Rolling Out Meals and Wheels
Developing Strategies for Future Growth

By Cathy Caddell
Chair, Board of Directors

I was among three MACOA board members and four staff members recently attending a national Meals On Wheels Conference in Charlotte, North Carolina. Having the opportunity to attend this conference and meet with other senior-serving organizations is so beneficial to the future of MACOA because it creates an awareness of potential partnerships and programs and also provides guidance.

The Strategic Plan session that Donna Marietta and I attended provided helpful direction for the process we’re currently undertaking to update MACOA’s strategic plan. We are continuing to schedule brainstorming sessions for each of the ten targeted strategic areas identified earlier this year. Our initiatives include looking at ways to expand the Meals On Wheels and Frozen Meals programs, as well as to recruit and recognize volunteers.

During my time as Chairman this past year, I could easily see the passion and commitment our Executive Director and the entire staff had for the mission of MACOA. They make sure every day that the organization makes the most of every dollar that is donated.

We have accomplished a lot this past year, but have many more goals as we strive to not only reach more seniors that need a meal but also provide additional services for these seniors. I am confident that under the leadership of our new chairman, Larry Carter, we will continue to lead the charge to let our seniors know we care about them and work hard to improve their lives.

Changing to Serve More Seniors

By Donna Marietta
Executive Director

This has been a season of change for MACOA. We have enlarged our kitchen so we could better organize and expand our Meals On Wheels program. We added a new volunteer role – MACOA Meal Makers – to help us prepare the meals, and we’ve purchased a MACOA van to assist with deliveries. The reality is that we must make more changes in order to come to grips with how we will meet the needs of our seniors.

Our nation’s senior population is growing exponentially leaving more and more seniors at risk of hunger and isolation. With 12,000 Americans turning 60 each day, our senior population is set to nearly double by 2060. Today nearly 9 million seniors face the threat of hunger and one in four seniors lives alone. While hunger and isolation can affect anyone with limited mobility and declining health, financial strain makes these issues much worse. Nationally, 6.9 million seniors live in poverty. That’s an income of $228 a week or less which, after housing, utility and medical expenses, leaves very little left for food.

Our vision is that no senior goes hungry, but currently we have over 300 seniors on our Meals On Wheels waiting list. We know that seniors waiting to receive Meals On Wheels are more likely to screen positive for depression, report not having enough money to buy food they need, report recent falls or fear of falling that limits ability to stay active, and take three or more medications each day. We are reaching out to our community to ask for more volunteers and donations in order to increase the number of seniors we serve. If you can help, please call me at 334-263-0532, and together we can be the change that is needed.
Ensuring Improvements in the Service to Seniors

By Larry Carter
Incoming Chair, Board of Directors

As the incoming chair, I deeply appreciate the outstanding leadership of Cathy Caddell, our inspiring and dedicated outgoing chair, as well as that of Donna Marietta with her six years of service as MACOA’s superb executive director. Their leadership of an excellent staff, an enthusiastic and hard-working board, and all 1200 devoted volunteers have continued to deliver critical services to the seniors in our five-county region, while at the same time making real improvements.

In two examples: the kitchen was remodeled so all 400-plus meals delivered daily to homebound seniors are very nutritious and of a consistent high quality; and they created the “MACOA Meal Makers” program to encourage volunteer groups to work as teams to assist in putting meals together for MOW volunteers to deliver that day.

Over the past year members of the MACOA team visited and benchmarked the operations of similar organizations and attended national level conferences to gain new ideas. Using many of those ideas, the Board developed a strategic-level vision with a plan to improve many of its critical processes and activities to better use MACOA’s human, financial, and real-property resources to further advance its services to seniors. These efforts are made possible by the big-hearted generosity of MACOA’s donors, corporate sponsors, and wonderful volunteers.

We want to thank Vera Hawthorne and Bob Froese, our two outgoing Board members, for their six years of valued service on the Board. We also welcome our three new Board members, John Marshall, Mike Mason, and Willis Teel. In the coming year, we plan to continue what is working and refine and execute the visions and plans started last year, all of which will ensure an improvement in the service to our seniors – a consistent characteristic of MACOA’s 45-year history.

Rolling out Meals on New Wheels

We are proud to announce we have a new Chevy transit van for Meals On Wheels! Through a competitive grant from The Daniel Foundation of Alabama and with the generosity of long-time supporter and our Board Chair Cathy Caddell, we were able to make this $30,000 purchase for a transit van to enhance our service to seniors.

