

TALKING POINTS ON MEALS ON WHEELS AMERICA

BREAKFAST, L'ENFANT PLAZA HOTEL

MAY 31, 1989

- FIRST OF ALL, I COMMEND ALL OF YOU HERE FOR THE GREAT WORK YOU ARE DOING TO PROVIDE NUTRITIOUS MEALS TO HOMEBOUND ELDERLY PEOPLE THROUGH THE MEALS ON WHEELS PROGRAM AMERICA PROGRAM IN 30 LOCATIONS ACROSS THE COUNTRY. I UNDERSTAND THAT YOU ARE CELEBRATING THE FIRST ANNIVERSARY OF YOUR PROGRAM, BECAUSE LAST YEAR YOU EXPANDED BEYOND NEW YORK CITY TO 20 OTHER SITES. THIS YEAR, 30 CITIES WILL BE PARTICIPATING.
- SIX YEARS AGO, SEAGRAMS AND BRISTOL MYERS EMBARKED ON A PRIVATE-PUBLIC PARTNERSHIP THAT HAS PROVEN ITS SUCCESS. WORKING WITH LOCAL AGENCIES ON AGING, YOU HAVE GOTTEN THE PRIVATE SECTOR INVOLVED WHERE THE GOVERNMENT NO LONGER HAD THE RESOURCES TO MEET THE NEEDS OF LOCAL COMMUNITIES.
- INSTEAD OF CREATING A NEW PROGRAM, YOU HAVE SUCCESSFULLY "PIGGYBACKED" ON THE FEDERAL MEALS ON WHEELS PROGRAM TO ENABLE IT TO EXPAND AND REACH HOMEBOUND ELDERLY WHO MIGHT NOT OTHERWISE HAVE BEEN SERVED DUE TO LIMITED FUNDS. PROVIDING MATCHING "CHALLENGE" GRANTS OF \$5,000 ENCOURAGES LOCAL INITIATIVE IN FUNDRAISING EFFORTS.

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- I UNDERSTAND THAT YOUR CONFERENCE PROVIDES CENTRALIZED TRAINING, INCLUDING A NEW TECHNICAL ASSISTANCE GUIDE TO HELP LOCAL COMMUNITIES HELP THEMSELVES. LAST YEAR 20 CITIES RAISED \$500,000 BY THANKSGIVING TIME. THIS YEAR THERE WERE 150 PROPOSALS FROM 40 STATES, INCLUDING HAWAII AND ALASKA.
- LAST YEAR, THE FEDERAL MEALS ON WHEELS PROGRAM UNDER THE OLDER AMERICANS ACT DELIVERED OVER 86 MILLION MEALS TO THE HOMES OF ELDERLY PEOPLE. THIS YEAR, APPROPRIATIONS TOTAL \$1.2 MILLION. THE ADDITIONAL HALF MILLION THAT YOUR PROGRAM CONTRIBUTES TO THIS EFFORT SUPPLEMENTS AND ENHANCES THE GOVERNMENT'S EFFORTS.
- YOU AND YOUR VOLUNTEERS ARE TO BE CONGRATULATED FOR THE GREAT WORK YOU ALL ARE DOING IN LOCAL COMMUNITIES WHERE THE NEEDS EXCEED THE RESOURCES IN PROVIDING ASSISTANCE TO ELDERLY PEOPLE WHO ARE SHUT IN THEIR HOMES FOR HEALTH REASONS.
- IN MANY WAYS, YOURS IS A MODEL PROGRAM. THIS PRIVATE-PUBLIC PARTNERSHIP ESTABLISHES A ROLE MODEL THAT CAN BE UTILIZED IN MEETING MANY OTHER NEEDS IN THE HUMAN SERVICES AREA. I KNOW THIS CONCEPT IS ALREADY BEING IMPLEMENTED IN EDUCATION, JOB-TRAINING, AND OTHER PROGRAMS.

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- o I COMMEND YOUR DEDICATION AND EFFORTS TO EXPAND TO MANY OTHER STATES AND CITIES THROUGHOUT THIS COUNTRY, BUT I WOULD LIKE TO PUT IN A GOOD WORD FOR PROVIDING SIMILAR ASSISTANCE TO THE ELDERLY IN RURAL AREAS. ALTHOUGH THEY MAY BE HARDER TO REACH, BECAUSE OF THE TRANSPORTATION PROBLEMS INVOLVED IN LESS DENSELY POPULATED AREAS, THE NEEDS OF RURAL SENIOR CITIZENS ARE ALSO GREAT. I KNOW YOU HAVE EXPERIMENTED WITH SERVING RURAL OLDER AMERICANS IN COVINGTON, KENTUCKY, AND THE SURROUNDING COUNTIES, AS WELL AS AROUND MADISON WISCONSIN, YOU MAY WANT TO CONSIDER SITES IN OTHER MIDWESTERN STATES.

