



**2023**

---

# IMPACT REPORT



**MEALS on WHEELS** ROWAN



# OUR MISSION

## IN THE ISSUE

LETTER FROM THE PRESIDENT

PROGRAMS

VOLUNTEERS

FINANCIALS

SUPPORTERS



NUTRITIOUS MEAL



SAFETY CHECK



FRIENDLY VISIT



# LETTER FROM THE PRESIDENT

Dear Friends,

As we reflect on the past year, I am filled with immense pride and gratitude for the remarkable achievements and profound impact Meals on Wheels Rowan has made in our community.

After a decade of service on the Meals on Wheels Rowan Board of Directors, I had the distinct honor of stepping into the role of Board President in 2023. Over the years, I have witnessed the extraordinary growth of our organization and our unwavering commitment to delivering More than a Meal to homebound seniors across Rowan County.

In 2023, we faced a significant increase in demand for our services, with referrals to our home-delivered meals program rising by 23%. May marked an all-time high with 97 referrals in a single month. Our dedicated Care Coordinators worked tirelessly to support participants and their families, signing them up not only for meals but also providing vital referrals to other resources that help seniors remain safely and comfortably in their homes.

To meet this growing demand, we expanded our capacity to offer fully subsidized Home-Delivered Meals. By increasing our capacity from 100 to 110 fully subsidized clients, we ensured that even more of Rowan County's most vulnerable seniors could receive the nourishment and care they deserve, regardless of their ability to pay. This effort required extraordinary commitment from our staff, who conducted thorough in-home assessments to prioritize those most in need.

Our Development and Marketing team rose to the challenge of securing funding to sustain and grow these services. Through relentless dedication, they applied for 32 grants, securing significant funding to subsidize meals for seniors in need. Additionally, our creative and engaging fundraising efforts made 2023 a standout year. Highlights included the Valentine's Non-Event, which raised over \$180,000, and the continued success of August is for AniMEALS. We also launched an exciting new event, Pawsitively PURRFect Night Out at Barnhardt Jewelers, which was a resounding hit.

As my first term as President concludes, I want to extend my heartfelt thanks to our volunteers, donors, and staff. Your unwavering dedication to delivering More than a Meal has left an indelible mark on the lives of countless homebound seniors.

Thank you for entrusting me with the privilege of serving Meals on Wheels Rowan. Together, we can continue to make a meaningful and lasting impact on the lives of those we serve.

Sincerely,



Kevin Pruitt  
President 2023-2024  
Board of Directors  
Meals on Wheels Rowan





# OUR PROGRAMS

We utilize an integrated approach to seniors' health, focusing on nutrition, safety, socialization, and community connections. We provide services to qualified individuals regardless of their ability to pay for their meals or groceries so that they can remain in their homes, maintain their independence, and age in place.

**506** unduplicated home-delivered meals participants served

## Home-Delivered Meals Program

Our Home-Delivered Meals Program continues to provide nutritious and tasty meals to homebound seniors who are unable to prepare their own meals. On average, we served 305 seniors each day and delivered 68,292 total meals in 2023.



**137** participants received fully subsidized home-delivered meals

In 2023, our Board of Directors increased our budgeted capacity to provide fully subsidized meals from 100 individuals at one time to 110. Throughout the year, we provided 21,354 free meals to low-income and food-insecure participants.



**894** groceries delivered

## Grocery Program

We continue to provide the Grocery Program to homebound seniors who can still prepare nutritious meals but have financial constraints and difficulty with mobility outside of their homes. Grocery Program volunteers shopped and delivered groceries to 54 individuals. Participants received groceries twice a month; each order provided approximately 42 meals. In 2023, we provided approximately 37,500 meals through the Grocery Program.

**103,458**

total meals delivered through the home-delivered meals program and grocery program.

