



MEALS on WHEELS
SOUTHWEST OH & NORTHERN KY

Much more than a meal.

2024 ANNUAL REPORT



2091 Radcliff Drive
Cincinnati, OH 45204
513-661-2777

muchmorethanameal.org



A LETTER FROM LEADERSHIP

DEAR FRIENDS,

Every day, Meals on Wheels of Southwest OH & Northern KY is focused on delivering essential services that promote the independence and well-being of seniors. We do this for over 10,000 seniors annually across our 13-county footprint.

2024 was a tremendous year of service for Meals on Wheels. You will find our detailed service figures on page four of this report. We could not have reached these tremendous service numbers without our dedicated staff of nearly 150, a legion of almost 4,700 volunteers and the support of so many of you. Thank you!

We know there is so much more to be done. Nearly one in four Americans is a senior (60 years of age and older). There are projected to be 91 million seniors by 2030 and 112 million seniors by 2060. In the next decade, there will be more seniors than young people (18 and under) for the first time in U.S. history.

In 2024, to support the growing population’s increasing needs, we began to expand our organization’s capacity. We hired six new development/marketing positions to help us grow and diversify our resources. We added five new board members to an already talented and connected board, and I (Mike) was blessed to come on board as the new CEO in May 2024. We also began work on our “Driving Into The Future Campaign,” which will enable us to open a new 51,500-square-foot home in Columbia Township in the fourth quarter of 2026. Our new home will allow us to significantly grow our ability to reach more of the region’s seniors in need.

These are exciting times at Meals on Wheels. We are fortunate to be a part of the lives of so many wonderful seniors and their families. We are putting into place the necessary building blocks which will allow us to do more for our community in the future. We hope you come along for the ride!



Mike Dunn
Chief Executive Officer



Mary Wagner
Chair of the Board of Directors

BOARD OF DIRECTORS

Officers

- Mary Wagner, Chair
- Andy Sathe, Vice Chair
- Tony Fenno, Secretary
- Lindsey Barnett, Treasurer

**Appointed in 2024*

Members

- Sara Celi
- Daniel Driehaus
- Renee Dunn
- Chris Germann*
- DJ Hodge
- Rob Jutze

- Guinette Kirk
- Danielle McColaugh
- Rajani Menon*
- Michael Murphy
- Mike Norton*
- Bart Richardson

- Mike Snow
- Odesa Stapleton*
- Tamara Thrasher*
- Emeritus Trustee*
- Mr. Robert Schilling

ABOUT MEALS ON WHEELS OF SOUTHWEST OH & NORTHERN KY

*We deliver much more
than a meal.*

Meals on Wheels of Southwest OH & Northern KY is a leading senior service provider in Greater Cincinnati. Our mission is to deliver essential services that promote the independence of seniors so they may remain in the comfort of their own homes.

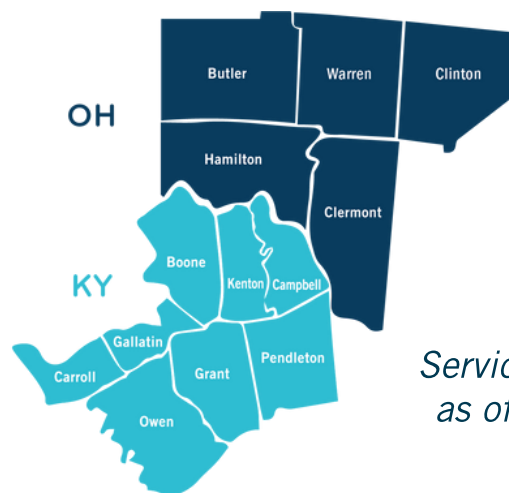
We provide:

- Home-delivered meals
- Congregate meals
- Social services
- Transportation services
- Pet support
- OTR Senior Center
- Health and wellness programming

We are an official member of Meals on Wheels America, and our regional organization is one of the largest in the country. Every year, we reach over 10,000 seniors throughout 13 counties with our services.

We are a 501(c)(3) tax-exempt organization and partner with the Council on Aging of Southwestern Ohio and the Northern Kentucky Area Development District to meet the needs of seniors in our area. We are funded in part by the Elderly Services Program where funds are received through senior-service tax levies of Hamilton, Butler, Warren and Clinton counties. We also receive a portion of our funding from the Older Americans Act, Ohio Department of Aging, Ohio Department of Medicaid, State of Kentucky and payroll taxes of the Northern Kentucky fiscal courts. We rely on generous individuals, foundations, corporate sponsorships, private foundations, clubs and leaders in the community to enable us to support seniors in our 13-county footprint. One-hundred percent of charitable giving stays in the region.

