

2023 SPONSORSHIP



OUR VISION

A community where every senior feels nourished, valued and supported.

OUR MISSION

Ypsilanti Meals on Wheels provides nutritious meals, social contact and other services to the homebound elderly, ill and disabled in eastern Washtenaw County, to enable them to enjoy healthier, safer, and more independent lives.

OUR VALUES

Compassion - Community - Reliability - Adaptability

1110 W Cross St, Ypsilanti, MI 48197 - ymow.org
Development & Marketing Manager Danni Murphy
danni@ymow.org - (734) 217-4770 - (734) 487-9669

Serving "more than a meal" since 1974



2023 CASE FOR SUPPORT

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2022 AT A GLANCE

WHO WE SERVE

GROWING NEED

MEETING DEMAND



127,069 MEALS DELIVERED
+18% Since 2020

26,100 pounds of produce from Food Gatherers distributed
2,290 medically friendly meals served to 19 clients



440 HOMEBOUND NEIGHBORS SERVED
+33% Since 2020

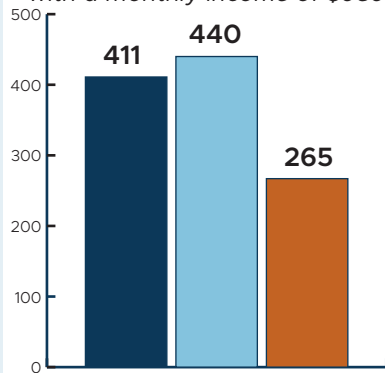
55 received in-home services
680 Personal Care Pantry requests fulfilled



66 PETS SERVED
+127% in 2022 alone

7,782 pounds of pet food delivered
3,654 pounds of cat litter delivered
42 vet visits provided

ON AVERAGE
Our clients are 73 years old, with a monthly income of \$989.



93% of YMOW clients live below the 200% poverty level.

100% have 3 chronic health conditions like diabetes, heart or liver failure, or dementia.

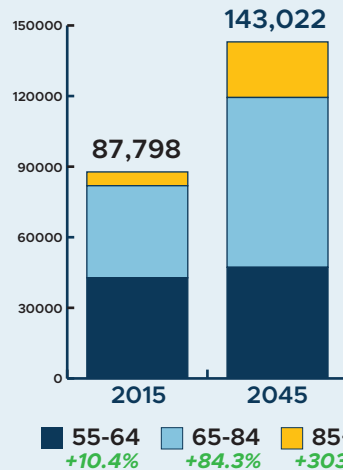
60% live alone. 1 in 4 US seniors reports feeling isolated and lonely.



OUR SERVICE AREA

The life expectancy for seniors in the YMOW service area is about 9 years shorter than that of seniors who live just a few miles away.

PREDICTED SENIOR POPULATION GROWTH IN WASHTENAW COUNTY



+10.4% **+84.3%** **+303%**

By 2040 the number of Washtenaw County seniors living below the poverty line will double, while the number of caregivers will continue to decline.

NATIONAL MEALS ON WHEELS TRENDS

77% of Meals on Wheels programs saw the cost of delivered meals rise in 2022.

88% have taken - or plan to take - action due to funding challenges such as using reserve funds or starting waiting lists.

79% continue delivering to more clients than before March 2020.



Day to Day
+44% in total costs since 2020

\$53,528 Fleet Maintenance
\$767,971 Operations
\$527,492 Staff



MEALS
+22% in total costs since 2020

\$398,412 Meal Delivery
\$68,343 Frozen Meals
\$13,740 *Medical Meals
**Option began in 2021*



SPECIAL PROGRAMS
+43% in total costs since 2020

\$16,772 Pet Care
\$15,000 Personal Care Products
\$280,137 In-Home Services

More than a meal since 1974



CORPORATE SPONSORSHIP

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Increase your visibility in our community with a gift that will make an impact all year long.

FLEET SPONSOR
\$50,000

\$50,000 provides and helps fuel a new delivery van.