- o AGAIN, CONGRATULATIONS ON YOUR GOOD WORK. I HOPE THE MEALS ON WHEELS AMERICA PROGRAM CONTINUES TO EXPAND. FOR MANY ELDERLY PEOPLE WHO ARE SHUT IN THEIR HOMES, YOURS MAY BE THE ONLY REAL MEALS THEY EVER SEE.

MEMORANDUM

May 30, 1989

TO: Senator Dole
FROM: Christina Bolton
RE: Meals on Wheels America Program

Although its name resembles that of the federal Meals on Wheels Program administered under the Older Americans Act, the Meals on Wheels America Program, sponsored by Seagrams and Bristol Myers, is actually a private sector initiative that has resulted in a private-public partnership.

Just last year, the original New York City program was expanded to 20 cities. This year, 30 cities will participate. The only rural involvement has been in counties around Covington, Kentucky and Madison, Wisconsin. The people running the program feel that it is more cost-effective to provide services in densely populated areas.

Meals on Wheels America piggybacks on the federal program administered by local area Agencies on Aging. When local communities do not have the resources to match their needs, they can submit a proposal to the program sponsored by Seagrams and Bristol Myers. This past year, they received 150 proposals from 40 states, including Hawaii and Alaska.

The Meals on Wheels America Program provides \$5,000 in challenge grants to be matched by local fundraising efforts. Often \$2,000 is provided for administration of the program.

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Meals-on-Wheels-America piggybacks on the federal program administered by local area Agencies on Aging. When local communities do not have the resources to match their needs, they can submit a proposal to the program sponsored by Seagrams and Bristol Myers. The Meals-on-Wheels-America Program provides \$5,000 in challenge grants to be matched by local fundraising efforts. Often \$2,000 is provided for administration of the program. This past year, they received 150 proposals from 40 states, including Hawaii and Alaska.

Other breakfast speakers are:

Commissioner Janet Sainer, New York City Department on Aging

Dr. Joyce Berry, Acting Commissioner, Administration on Aging,
U.S. Department of Health and Human Services

Sam Brontman II, President, The Seagram Classics Wine Company,
Joseph E. Seagram & Sons, Inc., Spokesman for Meals on Wheels
America

Ed Kushnie, Director of Sales Promotion, Bristol Myers Products

Barbara Lepis, Director, Meals on Wheels America

(202) 638-7777

Copy

Joseph E. Seagram & Sons, Inc.
1455 PENNSYLVANIA AVENUE, N.W. • SUITE 600
WASHINGTON, D.C. 20004

FAX COVER SHEET

DATE: May 30, 1989

NO. OF PAGES INCLUDING COVER SHEET: 11

TO: Ms. Betty Meyer FROM: Steve Koplan
Office of Senator Dole

MESSAGE:

Betty: I sending you a copy of the Conference's
agenda, press release, and a recent newsletter
describing the work of the Meals On Wheels America
program. I hope this information is helpful. If you
need additional materials, please call Rick Connor in
my office at 638-3090. I really appreciate your
assistance on this one. Thanks alot!

MAY-30-89 TUE 13:21 LOEWS L'ENFANT PLAZA HTL. P. 02



**MEALS ON WHEELS AMERICA
CONFERENCE AGENDA**

MAY 30-JUNE 2, 1989

**LOEWS L'ENFANT PLAZA HOTEL
WASHINGTON, D.C.**

**The MEALS-ON-WHEELS AMERICA CONFERENCE
has been fully underwritten by
JOSEPH E. SEAGRAM & SONS, INC.**

MAY-30-89 TUE 13:22 LOEWS L'ENFANT PLAZA HTL. P. 04

PAGE 1

MEALS-ON-WHEELS AMERICA is a new national technical assistance project, under the auspices of the New York City Department for the Aging, that enables local communities to raise private funds to provide more meals to the homebound elderly. MEALS-ON-WHEELS AMERICA is funded by BRISTOL-MYERS PRODUCTS and JOSEPH E. SEAGRAM & SONS, INC.

The training sessions for MEALS-ON-WHEELS AMERICA representatives are based on the new Technical Assistance Manual, "MORE MEALS FOR THE HOMEBOUND THROUGH PUBLIC/PRIVATE PARTNERSHIPS," which is being introduced to the public at this Conference.

Sessions are also open to Congressional, governmental, business, foundation, volunteer and media representatives.

Tuesday, May 30, 1989

Welcome for MEALS-ON-WHEELS AMERICA representatives.

5:00 p.m. Informal Buffet Supper, Monet I Room
-6:00 p.m.