**“I cannot tell you how much it means to have healthy meals brought to me...the meals are delicious and healthier than I could ever prepare”**

*- John*

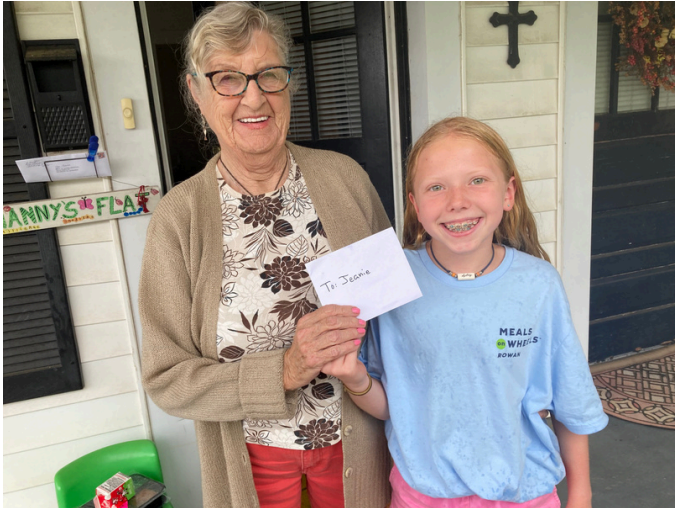


# 387

 USDA Food Boxes Delivered

## Partnership with Rowan Helping Ministries

During the pandemic, we partnered with Rowan Helping Ministries to deliver USDA Food Boxes to their clients who could not pick them up. We utilized our courier to deliver 387 USDA Food Boxes across Rowan County to Rowan Helping Ministries clients.



# 726

 pet food deliveries to clients

## AniMEALS Program

The AniMEALS Program provides pet food, basic veterinary care, and wellness checks to the pets of our senior meal recipients. In 2023, we delivered pet food 726 times to 110 clients and helped arrange 29 veterinary care visits. Pets are an important part of our seniors's physical and emotional well-being, and the AniMEALS program ensures that our clients can keep their pets healthy and nourished at home.

# 6,660

 Medically Tailored Meals delivered

## Medically Tailored Meals Program

As of June 2023, all participants choose from a traditional, low-sodium, or diabetic meal. The addition of the Medically Tailored Meals Program enables us to serve more seniors with specific dietary requirements. In 2023, we served 68 participants on the Medically Tailored Meals Program



64%  
of participants  
live alone

56%  
80 years of age  
and older

## WHO WE SERVE

69%  
live on \$15,000 a  
year or less

34%  
veteran or spouse  
of a veteran

# VOLUNTEERS

We rely on our dedicated volunteers to reach 300 seniors each weekday across Rowan County. They keep our wheels turning, from delivering meals and groceries to helping with special events. Meals on Wheels Rowan would not exist without our volunteers!

**1,000+** volunteers delivered meals, groceries, and more

In 2023, volunteers delivered more meals than ever before. Volunteer interaction is a crucial step in combating social isolation. In addition to delivering the meal, volunteers perform an informal safety check and look out for any changes in behavior or cause for concern.



**“Valerie has brought me a joy I didn’t know I would ever have again. I don’t ever feel lonely. She makes me feel normal. Nothing is too much for her...Thank goodness she came to my door that day.”**

**-Margarete**

**CLICK TO VOLUNTEER**



Volunteers supported us in many ways, including:

- Delivering meals
- Packing Inclement Weather Totes
- Shopping for and delivering groceries
- Preparing Birthday Bags and Breakfast Bags
- Delivering pet food
- Assisting at special events
- And so much more!



**160k+** miles driven by volunteers

Volunteers covered 28 routes, five days a week, for 250 days each year. Volunteers enable us to serve seniors across all 511 square miles of Rowan County.



