC
Suburban Post & Avernian LLP
Net Life and Autism Now
Traci McCall
Benita McCall
The Thomas M. and Mary B. McCall Charitable Foundation
The Tommy and Edwina Johnson Family Foundation
Trinity Presbyterian Church
Trotter L. Unruh, M.D.
United Distributors
United Way of Greater Atlanta
United Way of Greater Atlanta
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The Ohman Family Charitable Foundation
Cindy and Matthew Hewitt
Windsor
Sandra and Ladd Wright

1,000+
A Friend of Meals On Wheels Atlanta
Charles Ackerman
study
Kathleen and Michael Ambrister
Amputation National
Anderson
Daisy
Dana and Thomas Anthony
Wendy and Nei Annis
Cynthia Amendola
Anthem Expressionists, Inc.
Asbury Automotive Group
Diane and Albert Aught
Jennifer and Gregory Baranco
Julie Barter
Janel and Ryan Barlow
Batt Family Foundation
Beekman
and Money Biagianti
The Beauty Community Impact Fund
John C. Buehler
Bromberg, Inc.
BNL Wealth Management
Brown Family Foundation
Cathy and Mike Bolton
Da Vinci Café
Bank
Best Bets in Real Estate Atlanta
Light and various Bicopes
Canarid Bound
CDSM & Psychiatry TV
Betty and Bob Calaway
Doug Calaway
Linda and Bruce Canovin
Keith Caron
Caro Foundation
Lia Cossavale
B. Lora Crisp
CMBF Inc.
The Community Foundation for Greater Alabama – City Wish
Cronen Foundation
Michaela and David Crowland
The Cross Foundation
Michaela and Tom Davis
The DCHT Charitable Fund
Patricia Dickey
Barbara Collins–Johnson
and Victor Johnson
Mary Ann Lindsey
Barbara and Eric Jones
The Meals on Wheels Foundation
Coven and Bo Readey
Kathy and Alan Krenker
Merritt and Scott Kuykendall
Kathy and Aaron Krenker
The L & C Wood Family Foundation
The Lacy Foundation, Inc.
Prince and Scott Lumpkin
So-So-Langan and Al Lomita
Stone
Sandra and John Marvin
The Fraser-Parker Foundation
United Way of Greater Atlanta – Extra Wish
The Community Foundation for Greater Alabama – Senior Citizen’s Services
The Florence Hunt Maxwell Foundation
B. Lynn Chastain
Sandra and George Fryhofer
Viki and Paul Freeman
Audra Dial and Matthew Ford
Porsche Cars North America
Kathy and Alan Kleeman
Connor and Bo Keatley
Kathy and Alan Kleeman
Connor and Bo Keatley
Michael Young
David York
Lee Tremlett
Vivian and Fred Williams
and James Wall
Kathy Waller
Krist and James Voyles
Cindy and William M. Voyles
The Virginia and Charles Brewer Family Foundation
Van Winkle Construction
The Wren and Beverly Frawley Foundation
Cindy and William Wylies
Kurt and James Wykes
Kathy Wyler
Wade White
Cybil Wrenn
Wade White
The Wren and Beverly Frawley Foundation
Cindy and William Wylies
Kurt and James Wykes
Kathy Wyler
Wade White
Cybil Wrenn
Wade White

$5,000+
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Donors make many thanks to all of our donors whose generosity enables us to serve our community’s most vulnerable seniors.
Meals On Wheels Atlanta
2015-2016 LEADERSHIP STAFF

Charlene Cruse-Ingram, CEO
Barbara Bond-Gentry, Senior Director of Finance and Human Resources
Shannon Courtney, Director of Special Events
Laura Ernst, Grants Manager
Carla Geeter, Office and Building Manager
Joseph Guy, Director of Home Repair Services
Marilyn Jennings, Senior Companions Program Manager
Kari Morrison, Director of Volunteer Services
Brett Perriman, Director of Adult Day Health
Joshua Rumohr, Director of Neighborhood Senior Centers
Larry Tatz, Senior Director of Operations
Jason Tucker, Director of Meal Services

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