Wednesday, May 31, 1989

8:30 a.m. National Press Conference Breakfast,
-10:00 a.m. Ballroom

- 10 new communities selected to participate in the MEALS-ON-WHEELS AMERICA program will be announced.
- The accomplishments of the 20 founding communities of MEALS-ON-WHEELS AMERICA who obtained private support to expand their home-delivered meals program for the elderly will be highlighted.
- "MORE MEALS FOR THE HOMEBOUND THROUGH PUBLIC/PRIVATE PARTNERSHIPS," a new technical assistance manual to be distributed nationwide, will be presented.

SPEAKERS:

Commissioner Janet S. Sainer
New York City Department for the Aging

Dr. Joyce Berry
Acting Commissioner, Administration on Aging
U.S. Department of Health and Human Services

Sam Bronfman II, President
THE SEAGRAM CLASSICS WINE COMPANY
JOSEPH E. SEAGRAM & SONS, INC.
Spokesman for MEALS-ON-WHEELS AMERICA

Ed Kuehnle, Director of Sales Promotion
BRISTOL-MYERS PRODUCTS

Barbara Lepis, Director
MEALS-ON-WHEELS AMERICA

Congressional Representatives

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11:00 a.m. MEALS-ON-WHEELS AMERICA EXHIBIT, Foy
-12:00 noon

An Opportunity for each participating community to display and share its homebound meal delivery promotional and fund raising materials.

"GETTING TO KNOW YOU," Monet Room

An introduction of MEALS-ON-WHEELS AMERICA program director to their counterparts in the 30 cities.

12:00 noon LUNCHEON, Ballroom
-2:30 p.m.

"SPECIAL EVENTS OVERVIEW"

A panel discussion of a variety of fund raising opportunities involving the local business community.

PANEL:

Michele Aquino,
Vice President/General Manager
SAKS FIFTH AVENUE OF ATLANTA

Stephanie Sandburg, Special Projects
FOOD AND WINE MAGAZINE, New York

Brenda Wilner, Director
Restaurant Accounts Development
CITICORP DINERS CLUB, Chicago

Marcia Stein, Executive Director
CITYMEALS-ON-WHEELS
New York City Department for the Aging
Moderator

3:00 p.m. BREAKOUT SESSIONS ON SPECIAL EVENTS
-4:00 p.m.

Breakout #1: Current MOWA Program Directors
Quorum Room

Workshop Leader:
Carol Connell,
Director of Public Relations
JOSEPH E. SEAGRAM & SONS

Breakout #2: New MOWA Program Directors,
Monet II and Monet III

Workshop Leaders:
Barbara Lepis, Director
Ginger Pitman, Coordinator
MEALS-ON-WHEELS AMERICA

6:00 p.m. AMERICAN BOUNTY DINNER, Tent East Pa
-10:00 p.m.

A reception and dinner hosted by Sam Bronfman for all Conference participants, the media, corporate and volunteer leaders interested in MOWA.

"Public Private Partnerships and Volunteer Solving National Problems is Everyone's Responsibility."

MAY-30-89 TUE 13:21 LOEWS L'ENFANT PLAZA HTL. P. 03

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Remarks by representatives of the public, private and voluntary sectors.

Thursday, June 1

8:00 a.m.

8:30 a.m. BREAKFAST, Tent, East Patio

Topic: OPERATIONAL ISSUES: NUTRITION AND THE ELDERLY

Audience: Meals on Wheels America program directors all visitors

8:45 a.m.

11:45 a.m. PANEL ON CORPORATE AND FOUNDATION GIVING

Speakers:

Jack Galiene, President
CORPORATE FOOD SERVICES

James Dumpson, former Administrator/
Commissioner, Human Resources
Administrator
V.P., NEW YORK COMMUNITY TRUST

Westina Matthews, Vice President,
Corporate Affairs
MERRILL LYNCH

Linda Wright, Vice President
U.S. BANCORP

Audience: Congressional/local government/
corporate/foundation media

12:30 p.m.

1:30 p.m. LUNCH, Ballroom

Topic: MEALS ON WHEELS AMERICA AND THE MEDIA: HOW TO COMMUNICATE YOUR MESSAGE

Speaker: Al Roker, WNBC/TV

Audience: Policy maker: MOWA Program
Directors: corporate media

2:30 p.m.

4:00 p.m. BREAKOUT SESSIONS ON MEDIA
Breakout #1: Current Meals on Wheels America
Program Directors

Breakout #2: New Meals on Wheels America Pro-
gram Directors

6:00 p.m.

7:00 p.m. RECEPTION HOSTED BY JONATHAN TISCH,
President, Loews Hotels, site to be determined.