The van has been a blessing as we roll out meals each weekday to offsite pick-up locations in the eastern and southern sections of Montgomery where food is picked up on delivery routes for nearly 50 senior clients. The van also comes in handy and is the ideal vehicle to transport donated food for the Frozen Meals program where we serve those on the waiting list and for travel and needs for MACOA fundraisers and other activities.

We offer a “Big THANK YOU” to The Daniel Foundation of Alabama and Cathy Caddell for helping to secure this major investment in our program to help keep the “Wheels In Forward Motion.” We are also grateful to Gibson’s Tire Pros for agreeing to be a partner to provide maintenance for the MACOA van. If you see us rolling on the road to serve seniors, please blow your horn and wave hello!
2018 SENIOR PLEDGE CAMPAIGN

Help Us Reach Our Goal!

MACOA's Senior Pledge Campaign is in the final phase toward reaching the goal of $200,000, in order to support our many programs and services. Sarah Spear is again serving as the 2018 Campaign Chair.

There are far too many seniors in Alabama that are left behind, alone and hungry, struggling to stay independent and healthy. In the state of Alabama, 178,764 seniors are threatened by food insecurity, 256,790 seniors are isolated and live alone, and 352,264 seniors are living in or near poverty. Nationally, one in six seniors struggles with hunger. Meals On Wheels delivers the support that keeps seniors in their own homes, where they want to be.

The success of the Senior Pledge Campaign takes many committed volunteers and donors in order for MACOA to continue to assist seniors throughout the area maintain their independence and improve their quality of life. It is not too late to give!

MACOA Provides Tours for Community Charitable Giving Campaign Representatives

The fall season brings the exciting kick-off of the State Combined Campaign and United Way Fall Campaign. During this time, representatives from different state government agencies and businesses visit non-profit agencies to learn more about service delivery and the needs in the Montgomery community in an effort to promote giving via payroll deduction in support of designated agencies.

The MACOA Leadership Team has been busy sharing the great news about programs that serve seniors in Montgomery and has provided tours of the Meals On Wheels food prep kitchen as well as the volunteer driver hot meal pick-up area. We received visits from several different interested community organizations, including Publix associates for the River Region United Way Campaign and state employee representatives for the State Combined Campaign.

How to Support MACOA through State Combined Campaign and United Way

State employees can designate support of MACOA using the donation code 106846 for payroll deduction. Likewise employers that participate in the River Region United Way Campaign can designate MACOA using donation code 29 for payroll deduction. We will receive your gifts to support our mission when you select us as your charity of choice.

Thank you to State workers and community supporters through the United Way for your generous gifts to seniors!

DONATION CODES

State Combined Campaign

106846

River Region United Way

29

Traci Herndon, MACOA Archibald Center Director, Pam Goodwin, MACOA Director of Senior Services, and Chacolby Burns-Johnson, MACOA Director of Development, provide tours of MACOA and talk to Publix associates and state workers during River Region United Way and State Combined Campaign visits.
Distinguished Seniors Honored at Seniors of Achievement Awards Luncheon

Now in its 31st year, the Seniors of Achievement Awards recognizes seniors who have made significant lifetime contributions to their communities. Over the years, hundreds of distinguished seniors from every walk of life have been selected to receive this outstanding award. Our purpose is to recognize those who have truly blessed the lives of others.

In addition to this prestigious award, MACOA presents the Special Friend of MACOA Award. MACOA Special Friends are those individuals who have made significant contributions of time, money or both, to enhance the MACOA mission. The 2018 Special Friend Award was presented to First United Methodist Church.

The event was held on October 11 at the Montgomery Country Club. Please visit the MACOA website under Seniors of Achievement to view event photos and to read bios of the honorees!

2018 SENIORS OF ACHIEVEMENT

Nelma Ausley  •  Lois Brown  •  Jerry Burnette  •  Ruth Duncan  •  Doris Epler  •  Al Hildreth
Sue Loftis  •  Margaret Philhower  •  Marion Young  •  C.W. White  •  Lelar Wilson

2018 SPECIAL FRIEND OF MACOA
First United Methodist Church

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MACOA Welcomes ASU Intern

Kavetta Wynn, a social work student at Alabama State University, is doing her field placement at MACOA during the 2018-2019 academic year. Kavetta is interested in gerontology and services for the elderly. She will spend the majority of her social work practicum in MACOA’s Senior Services learning about food insecurity among the elderly, service delivery models for seniors in the Montgomery area, social work code of ethics and values, and the Meals On Wheels program. She is scheduled to graduate with a bachelor’s degree in social work in May 2019.

