



Sponsorship Proposal for Christmas Day Meals

About MIFA

MIFA was founded in 1968 in an unprecedented cooperative effort uniting church and community leaders to confront the growing issues of poverty, hunger, and social division in Memphis. Created in the wake of Dr. Martin Luther King, Jr.'s assassination, MIFA began as a volunteer-driven advocacy agency and has since evolved into a broad-based, professional, social service nonprofit with a focused mission: MIFA supports the independence of vulnerable seniors and families in crisis through high-impact programs. Its vision is uniting the community through service.

MIFA's family programs provide basic services to prevent homelessness, stabilize families, and encourage independence. Our programs for families in crisis include Emergency Services, Emergency Shelter Placement, Rapid Rehousing, and the Homeless Hotline. These programs offer a spectrum of personalized interventions designed to address the vulnerabilities that could lead an individual or family to homelessness--interventions ranging from food vouchers to utility assistance to assistance with shelter or permanent housing.

MIFA's senior programs focus on helping the clients we serve remain independent--home-delivered meals (Meals on Wheels), transportation to doctors' appointments and congregate meal sites (Transit), and companionship (Senior Companion) allow them to continue living in their homes, while advocacy (Long-Term Care Ombudsman) continues to support them when they move to care homes.

About Meals on Wheels

Of the more than 97,000 seniors in Shelby County at the time of the U. S. Census of 2010 – a number expected to grow 34% from 2010 to 2020 – nearly 30% live alone and are therefore at greater risk for depression, malnutrition, and hunger. According to a recent study conducted by the Plough Foundation, nearly 3,700 Shelby County seniors are food insecure, which means they have limited physical and economic access to sufficient, safe, nutritious food to fulfill their dietary needs to live actively and healthily. As the population grows, so does the need. The Aging Commission of the Mid-South's waiting list for various services exceeds 2,700, with 75 to 100 being added each month, the majority of which are requests for Meals on Wheels.

In 1976, MIFA began providing home-delivered meals for homebound seniors, then expanded its services to congregate sites in 1981. Today, MIFA Meals on Wheels provides a service unique to our area: hot, nutritious lunches to nutritionally at-risk and disabled seniors in their homes and at congregate sites, at no cost to them.

Each weekday MIFA Meals on Wheels delivers hot, nutritious lunches to more than 1,800 seniors in Shelby County. More than 70 volunteers deliver meals to 34 routes dispatched from MIFA headquarters, while staff drivers deliver additional meals to congregate sites. Recipients also receive several shelf-stable meals during special volunteer deliveries throughout the year.

The primary objectives of MIFA Meals on Wheels are to improve the nutritional status of clients and to help them maintain their independence. Eligibility is based on nutritional and functional

need, not income, though preference is given to low-income clients. Volunteers provide human contact and monitor clients' health and well-being; for seniors at increased risk of depression, this daily interaction is vital. When surveyed, 98% eat healthier foods as a result of the program, 96% believe the program helps them continue living in their own homes, and 90% believe the program helps to improve their health.

Our program is about more than nutrition and contact with volunteers. A primary goal of MIFA Meals on Wheels and all our programs is to give our clients the tools and support they need to remain independent, whether independence for them means relying less on family members and caregivers, staying in their homes longer, or remaining self-sufficient to the greatest degree possible in nursing and group homes.

MIFA Meals on Wheels served 3,204 unduplicated clients a total of 409,422 meals in FY16. Of those clients, 1,097 were served in their homes while 1,224 were served at congregate sites, and 883 were added through the No Hungry Senior initiative.

Program Impact & Evaluation

Meals on Wheels is evaluated for continued certification by the Meals on Wheels Association of America and is evaluated annually by its primary funder, the Aging Commission of the Mid-South. For internal review, volunteers administer client phone surveys which ask about various program metrics for Meals on Wheels. MIFA's Director of Program Performance assesses program impact on an ongoing basis in order to equip program staff with a framework for improving outcomes. She reports to the chief operating officer and assists in program evaluation practices, effective program design, and efficient administrative processes.

