

SOCIAL AND VOLUNTARY SERVICES COMMISSION FUNDING  
REQUEST

Legal Name of Agency: Meals on Wheels of Norman Inc.

Mailing Address: P.O. Box 1371 Norman, OK 73070

Application completed by: Lynn Haynes, Executive Director

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Amount of Funding Request: \$5,000

**\*\*\*Please note that agency project funding will be on a reimbursement basis. Payment will be made as invoices with appropriate documentation provided.**

In what year was your Agency incorporated: 1972

Are you associated with a national organization: Yes

Number of volunteers: 160

How many hours do volunteers donate: 16,978

How much money do volunteers save the agency: \$296,945

Has your Agency applied for SVSC funds before: Yes

Year 2013 Amount \$5,000 Purpose Free Meal Program

Year 2012 Amount \$2,000 Purpose Free Meal Program

Year 2010 Amount \$2,000 Purpose Outreach / Free Meals

Year 2009 Amount \$1,500 Purpose Background checks

Year 2008 Amount \$1,000 Purpose Emergency Food Closet

**Financial Information from the last fiscal year:**

Percent of the budget which is spent on fund-raising:	<u>6%</u>
Percent of your budget spent on programs:	<u>89%</u>
Percent of your budget spent on administrative expenses:	<u>5%</u>

**Percentage of Organizational funding:**

Religious Organizations	<u>2%</u>
Civic Clubs	<u>1%</u>
Corporate Donors	<u>14%</u>
Endowment/Interest Income	<u>1%</u>
Fees for services/products	<u>17%</u>
Government Grants	<u>0</u>
Government Contracts	<u>0</u>
Individual Donors	<u>24%</u>
Private Foundations	<u>13%</u>
Special Events (based on net earnings)	<u>12%</u>
United Way	<u>17%</u>
Other	<u>0</u>

**Overall Mission of Agency**

Please provide a one page narrative in 10 or 12 point type describing the mission of your agency. List the client population (income, age, geographic location – percentage of City of Norman residents) and describe all programs and services offered currently by your agency. Include any duplication of services in our area and the percentage increase or decrease projected in staff numbers over previous year.

WE ARE  
**Meals On Wheels**  
*So no senior goes hungry.*



## MEALS ON WHEELS OF NORMAN, INC.

Meals on Wheels of Norman, Inc., founded in 1972, is a 501 ( c ) ( 3 ) non-profit, United Way agency. As the only meal delivery service in Norman that does not discriminate based on age or income, Meals on Wheels has maintained the same basic philosophy to improve nutrition by providing meal service to the ill, disabled and senior residents within the Norman city limits. To improve the mental health of the isolated recipients by providing visitation; and to improve the well-being of senior citizens by providing coordination with existing services in the Norman area.

Clients must live within the Norman City limits and be ill, disabled or senior. The price of each meal is based on a sliding scale ranging from \$.81 - \$6.25 and is dependent on the client's income. A typical Meals on Wheels client is an elderly widow living on a low- fixed income. Today only twelve percent of all clients qualify to pay the full price per meal, leaving the remaining 88% to receive subsidized and free meals. Those receiving free meals are extremely low-income and their expenses outweigh their income. The clients range in age from 18 years to 100+ years of age. Senior citizens make up 9% of the total population of Norman. Direct service by Meals on Wheels serves less than one percent of our community's population (725 annually), however each citizen of Norman can be touched by the meal delivery service.

Meals on Wheels benefits greatly through a community partnership with Norman Regional Health System. Not only does Norman Regional Health System prepare all the meals delivered by Meals on Wheels, but also a \$65,000+ annual subsidy of reduced meal cost, support and in-kind services are also provided through the partnership. The food service department of NRHS offers a tremendous benefit to Meals on Wheels and its clients. Licensed dieticians determine the necessary diets of the clients that have special dietary needs. Specialized diets such as diabetic, renal, healthy heart, pureed and meals that are sensitive to certain food allergies are prepared with care. Additional care is taken by the kitchen staff to cut the meat for clients without full use of their hands. All specialized diets are confirmed by the client's physician to ensure that the appropriate needs are being met.