- First Tier Sponsorship benefits for a full year of YMOW events - (5 events)
- Logo added to every vehicle in our delivery fleet (6 vehicles out serving 200+ meals a day)
- 4 branded messages or promotions per year delivered to our clients and supporters
- Recognition on our landing page, and newsletters for a full year
- Recognition in our annual report

PROGRAM SPONSOR
\$40,000

\$40,000 provides medically tailored, vegetarian and holiday meal options for a year.

- Second Tier Sponsorship benefits for a full year of YMOW events - (5 events)
- Logo added to 4 vehicles in our delivery fleet.
- 3 branded messages or promotions per year delivered to our clients and supporters
- Recognition on our landing page, and newsletters for a full year
- Recognition in our annual report

UNDER 60 SPONSOR
\$30,000

\$30,000 provides food for all of our under 60 clients for 3 months

- Third Tier Sponsorship benefits for a full year of YMOW events - (5 events)
- Logo added to 2 vehicles in our delivery fleet.
- 2 branded messages or promotions per year delivered to our clients and supporters
- Recognition on our landing page, and newsletters for a full year
- Recognition in our annual report

PANTRY SPONSOR
\$20,000

\$20,000 buys incontinence products for 30 clients for a year

- Fourth Tier Sponsorship benefits for a full year of YMOW events - (5 events)
- Logo added to 1 vehicles in our delivery fleet.
- 1 branded message or promotion per year delivered to our clients and supporters
- Recognition on our landing page, and newsletters for a full year
- Recognition in our annual report

"I am so thankful for Meals on Wheels and the volunteer drivers. It helps me remain in my home. The volunteer drivers are always so nice."

To help YMOW meet the growing need in our community reach out to Danni. She's always happy to hear from a YMOW supporter.

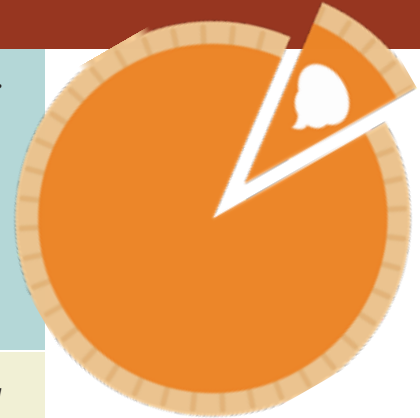
EMAIL: danni@ymow.org
CALL: (743) 217 - 4770



PI(e) & A PINT DAY (NOW WITH D&D)

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An epically delicious fundraiser. Guests enjoy a wide variety of treats, while watching well known local players play a mission driven D&D game. The audience can influence the game through votes and donations.



IN-KIND PIE DONATIONS

1-2 PIES

Recognition on event website

3-5 PIES

Additional recognition, FB event and small sign at the event

6-10 PIES

Small digital ad during live stream broadcast of D&D game

15-20 PIES

20-sec video ad during live stream broadcast

**Benefits are cumulative*

\$1,500 maintains our fleet of delivery vehicles for one month.

- 20-second video ad during live stream D&D broadcast
- Static ad on fundraising page
- Logo on all promotional print materials
- Recognition on event website and Facebook event
- PR content for your social media channels

\$1,000 will provide 25 clients with laundry assistance once a month.

- Static ad on fundraising page
- Logo on all promotional print materials
- Recognition on event website and Facebook event
- PR content for your social media channels

\$500 provides lunch for all of our clients for one day.

- Static ad on fundraising page
- Recognition on event website and Facebook event
- PR content for your social media channels

\$250 will provide five seniors with food for a week.

- Recognition on event website and Facebook event
- PR content for your social media channels

Tier 1

PRESENTING SPONSOR
\$1,500

Tier 2

THE FULL PIE SPONSOR
\$1,000

Tier 3

HALF PINT SPONSOR
\$500

Tier 4

SAVVY ROLL SPONSOR
\$250



Tuesday, March 14, 2023
at The Corner Brewery

Scan here to become a sponsor



or visit
pieday.givesmart.com



MEALS ON HEELS

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An upscale night of Vegas-style gaming, music, art, hors d'oeuvres and craft cocktails.



