



"Feeding homebound seniors in central Alameda County since 1966"

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SOS/Meals on Wheels was incorporated in 1970 under the laws of the State of California as a nonprofit tax exempt organization.

Tax ID: 94-1725204

December 27, 2016

Diana Doyle, Grants Manager
Eden Township Healthcare District
20400 Lake Chabot Road, Suite 104
Castro Valley, CA 94546

Dear Diana,

On behalf of the seniors we serve and the SOS/Meals on Wheels Board of Directors, we are pleased to submit the final report for Grant # 15-004.

We are grateful for the support of the Eden Township Healthcare District. As you know, our Meals on Wheels program has expanded significantly over the last three years. We can only sustain this level of growth with financial support from Foundations like Eden Township Healthcare District, individuals, corporations and civic groups. Eden Township Healthcare District grants have been a cornerstone of our expanded volunteer program and have allowed us to retain our dedicated and talented Volunteer Coordinator.

SOS would not have been able to aspire to grow our volunteer program as much as we have without the support of the Eden Township Healthcare District. Thank you again for helping us serve vulnerable seniors in our local communities.

Sincerely,

Connie McCabe
Executive Director

December 27, 2016

Final Grant Report: One-Year Grant
Eden Township Healthcare District
SOS/Meals on Wheels
Maintaining and Appreciating a Strong Volunteer Team
Grant 15-004 \$25,000
January 6, 2016-December 31st, 2016
Connie McCabe, Executive Director
(510) 582-1262 X 100
connie@sosmealsonwheels.org

Goals and Objectives

Goal:

To produce and deliver nutritious meals to all eligible seniors residing in the communities of Ashland, Castro Valley, Cherryland, Hayward, Oakland, San Leandro, and San Lorenzo.

Objective: Ensure that all seniors who meet the criteria for either Priority A or B receive meal delivery within 48 hours of intake.

SOS is pleased that we have been able to enroll all eligible seniors living in Castro Valley, Hayward, San Leandro and San Lorenzo who are classified as Priority A and begin their meal service within 48 hours of intake. The Alameda County Area Agency on Aging has mandated that all contracted providers of home delivered meals focus exclusively on enrolling Priority A seniors. Between August 2016-December 2016, SOS had a waiting list of up to 40 seniors for residents of Oakland. SOS enrolled 535 new seniors between January 1, 2016 and December 27, 2016. SOS is currently serving 1,000 unduplicated seniors.

Objective: Maintain the number of delivery routes driven exclusively by volunteer drivers at a minimum of 13. Potentially create new volunteer routes as opportunities arise.

Since SOS submitted our proposal for possible funding in 2016, we have determined that we must undertake another significant expansion of our volunteer program. SOS has created 3 new routes covered exclusively by volunteers since our Interim report was submitted in June 2016. Since June 2016, SOS has recruited and trained 31 new volunteer drivers. We have also recruited “meal runners” for 1 of our delivery routes that is logistically challenging. These volunteers do not take responsibility for a route, but assist a paid driver by accompanying them on the routes that are most logistically challenging due to narrow streets, lack of parking or other issues.

1) Do you expect to be able to complete the grant objectives by the end of the grant period?

SOS/Meals on Wheels is pleased to report that we have completed the grant objectives as stated.

2) How does your actual progress differ from the timeline in your project application? Please explain.

Our progress is consistent with the timeline in our application.

3) Please list those outcomes and explain your current expectations.

SOS achieved the measurable outcomes we specified in our application. SOS is currently able to begin meal delivery service to all eligible Priority A seniors within 48 hours of determining their eligibility. SOS stated that we would maintain our active volunteer base of 85 volunteers. We are pleased that we now have 130 active volunteers, with plans to recruit a minimum of 20 additional new volunteer drivers in the next 6 months. SOS stated that we expected to serve 1,600 unduplicated seniors in FY 15-16, and we ended the Fiscal Year having served 1,900 unduplicated seniors.

4.) Would you make any changes if you were to do this project again? Please explain.

We would involve more staff from different areas of the agency in planning for where volunteers should be recruited and placed. We would also meet more consistently to monitor which delivery routes are becoming impacted so that the Volunteer Coordinator's efforts would be more focused.

5.) What are your plans for continuing this project in the future?

We will continue to build and refine our volunteer program as a strong volunteer pool is a key part of our ability to meet the demand for meal delivery service.

6.) Have you encountered any unexpected problems or opportunities in the course of this grant? Will they change your outcomes? Please explain.

The Meals on Wheels America National Ad Council Campaign is both unexpected and a tremendous opportunity for SOS. The campaign launched in July 2016 and is expected to run for up to two years. The Leadership Group of the National Ad Council's Northern California region committed to focusing on the "Let's Do Lunch" campaign for 3 months beginning in January 2017. We do not yet know which media outlets have committed to running Public Service Announcements and in what format. Since the campaign relies on donated time and space, SOS/Meals on Wheels does not have advance notice as to when and where a PSA may appear, so we often times here only after the fact that it has run.

7.) Is there anything else you would like the Eden Township Healthcare District to know about your project?

Please enclose a financial report giving a breakdown of all grant expenditures to date and specifying the use of Eden Township Healthcare District funds.

Please see attached Grant Budget.

SOS/Meals on Wheels Program Budget Grant 15-004

Volunteer Program		
	Budget	Expenses
Volunteer Coordinator Position		
60% of 6 hrs per day @ \$18/hour X 52 weeks	16,848.00	16,848.00
Volunteer Recognition		
Annual Volunteer Recognition Luncheon	3,400.00	
Anniversary Lapel Pins		700.00
Flowers		200.00
Venue rental & food		2,500.00
		3,400.00
Quarterly Volunteer Continental Breakfast	202.00	
1st Quarter and 2 Quarter Continental Breakfasts		101.00
3rd Quarter and 4th Quarter Continental Breakfasts		101.00
		202.00
Annual Holiday Gift for weekly volunteers	450.00	
SOS/MOW Enameled Lapel Pins		414.25
Gift Bags for Pins		35.75
		450.00
Branded giveaways for corporate volunteer groups	1,000.00	
9/6/2016 magnets Vistaprint		200.00
SOS Branded Lip Balm Vistaprint		800.00
		1,000.00
Branded shirts to clearly identify drivers to seniors	1,000.00	
T-Shirts with SOS/Meals on Wheels logo		\$1,000.00
Framed certificates for each partner agency**	250.00	
Gas Cards for volunteer drivers who drive in excess of 60 miles monthly**	500.00	
Rolling Carts for Meal Delivery	750.00	750.00
Greeting Cards (Birthday Cards, Get Well cards, etc)	350.00	
Baudville Greeting Card Assortment 3/6/2016		125.00
It Takes Two Greeting Card Assortment		128.00
Amazon Whimsical Note Card Assortment		22.00
Baudville Birthday Greeting Card Assortment		75.00
		350.00
Volunteer Recruitment	1,000.00	
Chamber of Commerce Publication Ad		300.00
Oakland Magazine Print Ad December Holiday Issue		400.00
Oakland Magazine Website Digital Ad		300.00
		1,000.00
Total budget:	25,000.00	
Total expenses:		\$25,000.00
***\$750 Approved by ETHD to move to purchasing rolling carts		