2091 Radcliff Dr., Cincinnati, OH 45204
www.muchmorethanameal.org



*Service area
as of 2024*



OUR MISSION

*To deliver essential services that promote the independence of seniors
so they may remain in the comfort of their own homes.*

2024 BY THE NUMBERS

MEALS

- Seniors who received home-delivered meals: 6,468
- Seniors who received congregate meals: 1,362
- Total meals delivered to homebound seniors: 1,168,622
- Total meals served in congregate settings: 79,268
- Pounds of pet food delivered to seniors' dogs and cats: 28,856



SERVICES

- Individual transportation trips made: 5,357
- Group transportation trips made: 39,229
- Seniors enrolled at OTR Senior Center: 124
- Seniors who received protective services: 280
- Total hours dedicated to protective services: 7,711



HEALTH AND WELLNESS

- Seniors who participated in virtual programs: 258
- Total attendance of in-person programs: 1,977
- Number of health and wellness opportunities offered: 483
- Seniors trained on digital literacy: 428
- Tablets distributed to senior housing communities: 129



VOLUNTEERS

- Corporate volunteer partners: 48
- Individuals who volunteered with us: 4,682
- Birthday bags delivered to seniors by volunteers: 2,730
- Total hours invested by volunteers: 10,883



2024 FINANCIAL REPORT

STATEMENT OF ACTIVITIES

January 1, 2024, to December 31, 2024

REVENUES, GAINS AND OTHER SUPPORT

Contractual revenues	\$13,734,605
Contributions	\$2,051,792
In-kind donations	\$657,669
Net investment return	\$232,682
Other	\$44,462
Total revenue, gains and other support	\$16,721,210

EXPENSES

Program Services

Food deliveries	\$10,377,048
Social services	\$1,176,951
Transportation	\$1,136,831
Social isolation and other program initiatives	\$1,116,447
Total program services	\$13,807,277

Supporting Services

Management and general	\$1,032,749
Fundraising	\$870,577
Total supporting services	\$1,903,326

Total expenses	\$15,710,603
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Change in net assets (excluding "Driving Into The Future Campaign")	\$1,010,607
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Net assets at beginning of year (including "Driving Into The Future Campaign")	\$12,222,514
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Net assets at end of year (including "Driving Into The Future Campaign")	\$17,962,358
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2024 HIGHLIGHTS



A VISIT FROM U.S. CONGRESSMAN GREG LANDSMAN

In July, Representative Landsman (OH1) visited our production facility to learn more about our services and operations. Meals on Wheels CEO Mike Dunn and Chief Production Officer Michael Beck gave the Congressman a tour of our kitchen and facility. The Congressman and Beck also delivered meals to clients and stayed for conversations and connections.



COMPANIONSHIP FOR VETERANS

Meals on Wheels had the unique opportunity to gift robotic cats and dogs to veterans at the Cincinnati VA Community Living Center. These robotic furry friends provide companionship and fun for seniors who live in residences that do not allow pets and for seniors who are unable to care for living animals. Staff at the VA have integrated the pets into activities, physical therapy and occupational therapy programs to assist veterans in their recovery.

GROWING IN HEALTH & WELLNESS

Grounded in our mission to promote seniors' independence, we offer a variety of health and wellness programs: in-person engagement, like lunch outings, chess lessons and art classes; and virtual engagement, like community chats, guided exercise and brain games.



DIGITAL CONNECT

Last year, we continued to grow our Digital Connect Program in which seniors gain essential digital literacy skills by learning how to use mobile tablet devices. By the end of their classes, seniors can earn a tablet to keep.

TELEVEDA

We launched a partnership with Televeda, a digital platform for older adults to access virtual programs and classes like chair yoga, meditation, education, drawing and support groups for mental health and for veterans.

FRIENDLY CALLERS CLUB

As a remedy to loneliness for some seniors, we created the Meals on Wheels Friendly Callers Club. Volunteers are trained and matched with homebound seniors, and they connect regularly over the phone for conversations and connections. These calls also serve as well-being checks, providing additional touchpoints for seniors who live alone.

