



# GIVE MORE TO FEED MORE

## 1 MILLION MEALS IN 5 YEARS

We are honored to have served the Ypsilanti community for 5 decades and thankful for the donors, staff, and volunteers who made the last 50 years possible. We treasure the clients who invited us into their homes and we are proud of the work we have done to help our homebound neighbors. Still, as we prepare to celebrate this milestone, we know our work is far from finished. There is an aging crisis on the horizon as the senior population doubles, food costs continue to rise, and government aid continues to shrink. We are staring down a perfect storm, and how we get through it depends entirely on the preparations we make today.

### MEETING THE NEEDS OF TODAY

**ON AVERAGE:** Our clients are **73 years old** with a **monthly income of \$989**. The average apartment rental in Ypsilanti is between \$989 and \$1,119 in 2023, which is up 11% over 2022.

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.

- 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.

#### NATIONAL MEALS ON WHEELS TRENDS

- 77%** of Meals on Wheels programs saw the cost of delivered meals rise in 2022.
- 79%** continue delivering to more clients than before March 2020.
- 88%** have taken - or plan to take - action due to funding challenges such as using reserve funds or starting waiting lists.



**440 HOMEBOUND NEIGHBORS SERVED**  
+33% Since 2020



**127,069 MEALS DELIVERED**  
+18% Since 2020

**Operational Costs**  
+44% Since 2020

**Meal Costs**  
+22% Since 2020

RECORD-BREAKING GROWTH

### MEETING THE NEEDS OF TOMORROW

**“Life for everyone in 2040 will be shaped by our response now to aging. By 2040 the number of Washtenaw County seniors living in poverty will more than double.”**  
- Ann Arbor Area Community Foundation

The U.S. Census Bureau estimates that 24 percent of Michigan's population will be 60 and older by the year 2030, an increase of 32 percent from 2012.



When you add the future needs of our community to the record-breaking growth we have already absorbed, and considering decreases in funding and support, **YMOW and the seniors we serve are facing very real and formidable challenges in the near future.** We will celebrate our 50th Birthday by launching a plan to meet these challenges, and we need you to join us.



**Operational Costs**  
+42% by 2029\*

**Meals Delivered**  
+32% by 2029\*

**Clients Served**  
+32% by 2029\*

**Meal Costs**  
+25% by 2029\*

**Federal Funding**  
-22% by 2030\*

**Caregivers**  
-57% by 2030\*

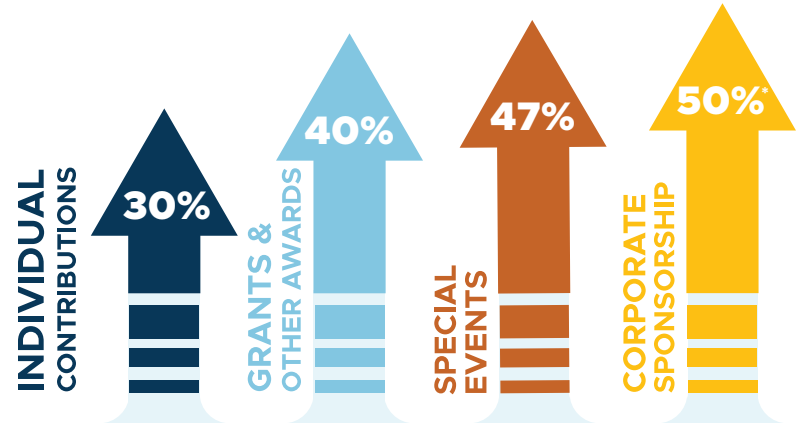
\*Estimated based on national and local trends.

# OUR PLAN

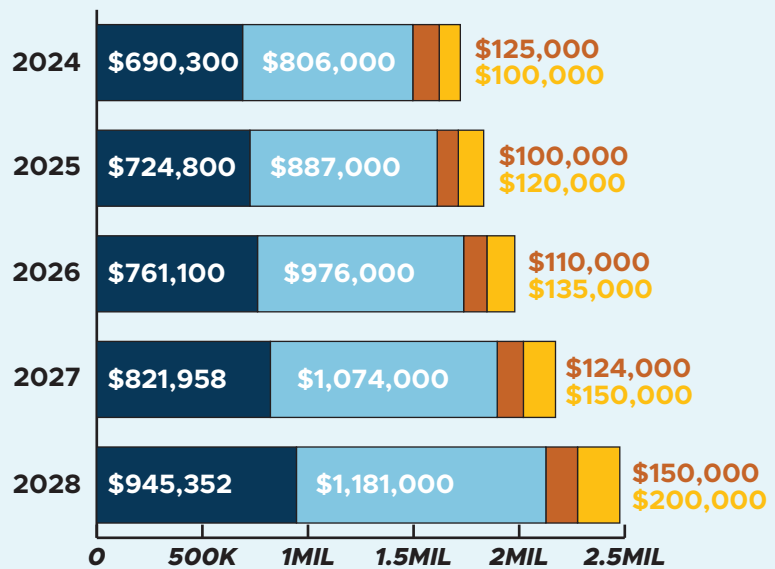
**GIVE MORE  
TO FEED MORE**

**1 MILLION MEALS  
IN 5 YEARS**

Over the next 5 years we will prepare to meet the growing need in our community by raising enough capital to serve 1 million additional meals. This means raising about \$6,000,000 over our typical annual budget, representing a growth of over 40%. Our goal is to generate this capital across 4 funding areas.



Overall 5-year growth per area when compared to 2022 audited finances.  
\*New financial support opportunity, growth based on 2024-2029 fundraising goals.



We do not take these goals lightly. They are ambitious, to say the least. They will challenge our organization at every level. They will ask a lot of our volunteers and donors. But our mission in this community demands that we take action, and that we take it now.

We know we cannot rely on government funding, or wait for another agency to step in and take the lead. **This one is on us. All of us.** Only by working together - and giving more - can we meet the coming need. Together, we can deliver.

## OUR PROMISE

For our part, we will meet this challenge through the following strategies.

- We commit to educating our community about the coming challenges and how they can help.
- We will call upon current and former supporters to celebrate the last 50 years of service by joining us in committing to the future.
- New events and marketing strategies will educate and engage new donors, expanding our base of support and network of ambassadors.
- We will be transparent with our progress, utilizing data, adaptability, and creativity to stay on top of and meet our goals.
- We will work harder and give more, asking nothing of others that we are unwilling to give.

## WAYS YOU CAN GIVE MORE



**TIME**

**Volunteer to assist with events or meal delivery.**

Join our Ambassadors Committee & help raise awareness.

Follow us on social media and share our posts.

Invite us into your space to share our goals and mission with your friends, social group, or staff.



**TALENT**

Volunteer your professional talents to help around the office or with events.

Senior Artists can participate in our Meals on Heels art exhibition.

**Utilize your talents, or those of your friends, to organize a 3rd-party fundraiser.**

Donate your hand-made items to our YMOW gift shop, coming in Dec 2023.



**TREASURE**

Sponsor an event. We have sponsorship levels to suit any budget.

Save the date for our 2024 events, and bring a friend or two.

Form a Lemonade Lane fundraising team (Jun-Sep).

Become a monthly supporter.

**Give 15% more than you did last year.**



If you have a question you need answered, or a brilliant idea you want to share, please reach out to our Development & Marketing Manager

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