Audience: Washington restaurateurs, food
companies, policy makers, Meals on Wheels
America program directors, media.

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Breakout #2:

New MOWA Program Directors,
Monet Rooms II & III

Workshop Leader:

Joyce Chupko,
Assistant Public Affairs Director
BRISTOL-MYEARS PRODUCTS
New York City

6:00 p.m. RECEPTION HOSTED BY JONATHAN TISCH,
PRESIDENT, LOEWS HOTELS, Ballroom

All conference participants as well as Washingto
restaurateurs, food companies, policy makers an
the media are invited.

7:00 p.m.

10:00 p.m. DINNER, Ballroom

GUEST CHEFS:

Jack Czarnacki
JOE'S RESTAURANT, Reading, PA

Benjamin Barker
MAGNOLIA GRILL, Durham, NC

Bernard Pfanner, Executive Chef
LOEWS L'ENFANT PLAZA

"ACCESSING THE FOOD CHAIN FOR MEALS-
ON-WHEELS"

Remarks by Phyllis Richman, Food Critic,
THE WASHINGTON POST

Friday, June 2, 1989

8:00 a.m.

9:00 a.m. BREAKFAST
Ballroom

"THE RESTAURATEUR IN THE FOOD CHAIN
FOR MEALS-ON-WHEELS"

PANEL:

Jonathan Tisch, President and CEO
LOEWS HOTELS

Jack Czarnacki
JOE'S RESTAURANT, Reading, PA

Benjamin Barker,
MAGNOLIA GRILL, Durham, NC

MARRIOTT HOTEL Representative (TBA)

10:00 a.m.

12:00 noon "DIRECT MAIL OPPORTUNITIES"
Ballroom

Remarks by John Reese,
Vice President, Direct Mail
McCAFFREY & MCCALL
New York City

12:30 p.m.

CONCLUDING LUNCHEON, Tent, East Patio

A farewell to MEALS-ON-WHEELS AMERICA
representatives and their supporters

FOR IMMEDIATE RELEASE

Carol Connell
Aimee Weiss
(212) 572-1168

**MEALS ON WHEELS AMERICA Three-Day National Conference Scheduled
For May 31- June 2 in Washington, D.C.**

**10 New Participating Cities To Be Named;
Innovative Program Manual to be Unveiled**

America's "Aging Network" will convene at Loews L'Enfant Plaza Hotel in the Nation's Capital, May 31 - June 2, 1989, to celebrate the nationally acclaimed MEALS ON WHEELS AMERICA program. MEALS ON WHEELS AMERICA is the country's only public-private initiative dedicated to providing home delivered meals to frail, elderly American citizens. The program currently operates in 20 American cities. A list of these cities is attached.

The three-day Washington conference is being underwritten by Joseph E. Seagram & Sons, Inc., one of two major sponsors of MEALS ON WHEELS AMERICA along with Bristol-Myers Products.

An opening press conference and breakfast is scheduled at 8:30 a.m. on May 31 in the Loews L'Enfant Plaza Ballroom. According to Janet Sainer, Commissioner of the New York City Department for the Aging and the administrator of the MEALS ON WHEELS AMERICA program, the press conference will feature Members of Congress,

Mayors, and local Program Directors representing the cities selected in 1988 to participate in MEALS ON WHEELS AMERICA.

At the May 31 press conference, announcement will be made of the ten new MEALS ON WHEELS AMERICA cities which will receive start up funds in 1989: Huntsville, AL; Little Rock, AR; Colorado Springs, CO; the state of Delaware; Boise, ID; St. Louis, MO; Cleveland, OH; Rochester, NY; Nashville, TN, and Madison, WI.

A MEALS ON WHEELS AMERICA Program Manual describing the innovative projects and approaches developed by the twenty MEALS communities will be distributed during the conference. In one year, the first group of MEALS ON WHEELS AMERICA cities raised more than \$500,000 through the private sector to help fund elderly meal service.

"The Program Manual" will make it possible for any community to replicate a supplemental meals delivery program, with private sector support augmenting government money," said Barbara Lepis, director of MEALS ON WHEELS AMERICA.