PREPARING TO GROW

We reached a significant milestone for growing our organization by purchasing property at 3251 Highland Ave., in Columbia Township in Cincinnati. It will be the new site of Meals on Wheels of Southwest OH & Northern KY, designed to meet the growing senior population's increasing needs. Many know the new facility's location as the old John Nolan Ford dealership.

The facility is the centerpiece of the "Driving Into The Future Campaign," which we formally announced in April 2025. In addition to renovating the property, this campaign will position Meals on Wheels to greatly expand our services, our reach and our impact. It will be a facility unlike any other in the region where seniors, families and caregivers can receive much-needed resources to improve the quality of their lives.

We anticipate moving into the new building in late 2026.



2024 HIGHLIGHTS

FIRST ANNUAL MEALS MADNESS GALA

We held our inaugural Meals Madness Gala on March 21. The event included a special program in which we honored DJ Hodge, iHeart Media Division President (pictured below), with the Much More Than a Meal Award, and La Soupe as our Collaborative Partner of the Year. Guests enjoyed March Madness-themed engagement, cocktails, dinner, live music and a silent auction with gifts and experiences.



"My grandmother taught me the importance of being a friend to everyone. It's an honor to be recognized by an organization that I genuinely respect and that upholds the values that my family passed on to me."

— DJ Hodge, 2024 Much More Than a Meal Honoree



The 2024 Meals Madness Gala was held at Hard Rock Casino in Cincinnati.

FOURTH ANNUAL BUST-A-CRUST



Just in time for Thanksgiving, we sold and distributed 2,000 pies for our annual Bust-a-Crust fundraiser. We delivered pies to partnering senior centers, home-delivered meals clients, community organizations, corporate teams and bulk-order recipients. More than 100 volunteers joined the Meals on Wheels team at Hyde Park Community United Methodist Church to assemble boxes and prep them for delivery.

FIRST ANNUAL "MUCH MORE THAN A GIFT" DAY

Our mission is to promote seniors' independence by offering wraparound services and providing social connections—we deliver much more than a meal. In November, our development team introduced a new initiative called "Much More Than a Gift" Day. Individuals could make a gift of any size to support the Meals on Wheels mission on Nov. 12 and have their impact doubled by the generosity of Much More Than a Gift Day sponsors. Collectively, this initiative raised nearly \$27,000 to further our mission for seniors.

COMMUNITY RECOGNITION

We are honored to have been recognized as an organization for our impact on the community and to have had Meals on Wheels leaders nominated for dedication to our services.



The Cincinnati Business Courier recognized Chief Operating Officer Connie Baker as a C-Suite Award Honoree.



Cincy Magazine readers voted Meals on Wheels as Nonprofit of the Year Award in the home-delivered meals category.



Better Business Bureau® Cincinnati named Meals on Wheels as a finalist in the Torch Award for Ethics.

DRIVING INTO THE FUTURE

The Campaign for Meals on Wheels of Southwest OH & Northern KY

2024 lay the foundation for Meals on Wheels to launch our transformational “Driving Into the Future Campaign” to build a new home and create innovative, scalable solutions that improve the lives of seniors.

With a goal of raising \$30 million, “Driving Into The Future” will enable us to:

- Increase the number of unique seniors served from 10,000 to 30,000 a year
- Increase the number of meals produced annually from 1.2 million to 3 million
- Grow a private-pay meal option and transportation services to serve seniors who do not currently qualify
- Launch a wholesale business platform to provide other nonprofits with meals to serve their communities
- Support infrastructure growth by investing in vehicles and technology to further ensure timely, safe meal delivery particularly in rural areas with limited access
- Reduce the negative impacts of loneliness and isolation by expanding social connections and protective services capabilities

This new facility will be unlike any other in the entire region. It will serve as a hub of community, activity and resources for tens of thousands of older adults.



Features of the New Facility

A New Kitchen and Distribution Center

- 51,500-square-foot facility with improved layout
- Increased cold storage, warehouse space and parking
- Functional production kitchen to enable social enterprise opportunities
- Community gathering space for seniors to engage in health and wellness programs, take seminars, attend group meals and connect to essential resources

Program Growth and Innovation

- Critical investments in our fleet including refrigerated vehicles and accessible vehicles to transport clients with specialized needs
- Innovation with research to improve senior hunger and social isolation programs

For complete details about this transformational campaign, visit muchmorethanameal.org.