We are excited to have Kavetta as she interns with us to gain practical experience and knowledge that will benefit her career as a professional Social Worker! We look forward to following her future and helping her prepare here at MACOA!

MACOA Holds Montgomery County Commission Day

The MACOA staff hosted Montgomery County Commission Day on August 26 to share information with County Commissioners about the vital services provided for seniors and the positive impact the Meals On Wheels program has on their lives.

Donna Marietta welcomes Montgomery County Commissioners Dan Harris and Ronda Walker (Vice Chair) during their visit to MACOA and gives them a tour of the kitchen expansion.

Dawn Marie Williams, Director of Donor Relations and Major Gifts, with Commissioner Ronda Walker, MOW volunteer Robert Harrison, and Commissioner Dan Harris during County Commission Day at MACOA.
ARCHIBALD CENTER MEMBERS ENJOY FUN SUMMER

The Archibald Center’s members were busy this summer! In June, we visited the U.S. Space and Rocket Center in Huntsville where we participated in a space simulation, had a guided tour through the museum and enjoyed an IMAX movie. In July, we took a day trip to Union Springs, where we toured a local farm and historic sites. We also enjoyed an evening meal and a local production of the play Steel Magnolias.

In August, the members gathered at the Alabama Shakespeare Festival Theater to watch the Broadway production of MENOPAUSE The Musical®. Laughter roared through the entire theater, and some of those who attended danced on the stage at the end of the play!

In September, the Archibald Center traveled to Mobile to visit the GulfQuest Maritime Museum, which explores the Gulf Coast’s rich history, culture and beauty. We also made a stop at the Mobile Carnival Museum which highlights the history of Mardi Gras in the true birthplace, Mobile, Alabama!

Our long-distance trips for 2019 will include traveling in April to Memphis, TN, to enjoy entertainment on Beale Street, explore Elvis Presley’s Graceland, have a guided tour of the city, and visit the Peabody Hotel for the March of the Ducks! In June, we’ll visit The Ark Encounter and Creation Museum in Williamstown, Kentucky. Then in September 2019, we’ve scheduled a slate of stops in Pennsylvania, including Amish Farmlands in Lancaster, as well as a guided tour of Philadelphia, Gettysburg National Military Park, and Hershey’s Chocolate World.

The Archibald Center continues to have weekly activities and meets once a month for a catered luncheon with engaging, interesting speakers and sometimes entertainment. Contact the Archibald Center at (334) 240-6767 to find out how you can become a member or to get details about our long-distance travel programs. Members and non-members can participate in the travel programs.

MACOA Hosts Caring Connection

The Caring Connection is a casual networking group that brings senior care professionals from the Montgomery area together to strengthen the services they provide. This group meets once a month, and the Archibald Center hosted in August. The program was about MACOA, the Archibald Center, the MACOA Holiday Bag Program and all of the services MACOA provides. Those attending enjoyed a baked potato and salad bar. The bake potatoes were donated by Dreamland BBQ, and dessert was donated by Betty Taylor.

Reserve the Archibald Center for Holiday Events

The Archibald Center is the perfect downtown venue for special events, including holiday parties! We offer six-hour and twelve-hour rentals with additional hours available for decorating. Pricing includes tables and chairs for 150 seated guests, as well as on-site security and custodial services before and after the event, and much more. For pricing and availability, call us at (334) 240-6767 or visit the Archibald Center located at 115 East Jefferson Street!
Let Us Help You Spread Cheer This Holiday Season

We have the perfect gift to help spread Season’s Greetings to your family, neighbors, friends, clients, co-workers, and all the special people in your life. Make a donation in their honor to the Montgomery Area Council On Aging! Send your holiday contribution to benefit MACOA and Meals On Wheels by December 14, along with the mailing information for those on your list, and we’ll send them a beautiful personalized card of your choice with either a Happy Holidays or Merry Christmas greeting. MACOA will let the special people on your list know you’ve made a donation in their honor, and you can enjoy hassle-free holiday gift-giving! Contact Chacoilby Burns-Johnson, Director of Development, at 263-0532, cjohnson@macoa.org, or www.macoa.org.