# OUTSTANDING VOLUNTEERS

## OUTSTANDING VOLUNTEERS

EAST ROWAN: Ron Scruggs

EAST ROWAN: Barbara Howard

EAST ROWAN: Terry Drury

SALISBURY/NORTH ROWAN: Craig & Pam Jones

SALISBURY/NORTH ROWAN: Henry & Missy Brown

SOUTH ROWAN: Don Carrigan

SOUTH ROWAN: Susan Parker

WEST ROWAN: Leigh Ann Moore

BUSINESS TEAM: Bradshaw Rogers Financial Partners, Inc.

SUPER SUBSTITUTE: Tom & Linda Dodge

SUPER SUBSTITUTE: Paul Lucha

HERO AWARD: Marcie Petty

GROCERY PROGRAM: Sally Semrad

COMMUNITY TEAM: Cleveland Lion's Club

LEGACY FAITH PARTNER: Mt. Zion United Church of Christ

PRESIDENT'S AWARD: Mark Doby

PRESIDENT'S AWARD: Tracy Smith



**2023 STATEMENT OF FINANCIAL POSITION****SUPPORT AND REVENUE**

Contributions and Grants	\$1,621,901
Meal Payments	\$141,593
Unrealized Investments Gains	\$93,443
Realized Investments Gains (Losses)	(\$5,042)
Special Events - Net	\$3,751
Interest and Dividends	\$5,855
<b>Total Support and Revenue</b>	<b>\$1,861,501</b>

Net Assets Released from Restriction	-
Satisfaction of Donor Restrictions:	-
Total Net Assets Released from Restrictions	-
<b>Total Support and Revenue</b>	<b>\$1,861,501</b>

**EXPENSES**

Program Services	\$1,242,558
Supporting Services	
General Administration	\$69,257
Fundraising	\$72,083
<b>Total Expenses</b>	<b>\$1,383,898</b>

Increase in net assets without donor restrictions	\$477,603
---	-----------



# 2023 FINANCIAL PARTNERS

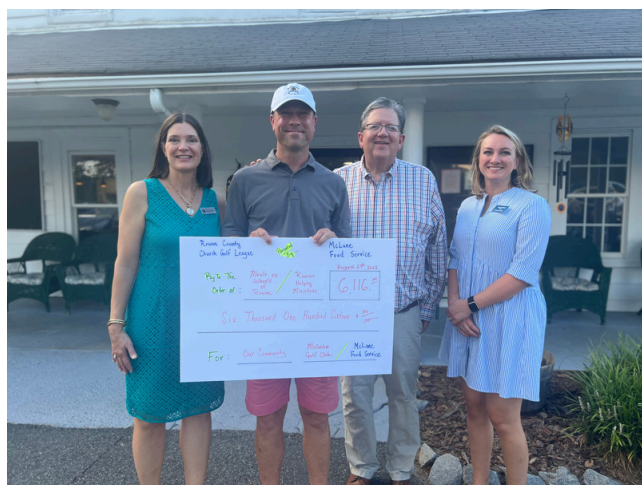
## FOUNDATION AND COMMUNITY PARTNERS

Blanche and Julian Robertson Family Foundation  
Cannon Foundation  
Centralina Agency on Aging  
Charity League of Salisbury  
Clifford A. and Lillian C. Peeler Family Foundation  
Food Lion Feeds Charitable Foundation  
The Good Coin Giving Foundation  
Hurley-Trammel Family Foundation  
Joe L. and Hester M. Sims Family Foundation  
Kannapolis Community Block Development Fund  
Leon Levine Foundation

Meals on Wheels America  
Margaret C. Woodson Foundation  
Mariam and Robert Hayes Charitable Trust  
Novant Health  
Older Americans Home & Community Care Block Grant  
Rowan County Commissioners  
Rowan County Church Golf League  
Salisbury City Community Block Development Fund  
Salisbury-Rowan Community Foundation  
Salisbury-Rowan Heart Fund Ball  
SmokeOUT Rally  
Walmart Foundation