MEALS ON WHEELS AMERICA grew out of the success of the New York City meals-on-Wheels program established in 1981. In 1988, Seagram and Bristol-Myers provided initial seed money and on-site technical assistance to twenty selected communities. Each participating city is responsible for developing local private sector involvement and funding to help supplement home delivered meal funds for the elderly. ###

1988 MEALS ON WHEELS AMERICA CITIES

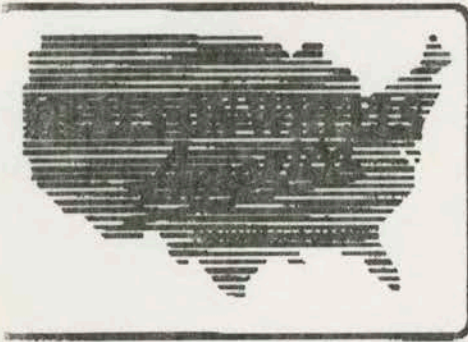
Tucson, AZ
Los Angeles, CA
San Francisco, CA
Clearwater, FLA
Miami, FLA
Atlanta, GA
Chicago, IL
Indianapolis, IN
Des Moines, IA
Covington, KY
Baltimore, MD
Braintree, MA
Detroit, MI
Columbus, OH
Omaha, NB
Columbia, SC
Portland, OR
Knoxville, TN
Houston, TX
San Antonio, TX



Volume 2

Number 1

January 1989



A newsletter to
share information
and ideas
nationwide.



Meals-On-Wheels America Delivered . . .

This Thanksgiving for the first time, 5,000 hot, holiday meals were delivered to the homebound elderly in twenty participating MEALS-ON-WHEELS AMERICA communities across the country. Thousands of volunteers of all ages delivered traditional holiday meals of turkey, stuffing, cranberry sauce and pumpkin pie before they themselves sat down to their own Thanksgiving dinners.

Funds to provide for these meals were raised in a variety of ways by the participating communities with the help of the new national technical assistance program, MEALS-ON-WHEELS AMERICA, which is funded by Bristol-Myers Products and Joseph E. Seagram Sons, Inc.

Because government funds for home-delivered meals are limited and the numbers of elderly are increasing rapidly, many concerned citizens are now working to supplement these funds in order to provide weekend, holiday or emergency meals for the homebound elderly. Last spring, 20 communities from 17 states were selected from proposals submitted for participation in the MEALS-ON-WHEELS AMERICA program. The 20 communities involved in MEALS-ON-WHEELS AMERICA (a project of the New York City Department for the Aging, modeled on the successful Citymeals-on-Wheels program) have worked long and hard to raise the funds that provided the 5,000 home delivered meals.

Not only did the communities work hard to raise to provide holiday meals but, they made friendly visits, a valuable part of the holiday's delivery. Camp Fire Girls, senior citizen clubs, college students and



Thanksgiving meal delivery and friendly visit.

Checkered cab drivers took part in the vast and rewarding job of distributing these festive meals, on time, piping hot, and with time to give for a personal chat.

For an added touch to the home-delivered meals' package, one city's volunteers made and included coasters. In another, children from a local day care center made greeting cards. Some sites included colorful place mats and table settings: a western city even included a fresh flower in a tiny gift vase—thoughtful touches to help brighten the day of the elderly.

Commissioner Janet S. Sainer, of the New York City Department for the Aging, noted, "the success of this very young program has been truly heartening as well as impressive. Since June 1988, these 20 communities have been able to raise funds for the Thanksgiving delivery, mobilize volunteers and provide for the delivery of the meals."



Challenge Grants . . . Met and Matched

100% of the MEALS-ON-WHEELS AMERICA participating communities have used great initiative, imagination and hard work to meet the \$5,000 matching challenge grant offered to each MEALS-ON-WHEELS AMERICA site by Bristol-Myers Products. A range of fund-raising plans were successfully employed in each of the local communities to attract the private/public sector funds needed for the corporate match. Volunteer service groups, small companies, local foundations, and individual citizens have been vital resources in the fund-raising efforts of these communities.

Meals-On-Wheels Atlanta held a gala black tie dinner for 250 guests at the Ritz-Carlton Buckhead Hotel. "A Meal to Remember," with tickets priced at \$125, and a long list of contributing patrons, raised close to \$50,000 for home-delivered meals for the elderly. Everything for the sitdown gourmet dinner and the preceding reception was either contributed on a pro bono basis or underwritten by many generous Atlantans. Joseph E. Seagram & Sons, Inc. donated the wines and spirits.

CrossRoads of Iowa received a favorable response to its proposal to the locally based Pioneer Hi-Bred International, Inc., which matched its challenge grant. Mayor Tom Bradley of Los Angeles wrote a letter to all city employees, similar to what Mayor Koch has been doing annually in New York City, encouraging their support of the home-delivered meals program for the elderly. Many interested contributors helped meet the matching goal.

Meals-On-Wheels of Central Mary-

Continued on page 3



Meals-On-Wheels America National Notes...

Tucson, Arizona

Pima Council on Aging
Executive Director: Marian Lupu
Representative: Malcolm Reeves

Tucson was the first of the MEALS-ON-WHEELS AMERICA communities to meet the match with a grant from a Phoenix-based foundation. Pima Council successfully fund raises for its local project on its weekly television program as well.