MACOA is collecting items for our 2018 Holiday Bag Program. This special program allows us to take a brown bag of groceries and other goodies to 275 of our most needy senior citizens. Priority items include cans of Ensure and Boost nutritional supplements, 12 oz. jars of peanut butter, canned meat, white socks for males and fuzzy socks for females. Other items we seek are instant grits, oatmeal, or hot chocolate, pocket tissues, note pads, unisex gloves and hats, peanut butter crackers, and oral hygiene products (toothbrushes, toothpaste, mouthwash). Monetary donations to purchase these items are also welcome, and we will do the shopping for you.

In addition, volunteers are needed to pack and deliver the Christmas bags. We will pack the bags on December 12 from 9am until noon (with possibly a second shift from 1pm until 3pm). Delivery is December 13, departing at 9am from MACOA. Volunteers are assigned to certain routes in the Montgomery area. This is a special time when you see the seniors’ eyes light up at all the wonderful treats they receive.

To make a donation or volunteer, please contact Traci Herndon at 334-263-0532 or therndon@macoa.org. Donations can be dropped off at MACOA through November 30. Or please call our office to schedule a pick up if needed.

Disaster preparedness is key to ensuring food is available to the seniors in our community. To help our seniors weather bad storms, MACOA prepared backup meals for hurricane season. Each client received five shelf meals that can be used if normal operation is disrupted by a hurricane and/or other natural disaster. The shelf meals were delivered to each Meals On Wheels client by our volunteer drivers. This is through our partnership with the Central Alabama Aging Consortium (CAAC).
Rotarians Deliver Meals to Clients

The Rotary Club of Montgomery is one of our newest Corporate Route Partners, and we’re thankful to have them on board and delivering to our Meals On Wheels clients on the first, third and fifth (when needed) Wednesdays of each month.

Rotary member Mark Hope is currently chairman of the service project committee for the club. He said members were polled about which service projects they would like to work with. They started as volunteers with the Montgomery Area Food Bank. They also work with a program that provides dictionaries to public school students. MACOA was another option, and members began taking turns delivering meals in July. “It’s been well received by our club,” Hope said.

“It’s certainly very needed within the community,” Hope added, noting that his own father was a MACOA Meals On Wheels client before he passed away in 2015.

MOW Clients Share Cost of Meals

Before individuals are accepted as a Meals On Wheels client, they are evaluated for program eligibility. Age qualifications begin at 60 years of age, and individuals must be homebound (meaning that they are dependent on someone else to take them wherever they need to go). They must also be unable to safely cook their meals.

Although income is not a factor in whether a client is eligible to receive Meals On Wheels, it is a factor in the contribution they are asked to pay toward the cost of their meals. Once individuals meet the primary criteria, they are asked for proof of income. After a MACOA representative looks at allowable expenses (utilities, insurance, medical bills, etc.), and deducts that amount from monthly income, the clients are assessed a cost per meal based on their incomes. No one, no matter the financial situation, is asked to pay more than $3 a meal – which is still less than the amount it costs MACOA to provide the meals.

In some cases, clients are asked to make a donation instead of being charged for the meals. That’s because a large portion of our clients – 80 to 85% – live below the poverty level. “We never want them to make a choice between paying a bill or eating,” said Pam Goodwin, Director of Senior Services. “We work with them if something in their status changes.”

View the Latest Memorials and Tributes

With memorial and tribute gifts to MACOA, you can remember or honor someone special to you while helping MACOA fight senior hunger and isolation. We are pleased to list these special gifts on our website. Visit www.macoa.org to view the latest additions from July 2018 - September 2018!

Planned Giving and Major Gifts

Leave a legacy with property, insurance, vehicles, cash, equity, art, etc. Please include MACOA in your Estate Plans and tell us when you do. Call Development at 263-0532 to discuss and learn more.
MACOA Meal Makers is a new volunteer opportunity that’s perfect for groups looking for a service project or team-building experience. Plus, it’s fun!

Since launching the program in May, several groups and individuals from around the community have donned the official MACOA Meal Makers apron to help prepare meals for homebound seniors. Businesses, church groups, students and families have all answered the call, and judging by the smiles on their faces, they’ve been having a great time!

You don’t have to be a cook to earn the title MACOA Meal Maker. Volunteers simply assist MACOA kitchen staff with packaging meals. It’s an opportunity that’s both fun and flexible! Shifts are 7:30 – 9:30 a.m. Monday through Friday, and you may choose to participate weekly, monthly, quarterly or annually. A brief orientation takes place the morning of your shift so you don’t even have to come in for extra training.