Results of our evaluations are disseminated internally through various communications and externally through correspondence, funding proposals, MIFA's website, social media, and other channels.

New Developments in Meals on Wheels

At the beginning of our three-year strategic plan and as we approach our 50th anniversary, MIFA is poised for growth in several areas to extend our services to more clients in Memphis and Shelby County. As that growth occurs over the next few years, it will be critically important to maintain the quality of service our high-impact programs currently provide.

We recently established the No Hungry Senior initiative – a collaboration funded through a \$3.98 million Plough Foundation grant, led by MIFA, and including Aging Commission of the Mid-South, Baptist Memorial Healthcare, Catholic Charities of West Tennessee, CoactionNet, Memphis Jewish Federation, Methodist Healthcare, Mid-South Food Bank, and the University of Memphis School of Public Health. The program aims to serve those seniors at the greatest risk of food insecurity and hunger, growing the number of clients the partners collectively serve by 2,230 over three years. The program began early last year, and has seen great achievements. During FY16, we added 883 clients and were able to serve 105,975 more meals than in FY15, and we are on target to meet the three year goal.



Each year, more than 300 volunteers and partners make sure each of our clients receives a special hot lunch on Christmas Day by volunteering to deliver MIFA Meals on Wheels. This event is a perennial favorite of the media, as it gives them a feel-good story to report during the holidays. Our goal is to raise enough support to not only provide over 800 meals on Christmas Day, but through the entire Christmas week (approximately 4,000 meals).

Available Sponsorships

| Level | Gift Amount | Logo Or Listing | Meals Served | Reserved Route(s) |
|--------------------|-------------|-----------------|--------------|-------------------|
| Presenting Sponsor | \$15,000 | Logo | 1,836 | 3 |
| Peace Sponsor | \$10,000 | Logo | 1,224 | 2 |
| Gift Sponsor | \$5,000 | Logo | 612 | 2 |
| Joy Sponsor | \$2,500 | Logo | 306 | 1 |
| Unity Sponsor | \$1,000 | B&W Logo | 122 | 1 |
| Hope Sponsor | \$500 | Listing | 61 | 0 |

Logo or Listing Placement

Please note that every effort will be made to use your color logo when possible if you are a Joy sponsor or above. Otherwise, a black and white logo or listing will be used.

- Card in each meal delivered on Christmas Day
- Signage on monitors in Meals area and main lobby
- Banner in Meals area during the holiday season
- Photo backdrop for commemorative photos on Christmas Day (for Unity sponsors and above only)
- Recognition in the MIFA e-newsletter, *The MIFA Minute*, distributed to 6,000

Additional Recognition and Benefits

- Inclusion in all press materials and media communications
- Option to deliver meals on Christmas Day for Unity sponsors and above; number of reserved routes varies by sponsorship level
- Opportunity to develop team-building volunteer experience during the holidays through Meals on Wheels volunteer delivery on a mutually agreed upon date, from 9 am to noon.



Christmas Day Meals Sponsorship Agreement

Sponsor name (as you would like to be listed) _____
Address _____ City _____ State _____ ZIP _____
Contact name _____ Title _____
Email _____ Phone _____

Sponsorship Levels

- Presenting (\$15,000)
- Peace (\$10,000)
- Gift (\$5,000)
- Joy (\$2,500)
- Unity (\$1,000)
- Hope (\$500)

Recognition and Opportunities

- Please keep this sponsorship anonymous.
- Please reserve _____ routes for us on Christmas morning.

Event Sponsorship Deadlines

- Please email logo (black and white as well as color) to gthomas@mifa.org no later than Monday, November 21, 2016.
- Please also confirm the number of routes you will use no later than Monday, December 12, 2016. There is a waiting list of volunteers for this opportunity who will be happy to deliver should you choose to not take your allotted route(s).

To reserve your sponsorship, please return completed form as soon as possible to Genevieve Hill-Thomas at MIFA, 910 Vance Avenue, Memphis, TN 38126 or gthomas@mifa.org.

Thank you for your support!