Los Angeles, California

City of Los Angeles Department of Aging
General Manager: Faye Washington
Representative: Mark Miodovski

Mayor Tom Bradley took part in the Thanksgiving delivery along with an enormous outpouring of community supporters for the Los Angeles program. The City Council presented certificates of appreciation to all participating volunteer deliverers.

San Francisco, California

Meals on Wheels of San Francisco, Inc.
Executive Director/Representative:
Richard Lipner

Although San Francisco has already met its matching challenge grant, the program is actively involved in planning a major help's event for the spring of 1989 to continue to increase the number of supplemental home-delivered meals.

Tearwater, Florida

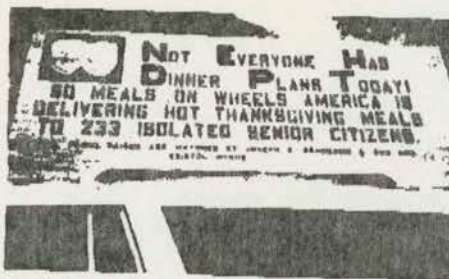
Highbly Senior Services
Executive Director: Fredric Buchholtz
Representative: James Coward

James Coward had great success with the marketing of his holiday cards. He was able to place them in over 130 locations—senior centers, congregating sites and service clubs—where they sold briskly.

Miami, Florida

Miami Foundation for
Senior Citizens' Services, Inc.
Executive Director/Representative:
Ginila L. Solberg

North Miami Foundation for Senior Citizens' Services, Inc. participated in the annual Thanksgiving parade, publicizing



North Miami Foundation's parade entry.

their involvement with the MEALS-ON-WHEELS AMERICA program—a first! Mayor Howard Nue took part in the "Mayor's Work Days" program at Disney World and donated his \$1,000 honorarium toward the matching challenge grant.

Atlanta, Georgia

Senior Citizen Services of Metro Atlanta, Inc.
Executive Director: Ronald E. Allen, Sr.
Representative: Beth Morgan

Atlanta is already planning for next year's Meals-On-Wheels Atlanta fall fund-raising event. A select wine auction will be part of the evening, to be held in conjunction with the formal dinner.

Chicago, Illinois

Department on Aging and Disability
Commissioner: Robert J. Ahrens
Representative: Mary Lou Budnick
Chicago's Mayor Eugene Sawyer issued an official proclamation announcing "Thanksgiving Day for Homebound Elderly in Chicago" and "urged all to join in the worthwhile efforts" of the Chicago Fund's Thanksgiving meal project.

Indianapolis, Indiana

Central Indiana Council on Aging, Inc.
Executive Director: Duane Etienne
Representative: David Carlson

A major Mayoral press conference was called to kick off the Thanksgiving MEALS-ON-WHEELS AMERICA fund-raising efforts in Indianapolis. Indianapolis has successfully met its matching grant through direct mail, radio and television appeals to local residents.

Des Moines, Iowa

CrossRoads of Iowa Area Agency on Aging, Inc.
Executive Director: Dorothy E. Holland
Representative: Jim Dietz-Kilen

The Davis family of Des Moines, four generations strong, helped deliver Thanksgiving meals for CrossRoads of Iowa, some driving as far as forty miles round trip to be sure their homebound elderly received a hot, holiday dinner and friendly visit.

Covington, Kentucky

Senior Citizens of Northern Kentucky
Executive Director/Representative: Jack Nienaber
Chris Collinsworth, star Cincinnati Bengals wide receiver, served as the Honorary Chairman of the city's fund-raising efforts. He personally delivered several hot Thanksgiving meals to the homebound elderly in Covington.

Baltimore, Maryland

Meals on Wheels of Central Maryland, Inc.
Interim Director: Francesca Bird
Representative: Faye H. Carey

Senior citizens and college students together took part in a Walkathon in several Maryland malls to help raise funds for the MEALS-ON-WHEELS AMERICA matching challenge grant. This intergenerational activity won strong local support for the program in Baltimore.

Braintree, Massachusetts

South Shore Elder Services Inc.
Executive Director: Susan M. Young
Representative: Gena Leonard

South Shore Elder Services held a well-attended reception called "Meals and Wheels" as a pre-opening to the Bayside Expo Center Exotic Car Show. The delicious buffet was contributed by Daka Inc., wines and spirits were donated by Joseph E. Seagram & Sons, Inc., and all other expenses were underwritten by Rockland Trust. All funds raised that evening met the Bristol-Myers Products challenge grant.