Tier 1

PRESENTING SPONSOR
\$10,000

\$10,000 provides 40 clients with 10 hours of in-home help.

- 6 event tickets
- Business name/logo prominently displayed during our event as "Presenting Sponsor"
- 2 meal delivery days to all of our clients with a branded personal message from you, and optional participation for your staff
- Inclusion in event press releases and publicity materials
- Sneaker Sponsor Benefits

Tier 2

STILETTO SPONSOR
\$5,000

\$5,000 provides lunch for all our clients for 10 days.

- 4 event tickets
- 1 meal delivery day to all of our clients with a branded personal message from you, and optional participation for your staff
- Inclusion in event press releases and publicity materials
- Sneaker Sponsor Benefits

Tier 3

PLATFORM SPONSOR
\$2,500

\$2,500 will provide 50 seniors with food for a week.

- 2 event tickets
- Inclusion in event press releases and publicity materials
- Sneaker Sponsor Benefits

Tier 4

SNEAKER SPONSOR
\$1,500

\$1,500 maintains our fleet of delivery vehicles for one month.

- Listing on YMOW website and social media
- Recognition during the event
- PR content for your social media channels



IN-KIND DONATIONS

All In-Kind Donations will be recognized in the event program. The options below are suggestions. If you have other ideas, please reach out.

BOTTLE PULL

Donate a bottle of alcohol valued at \$40+ to be part of our bottle pull

ART

May is Older Americans Month. To celebrate this, the event will feature a collection of works created and donated by local seniors. The collection will remain on display for the month of May in the Riverside Arts Center gallery.

AUCTION/RAFFLE

Donate a getaway at your vacation home or timeshare, or an amazing experience to share with others. Donated items can be won in a variety of ways throughout the evening.



Friday, May 5, 2023
at The Riverside Arts Center

Scan here to become a sponsor



or visit
mealsonheels.givesmart.com



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SAVE THE DATES FOR OUR 2023 EVENTS

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Save the dates for these upcoming YMOW events and help us meet the growing need in our community.



Pi(e) and a Pint Day - now with a side of D&D March 14, 12-9pm (D&D at 6), at The Corner Brewery

An epically delicious fundraiser. Guests enjoy a wide variety of treats while watching well-known local players play a mission-driven D&D game. The audience can influence the game through votes and donations.



Meals on Heels - VEGAS May 5, 5:30-8:30pm, at The Riverside Arts Center

An upscale night of Vegas-style gaming, music, art, heavy hors d'oeuvres and craft cocktails. Featuring a 52-card bottle pull and a silent auction, you are not going to want to miss our biggest fundraiser of the year.



Lemonade Lane - in Riverside Park July 4, part of the Post-Parade Bicentennial Celebration

Get refreshed in Riverside Park after enjoying the annual Ypsilanti 4th of July Parade. The longest-running parade in the state is hosting an Independence Day celebration in the park immediately following the parade. YMOW staff and supporters will serve up a variety of thirst-quenching beverages to support local seniors.

Other Events in the Works - Dates TBA Watch our social media and website for updates

Valentine's Day & Mother's Day Cards on sale at Unicorn Feed and Supply (FEB & MAY)
Annual Food Truck Rally (AUG) - The Big Little Fair (SEPT)
Wonderland Tea Party & Pancake Breakfast (NOV)

DID YOU KNOW? YMOW has experienced back-to-back record-breaking years as we strive to meet the needs of our community's growing homebound senior population. This growth is projected to continue, and double in size by 2040. We cannot meet this demand without your support. Please mark your calendars and join us for some fun while helping your homebound neighbors in 2023!

Danni Murphy - Development Manager.

Questions? Want to volunteer for, or sponsor an event? Get in touch with Danni, she's always happy to hear from a YMOW supporter.

**EMAIL: danni@ymow.org
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