In order to serve the Norman community, Meals on Wheels relies on a base of over 160 volunteer drivers to deliver approximately 300 meals each weekday. There are 20 different routes that are delivered daily between 11:00 a.m. and 12:30 p.m. Volunteers deliver hot nutritious meals daily, shelf safe meals (blizzard bags, weekend meals, Ensure nutritional supplement, emergency food closet items, and holiday meals) when needed, and pet food to our recipients with furry friends. Our volunteers come from all walks of life and range in age from elementary school students to retirees. The growth of Meals on Wheels of Norman has greatly increased the need for an expanded base of volunteers. The service these volunteers provide is much greater than just meal delivery. They offer a lifeline to our often isolated clients. On many occasions volunteers have found clients in life threatening situations and were able to save the day by just being there.

Meals on Wheels is unique to Norman because we offer specialized diets and hot meals. Aging Services provides frozen meals through the Advantage program. Meals on Wheels is governed by an active and dedicated board of directors with 100% contributing financially. The staff is comprised of three full-time employees and a part-time project coordinator. There has been no significant increase or decrease in the number of employees over the last five years. Student Interns through the University of Oklahoma Work-Study Program provide additional office help as well as TANF employees provided through DHS. Since 1972 Meals on Wheels of Norman has delivered 1.7 million meals to the ill, disabled, and elderly of our community. This remarkable feat could not have been accomplished without the dedication of hundreds of volunteers and support of our community.



### *Meals on Wheels Low-Income Meal Subsidy Program*

Today's economy has had a dramatic impact on our seniors, especially those living on low-fixed incomes. Individuals in need of Meals on Wheels services are asked to pay for their meals based on a sliding scale, ranging in price from \$0.81 - \$6.25 per meal. Those unable to afford the lowest cost receive meals free of charge. Currently 88% of the individuals served by Meals on Wheels receive subsidized meals or free meals. Most of our meal recipients are on low-fixed incomes and many of our homebound and senior citizens count on the home delivered meals as their primary food source.

Last year our volunteer drivers delivered 72,325 meals to 731 ill, disabled, and senior members of our community. Of those meals at least 15,000 are provided at the lowest rate of \$0.81 per meal leaving Meals on Wheels to cover \$2.30 of the total unit price of \$3.11. \$5,000 in funds combined with the clients' share will cover the direct cost of 2,174 meals. The \$5,000 will offset the financial impact this population (25% of our client base) has on our program.

The impact on the individuals served by Meals on Wheels of Norman, can best be expressed through our annual survey results. The 2013 results report that 97% of meal recipients say that they have a healthier diet and look forward to the daily meal delivery. 96% also state they are less isolated and able to live independently as a result of the program. Over 95% report better emotional and physical health and feel safer as a result of the service.

The individuals who directly benefit from the \$0.81 price level are very low-income seniors and often isolated. Each year about 200 of our meal recipients receive meals at this price. However, ensuring that Meals on Wheels can afford to serve meals at \$0.81 each is beneficial to all we serve by keeping the sliding scale at a reasonable rate and avoiding establishing a waiting list for services. Many of the Meals on Wheels clients start our program upon release from the hospital. In an already weakened state, it is imperative that these individuals receive proper nutrition to aid in the healing process. Secured funds for reduced meal price subsidy will guarantee that immediate service (within 24 hours) will remain, meals will be affordable to all in need, and the Norman community will be better served.

With the help of the Social and Voluntary Services Commission Meals on Wheels of Norman will be able to ensure that our low-income seniors and homebound individuals are eating healthier meals and able to stay independent longer. It is critical that meals be provided based on need and not on the ability to pay.

Our delivery service is unduplicated in that it provides meals to those in need based on a sliding fee scale and does not have an income cap. Meals on Wheels is able to provide nutritious noon-time meals and life-saving interaction to all in need. For many of the Meals on Wheels recipients requesting the service is the first time they have ever had to ask for help. It would be tragic if these individuals did not receive the nutritional assistance they need and the companionship of our wonderful volunteer drivers.