Detroit, Michigan

Detroit Area Agency on Aging
Executive Director: Paul Bridgewater
Representative: Barbara Stevenson

Rosa Parks, civil rights advocate of many years, assisted with packaging Thanksgiving meals for the homebound elderly in Detroit. She was also the chairperson of the holiday card campaign there, to help raise funds to supplement home-delivered meals.

Omaha, Nebraska

Eastern Nebraska Office on Aging
Executive Director: Beverly Griffith
Representative: Barbara Blocker

OmahaMeals-On-Wheels has been chosen by a local television station, WOW, as its special project. WOW gave extensive coverage to the Thanksgiving delivery, helped publicize Omaha's fund-raising activities, and promoted the holiday card sales.

Columbus, Ohio

Life Care Alliance
Executive Director: Linda S. Ferrell
Representative: Patricia Durbin

"Media coverage of the Thanksgiving meal delivery generated the greatest benefits and attention ever for our program in a short, concentrated period of time," commented Pat Durbin, Life Care Alliance representative to MEALS-ON-WHEELS AMERICA.

Portland, Oregon

Loaves and Fishes Centers, Inc.
Executive Director: Anne Kelly Feeney
Representative: Clair Sagiv

For its Thanksgiving delivery to the homebound elderly, Loaves and Fishes had an attractive delivery package including a greeting tag and place setting designed and donated by a Portland ad agency. "The Thanksgiving meals delivery," said Clair Sagiv, "has brought tremendous response from the community to our project."

Columbia, South Carolina

Council on Aging of the Midlands
Executive Director: Fletcher Spigner
Representative: Betty Park

Council on Aging of the Midlands gave a fund-raising dinner attended by 50 concerned citizens at a local restaurant, "Bones," which was followed by a lively auction. The restaurant donated the dinner, Seagrams Chateau and Estates Wines donated the wines and spirits, and even the piano player donated his time to help raise the funds needed to successfully meet the challenge grant.

Knoxville, Tennessee

Knoxville-Knox County Community Action Committee
Executive Director: L.T. Ross

Representative: Barbara Monty
Knoxville received a generous check to meet its match from White Lily Foods Company, a flour producing company headquartered locally, which learned of the need for funds for home-delivered meals at a Chamber of Commerce luncheon.

Houston, Texas

Houston-Harris County Area Agency on Aging
Executive Director: Dr. John Arradondo
Representatives: Antoinette Samuel and Rafael Medrano

Houston delivered over 2,000 Thanksgiving meals. Volunteers Mayor Kathryn J. Whitmire, the South Western Bell Pioneers (retired workers) and several police squad cars assisted in the delivery. One recipient confided to the volunteer deliverer that it was the first hot Thanksgiving meal she has had in over five years, the time she has been confined to her home.

San Antonio, Texas

Christian Senior Services
Executive Director: Mary Kay Sawyer-Morse
Representative: Geri Felios

San Antonio was able to raise support for its Thanksgiving meal deliveries through local churches, which informed their parishioners of San Antonio's participation in the MEALS-ON-WHEELS AMERICA Project in their church bulletins. The response was overwhelming in contributions and volunteerism.



Challenge Grants *Continued from page 1*

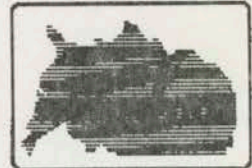


(l. to r.) Tom Hyman, Georgia General Manager, House of Seagram; Atlanta's Mayor Andrew Young; and Robert Maguire, Regional Manager, Bristol-Myers Products; enjoying the Meals-on-Wheels Atlanta fund-raising dinner.

land raised its \$5,000 through donations large and small from citizens who had learned through the local media of its participation in the MEALS-ON-WHEELS AMERICA project. Thanks to the community-based Montgomery Street Foundation of the Crown Zellerbach family, Meals-On-Wheels of San Francisco reached its matching challenge grant.

These are just some samples of the diverse ways the MEALS-ON-WHEELS AMERICA communities have successfully matched the \$5,000 challenge grant offered by Bristol-Myers Products. These funds will help supplement the government meal programs already in place for the homebound elderly.

280 Broadway
New York, NY 10007



Meals-On-Wheels Sends Its Best

MEALS-ON-WHEELS AMERICA provided 5,000 copies of colorful holiday greeting cards to each of its 20 participating communities to sell locally; each card at the price of one home-delivered meal for the elderly. The card was designed pro bono exclusively for Citymeals-on-Wheels of New York City and MEALS-ON-WHEELS AMERICA by Milton Glaser, with photography by Matthew Klein, and production by Merrill Lynch & Co.

Marketing ideas and sales results will be reported in the next issue of this newsletter.



A technical assistance project of the New York City Department for the Aging, modeled on Citymeals-on-Wheels. Funded by Bristol-Myers Products and Joseph E. Seagram & Sons, Inc.