## FAITH GIVING PARTNERS

Ardis Chapel AME Zion Church  
Concordia Lutheran Church  
Everymans Bible Class, First Presbyterian  
Faith Lutheran Church  
First Baptist Church, Salisbury  
First Presbyterian Church, Salisbury  
First United Church of Christ Foundation  
First United Church of Christ Women  
Franklin Baptist Church  
Gold Hill Wesleyan Church  
Jerusalem Baptist Church  
Mt. Zion United Church of Christ  
Providence Methodist Church



Oakdale Baptist Church  
Old Providence Presbyterian Church  
Organ Lutheran Church  
Prime Timers, First United Church of Christ  
Salem Presbytery  
Sacred Heart School  
Salisbury-Rowan Church Women United  
Shiloh Reformed Church of Faith  
Spencer Presbyterian Church  
St. John's Lutheran Endowment  
St. Luke's Episcopal Foundation  
St. Luke's Lutheran Church  
St. Matthew's Lutheran Church  
St. Paul's Lutheran Church  
Unity Presbyterian Church  
Ursinus United Church of Christ



# 2023 SPECIAL EVENT SPONSORS

## VALENTINE'S DAY NON-EVENT

Fred and Alice Stanback  
Bradshaw Rogers Financial Partners, Inc.  
Greg and Missie Alcorn  
Gordon Hurley  
Cliff and Amy Ritchie  
Kenan and Tracy Smith  
Raymond and Kay Coltrain  
Mark and Allison Doby

Lauren and Brett Henson  
David Post  
Carl and Susie Ritchie  
Tom and Clarissa Robinson  
Wallace and Graham  
Mid Carolina Electrical Inc.  
Steve and Sandy Combs  
Chris and Carol McNeely

Edward and Susan Norvell  
Owen and Elizabeth Norvell  
Tom and Martha Smith  
Victor and Vickie Wallace  
The Medicine Shoppe  
Stout Heating and Air  
Novant Health

## MOTEL SOAP BENEFIT CONCERT

Barbara and Darryl Corriher  
Carroll Fisher Construction

Fisher Realty  
Godley's Garden Center

Dennis and Kathy Ingold  
Hayes and Susan Smith  
Jay and Sharron Whittington

## VOLUNTEER APPRECIATION LUNCHEON

Novant Health

## AUGUST IS FOR ANIMEALS

Salcoa Contracting, Inc.  
Exquisite Flooring  
Jayne Helms Group, Broker/Realtor  
Hardiman Design  
Richard's Painting

Godley's Garden Center  
Home Resource, Inc.  
Sapp's Guttering  
Porter & Cress Construction

Kris and Randy Hall  
Fisher Greene Insurance  
Barnhardt Jewelers  
Harwood Signs





## MISSION

*The mission of Meals on Wheels Rowan is to deliver food and nutritious meals to Rowan County seniors who have difficulty leaving their homes and/or are challenged to prepare their meals. Volunteers and staff build relationships, provide referrals, and work to mitigate social isolation.*

## OUR PHILOSOPHY

*Meals on Wheels Rowan is committed to a philosophy of serving quality food and growing purposefully in participation and service. Our services will be provided for as long as our participant is homebound, in need of nutritious meals, and able to safely age in the place of their choosing.*



## BOARD OF DIRECTORS 2023

### OFFICERS

Kevin Pruitt, President  
Mark Doby, Vice President  
Rob Miller, Treasurer  
Tracy Smith, Secretary

### MEMBERS

Michael Board  
Elia Gegorek  
Lauren Graham Henson  
Rickey Johnson  
Anne Little  
Ron Rasile  
Kristen Trexler  
Beverly Warner  
Glynn Weatherby

## CONTACT

Physical Address:  
1307 S. Salisbury Avenue  
Spencer, NC 28159

Mailing Address:  
PO Box 1914  
Salisbury, NC 28145

(704) 633-0352  
info@mowrowan.org  
[www.mowrowan.org](http://www.mowrowan.org)