To join the fun, just give us a call at (334) 263-0532 to schedule your group. Trust us – your friends will thank you. They’ll not only enjoy the camaraderie, they’ll also have the satisfaction of knowing they provided a vitally important service to local seniors.

The launch of MACOA Meal Makers was possible through a generous grant provided by the Montgomery Lions Club Community Foundation, which helped purchase the aprons and supplies volunteers use in the kitchen. For more details, visit macoa.org/macoa-meal-makers.
RSVP volunteers help make life better for seniors and others who no longer have the ability to provide their own transportation. For example:

**Autauga County volunteer Arthurine Smith** is the perfect example of a volunteer with a servant’s spirit and says she follows her mother’s wise advice: “She always told me the goodness I can share with others I know will eventually come back to me.” In addition to Arthurine’s work as the center manager at Mt. Sinai, she also provides transportation for homebound seniors. One of her seniors banks and grocery shops in Clanton, goes to the post office in Marbury, and visits her doctor in Autaugaville. If all these stops were made in the same day, she would be traveling at least 50 miles!

**Tallapoosa County volunteer Diane Hunter** provides transportation to several senior ladies who are no longer able to drive or who feel uncomfortable driving in areas with heavy traffic. With Diane’s help, these ladies are able to attend their exercise classes, go shopping, enjoy lunch dates with friends and, most importantly, take care of their health by seeing their physicians. Diane also volunteers her time to the Food Ministry by preparing food and sharing it with shut-ins. Diane serves on the RSVP Advisory Council.

**Elmore County volunteer Jeanette Osborne** provides transportation for seniors for a simple reason: “Well, that’s the only way they can get there!” In addition to providing transportation Jeanette has served at the Adullam House, with the Humane Society, with fundraising for local causes, has provided companionship to shut ins, and assisted with environmental stewardship.

We are thankful for these and many other RSVP volunteers who help seniors get where they need to go!

Leadership Montgomery Legacy Class chooses MACOA Meal Makers Program

Our MACOA Meal Makers Program has been chosen as a partner project by the current Leadership Montgomery Legacy Class. The team, led by Randy Thompson, will develop strategies to help us promote the program. Donna Marietta met with the Legacy Class team at the 4-H Center in Columbiana, and the team also visited MACOA to learn more about our services.
Get ready to join us in March as a Meals On Wheels driver or MACOA Meal Maker! March for Meals is a month-long celebration of Meals On Wheels designed to rally the River Region around the vulnerable seniors who rely on this much-needed service. We look forward to joining forces with community and civic organizations, businesses, government officials, and all concerned citizens to address the need of food insecurity in the fastest growing segment of the population in America. #MACOAM4Meals

25th ANNUAL CULINARY CAPER
MARCH 3, 2019

The 25th Annual Culinary Caper will be here before you know it, so mark the date and make plans to join us on Sunday, March 3, 2019 at the Alabama Activity Center at 11:30 am. This will be a special seated luncheon featuring gourmet dishes from the area’s finest restaurants, a raffle, silent auction, entertainment – and more. Mark your calendars now so you don’t miss this highly anticipated tradition to support MACOA and Meals On Wheels!

HELP SENIORS
Host a Facebook Birthday Fundraiser

For your next birthday or other special occasion, why not celebrate with a Facebook fundraiser for MACOA? It’s easy to do, and your friends in your network can see your commitment to serving seniors and honor you by making a donation. Enter “fundraiser for my birthday” in the Facebook search field, and follow the Facebook instructions to create a fundraiser and designate the MACOA/the Montgomery Area Council On Aging as your nonprofit recipient. Network for Good will distribute the donations to MACOA from your fundraiser. Facebook doesn’t charge fees for donations to nonprofits. Several MACOA staff members have held Facebook fundraisers and found that it is an easy way to let family and friends know about a great organization and the need for support.
You’re invited!
TO THE 14TH ANNUAL
INTERNATIONAL TASTING

Sunday, November 11
2:00 PM - 4:00 PM

Southern Homes & Gardens
3820 Vaughn Road
Montgomery, AL 36117

Entertainment starts
at 2:30 PM

RSVP by November 6th
www.macoa.org, cjohnson@macoa.org
or (334) 263-0532

Come join us for a special
Veterans Day Program!
28% of Meals On Wheels clients are
Veterans & 10% spouses of Veterans

A MONETARY DONATION TO MACOA AND MEALS ON WHEELS ENTITLES YOU TO EXPERIENCE INTERNATIONAL CUISINES, CUSTOMS AND CULTURAL SURPRISES.