Director
Barbara Lepis

Editor
Ginger Pitman

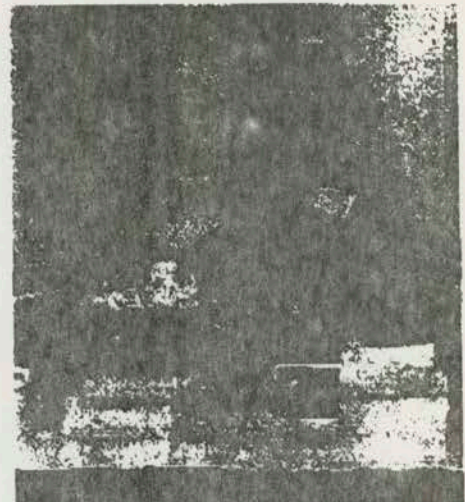


Nourishing the Network

MEALS-ON-WHEELS AMERICA has been responding to inquiries from the broader community through participation in conferences, meetings and workshops across the country. These meetings have provided opportunities to share information with the aging network about development of the program and the many ideas generated by the MEALS-ON-WHEELS AMERICA communities.

As a first effort, Barbara Lepis, Director of MEALS-ON-WHEELS AMERICA, and staff attended the National Council on Aging (NCOA) Annual Meeting in Washington in April and spoke to those interested in participating in the technical assistance project. At the National Association of Area Agencies on Aging (N4A) Conference in New Orleans in July, Ms. Lepis—in cooperation with agency representatives from Central Indiana Council on Aging, Inc. of Indianapolis and South Shore Elder Services of Braintree, Massachusetts, both area agencies on aging—made a presentation on how to attract private sector support to service providers.

A colorful booth at the Gerontological Society of America Conference in San Francisco in November was manned by MEALS-ON-WHEELS AMERICA staff with the assistance of Mark Miodovski and Richard Lipner of the Los Angeles and San Francisco MEALS-ON-WHEELS AMERICA programs. They answered



Barbara Lepis, Director, MEALS-ON-WHEELS AMERICA, manning the exhibition booth at the Gerontological Society of America Conference in San Francisco.

questions about the new program, distributed newsletters, brochures and tulip bulbs in bags emblazoned with "Planting Community Partnerships." Before attending the conference, Lepis appeared at the California Regional Nutritional Meetings in a variety of locations and discussed fund-raising techniques. At the invitation of the National Association of Meal Programs for their meeting in St. Louis, Ms. Lepis conducted a half-day training intensive workshop on fund-raising for home-delivered meals for the elderly.

These and several other informal occasions were excellent opportunities not only to help disseminate the latest MEALS-ON-WHEELS AMERICA news but to learn of local concerns for the home-bound elderly.

1 or 2 mins
Brief remarks



May 21 (212) 572-7000
~~Tues~~
Wed.

Joseph E. Seagram & Sons, Inc.

EXECUTIVE OFFICES
375 PARK AVENUE • NEW YORK, NY 10152-0192

P. 30 am
to 11:00 am

Joyce
(copy to Chris
for remarks)

April 17, 1989

Steve Kaplan
626-7293

The Honorable Robert Dole
United States Senate
Washington, D.C. 20510

Dear Senator Dole,

It has been one year since the launch of MEALS ON WHEELS AMERICA, the new national technical assistance program that supplements home delivered meals to the homebound elderly in twenty cities. The program is a partnership of government and the private sector; it was organized by The New York City Department for the Aging with the financial assistance of Joseph E. Seagram & Sons, Inc. and Bristol-Myers Products.

In May 1989, we will call our twenty cities together to reflect on the experiences of the past year, to share information about program status and fundraising expectations and needs. Additionally, we will use the conference as an opportunity to announce the selection of ten additional cities to be included within the MEALS ON WHEELS AMERICA program. The conference will be entirely underwritten by Joseph E. Seagram & Sons, Inc.

I know that you and your office have shown an avid interest in MEALS ON WHEELS AMERICA since its launch. I am sure that you will want to join us at Loews L'Enfant Plaza on May 31st for the opening press breakfast of the FIRST ANNUAL MEALS ON WHEELS AMERICA TRAINING CONFERENCE.

Grand Ballroom

~~8:30~~

8:30 Shift

- 2 -

Your attendance is so meaningful to us that we have taken the opportunity to write you in advance of a formal conference agenda, so that you can make plans to be with us.

You will have the opportunity to register your concern for the elderly of America as well as for the national significance of the program.

Please respond directly to Carol Connell at (212) 572-1168

Sincerely,

Sam Bronfman II
President, The Seagram Classics Wine Company
Joseph E. Seagram & Sons, Inc. Spokesman
for Meals on Wheels America