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## SAVE OUR BREAKFAST

Over the past few years, Meals on Wheels has watched its budget deficit grow to over \$100,000. In the past, the agency met the gap by using the interest income from its Fund for the Future, but the deficit is now growing faster than interest accrues. In 2011, due to Federal funding allocations, the deficit could rise to over \$180,000.

A number of factors are contributing to this scary reality. The recession has hit nonprofits like Meals on Wheels hard. Donations are down 10% from individuals and 30% from organizations. Local foundations have seen an enormous increase in requests. Cities are also seeing the impact. Federal support to the City of Monterey is down, forcing the city to cut what it contributes to the Home Delivered Meals program.

We are all aware that Monterey County is downsizing staff and shifting priorities. Meals on Wheels has lost 17% of its federal funding as state and county shift focus from home delivery to congregate dining programs in other parts of the county.

Other issues are also impacting the budget. Prices are rising. Food costs this year alone are up approximately 18%. At the same time, the number of seniors seeking services is growing too. From 1999-2009 the Home Delivered Meals program grew by 3% per year. More dramatic still are the number of low-income clients seeking support. Where once Meals on Wheels deliveries were used to supplement senior nutrition, they now often serve as clients' chief source of food. On the Monterey Peninsula, MOWMP's low income client population has doubled – from 219 in 2006 to 444 in 2009 – and it is still rising. In 2006, 39% were very low-income or in poverty. That number has risen to 59% in 2010.

At present, 50% of all MOWMP home delivered meals clients can no longer make the suggested donation of \$5 per delivery per day. Some pay nothing at all. Others pay on a sliding scale. Meals on Wheels Sponsorship for Independence Fund, to which local donors contribute to help underwrite meals for low-income seniors, is not keeping pace.

If nothing is done, the problem could become chronic as seniors age up and out of their savings and as 70 million baby boomers begin to retire. The average age of a Meals on Wheels client now stands at 78. Because seniors as a group are living longer, homebound clients are both older and more infirm than their active peers.

While the FLP calculates that only 9.7% of seniors are in poverty, an Institutes of Health study suggests that the number

*Faced with rising costs, declining resources and an ever expanding senior population, Meals on Wheels of the Monterey Peninsula has had to economize wherever it can. In 2010, MOWMP cut optional yogurt and cottage cheese from its meal deliveries, at a savings of \$30,000 per year. It is not enough and breakfast could soon be on the block.*

is closer to 18.7%. Many seniors fall outside poverty eligibility criteria set by the federal government. As a consequence, nutritional support for frail elders and disabled adults often falls to agencies like Meals on Wheels and other food delivery services. All these factors are converging in a national crisis that promises to impact society well into the future.

To address its budget woes, Meals on Wheels *has* taken corrective measures. The Board has instituted a hiring and wage freeze. Staff health insurance benefits, a significant cost, have been tightened. Despite the rising cost of food, careful purchasing has helped to maintain the \$12 per delivery expense. Drivers who use their own vehicles and pay for gas and vehicle maintenance contribute an additional \$4 to a delivery that would otherwise cost MOWMP \$16. The Kiwanis Club of Monterey has also helped by underwriting the Gas Fund this year.

MOWMP is also seeking new granting and fundraising opportunities. The Board is meeting in a special development session to brainstorm ways to improve the bottom line. Eliminating breakfast is one option under consideration.

Although MOWMP has traditionally delivered three meals per day to ensure the nutritional health of its clients, the agency's federal contract only requires it to serve 2 meals per day and only reimburses MOWMP for those two meals at a fraction of the actual cost of a delivery which is \$12. To help balance its budget, MOWMP could eliminate breakfast and save approximately \$82,000 in raw food costs. Rather than taking this drastic step, the Board of Directors decided to launch the SAVE OUR BREAKFAST campaign to raise the necessary funds. The Board feels strongly that breakfast is an important meal for seniors who often do not consume enough calories a day as it is. Every dollar raised will help to save one breakfast.

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## How Can You Help SAVE OUR BREAKFAST?

- Meals on Wheels must raise at least \$82,000
- You can help . . . \$1 at a time!
- Families can get involved!
- Imagine - \$10 will save 10 breakfasts!
- Add an extra 10% to your 2010 donation.
- Please donate whatever you can to the SAVE OUR BREAKFAST campaign.
- Donors will be kept posted on our progress and they will be recognized in our newsletters and annual report.
- Every dollar donated will stay right here on the Monterey Peninsula.
- Tell your friends, family and neighbors.

