



**PARTNERSHIP
OPPORTUNITIES
FOR BUSINESS**

mealsonwheelspeople.org



“At New Seasons Market we are passionate about making real connections. We are committed to building lasting relationships with our customers, our staff, our vendors and valuable community partners like Meals on Wheels People. On the opening weekend of our first store almost 17 years ago, we held our first fundraiser, raising dollars and friends for Meals on Wheels People. Since then, our partnership has grown. Today, our staff deliver meals to seniors weekly, and the generosity of our customers makes New Seasons Market the largest contributor to the annual Donate Dinner fundraiser. We’re proud to work together in nourishing the souls of seniors in our community.”

Sarah Joannides
 Director of Social Responsibility, New Seasons Market
 Meals on Wheels People Board Member



Meals on Wheels People has been changing lives, one meal at a time, since 1970. What began as 14 Meals on Wheels delivered on paper plates wrapped in foil has expanded to a program that provides 5,700 meals daily and 1.3 million meals annually. Meals on Wheels People operates dozens of neighborhood meal sites across the greater Portland-Vancouver metro area that engage not only older adults, but those with disabilities, families, business and civic groups. Centers provide not only hot, nutritious meals, but volunteer opportunities for those who wish to engage with their community. We allow frail, homebound elderly to remain independent and living in their own homes. Join us and help change the lives of those who gave us ours.

PARTNERSHIP OPPORTUNITIES

At Meals on Wheels People we work with businesses of all sizes and across sectors to provide donation and volunteer opportunities to help our partners meet their corporate social responsibility goals. We have a strong track-record of working with leading metro-area businesses, including well-known brands, as well as smaller companies seeking to raise their profile. A wide range of opportunities are available, including:

- Corporate sponsorship of our major campaigns and initiatives
- Truck sponsorship
- Cause-related marketing
- Co-op advertising
- Center marketing & adoption
- People, community and staff engagement through meal delivery or volunteering in our Central Kitchen

CAUSE-RELATED MARKETING

By linking with a reputable nonprofit organization like Meals on Wheels People, you will enter into a partnership which is guaranteed to impact on your brand, profile, reputation, and most importantly, your bottom line.

A cause-related marketing campaign is a great way to support Meals on Wheels People and build your brand affinity with customers. It will help build customer loyalty, change consumer perceptions and impact buying behavior. As consumers become increasingly conscious of hunger issues, Meals on Wheels People is a natural fit for any company looking to enhance their reputation, influence consumers, attract new customers and retain loyal ones. We work with our partners on a range of initiatives such as product sales promotions, public relations campaigns and sponsorship opportunities. Every package of support for individual corporate partners is tailored to the company’s needs with an end goal of providing positive outcomes for both organizations.



SPONSORSHIP OPPORTUNITIES

PORTLAND SPRING LUNCHEON

Meals on Wheels People Spring Luncheon is our largest fundraising event of the year. Nearly 1,000 business and community partners from the Portland metropolitan area gather to raise awareness and urgently needed funds to serve 1.3 million meals annually to older adults in our community.

Date: May 3, 2017

Time: 11:30 a.m. to 1 p.m.

Location: Portland Waterfront Marriott

CLARK COUNTY SPRING LUNCHEON

Meals on Wheels People Clark County Spring Luncheon is our largest fundraising event of the year in Clark County. More than 400 business and community partners from the Vancouver area gather to raise awareness and urgently needed funds to serve 150,000 meals annually to older adults in Clark County.

Date: April 20, 2017

Time: 11:30 a.m. to 1 p.m.

Location: Vancouver Hilton

MEALS ON WHEELS PEOPLE NEWS

Printed quarterly: January, April, July, October
Distributed to 15,000+ donors and partners

MEALS ON WHEELS PEOPLE E-NEWS

Sent monthly to 13,500+ subscribers



STRATEGIC PARTNERSHIP

Serve your community with actions, not words

Build **relationships** between your brand and our generous market

Align with a well-respected and trusted brand

Increase **visibility** with your company logo on promotional materials (email blasts, printed newsletters, event collateral)

Exclusivity – “Your Company” presents



“We are extremely proud of the longstanding partnership Vital Life Foundation has with Meals on Wheels People. It is a richly rewarding synergy focused on helping seniors to live with vitality and independence in their own homes. In addition, our partnership has provided a number of volunteer opportunities for both our staff and our residents, allowing them to engage with others in their community in a tangible way.”

Ann Adrian

Executive Director, Vital Life Foundation



7710 SW 31st Ave. Portland OR 97219

503.736.6325 | 1.866.788.6325

mealsonwheelspeople.org



Since 1970 Meals on Wheels People has provided a nutritional and social lifeline for older adults through 30 meal sites in Multnomah, Washington and Clark counties and Meals on Wheels delivery to homebound elderly. With the help of 5,000 volunteers, the nonprofit organization now serves 5,700 meals daily and 1.3 million meals each year.