### If you can help, please complete the form below.

Make your checks payable to MOWMP.  
We also accept Visa & MasterCard.

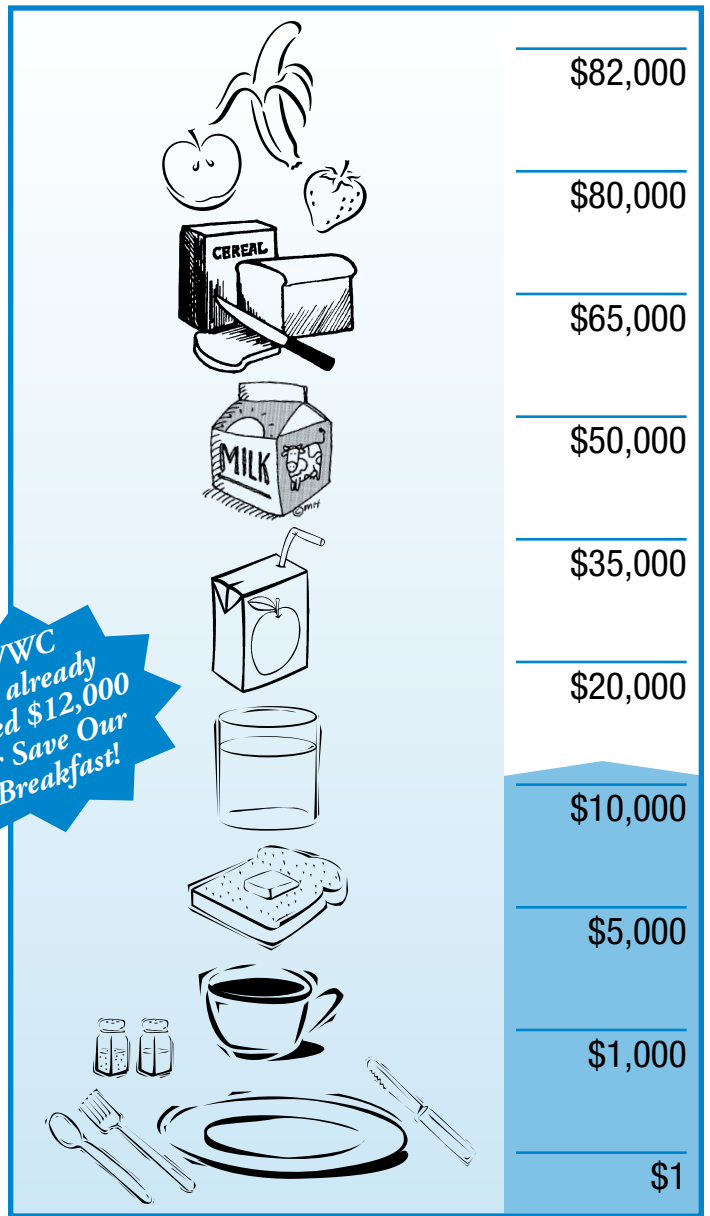
For more information you can contact our  
Development Office at:

Meals on Wheels of the  
Monterey Peninsula, Inc.  
Sally Griffin Active Living Center  
700 Jewell Avenue  
Pacific Grove, CA 93950

**Tel:** 831/375-4454 **Fax:** 831/375-9887  
www.mowmp.org

**THANK YOU FOR YOUR SUPPORT OF  
PENINSULA SENIORS!**

**WWC  
has already  
raised \$12,000  
for Save Our  
Breakfast!**



*If you wish to support SAVE OUR BREAKFAST, please include this form with your donation.*

## SAVE OUR BREAKFAST

YES - I want to help! I am supporting  
SAVE OUR BREAKFAST  
with a gift of:

- |                                   |                                |
|-----------------------------------|--------------------------------|
| <input type="checkbox"/> \$ _____ | <input type="checkbox"/> \$ 25 |
| <input type="checkbox"/> \$100    | <input type="checkbox"/> \$ 10 |
| <input type="checkbox"/> \$ 50    | <input type="checkbox"/> \$ 5  |

Checks should be made payable to:  
**MOWMP**  
**700 Jewell Ave.**  
**Pacific Grove, CA 93950**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Bankcard:  Visa  Mastercard

Card No# \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Your Signature \_\_\_\_\_

**THANK YOU!**