

March For Meals a la Beloit!



Award Winning Community Support

- Beloit Meals On Wheels was honored to receive a top award for the 2012 March For Meals campaign!
- Due to incredible community support!
- Hope to share ideas!

This block contains a collage of four items:

- Top Left:** A newspaper clipping from "Beloit MEALS ON WHEELS" with the headline "FOOD FOR THOUGHT" and sub-headline "Looking For Another 'March' Success". It features a photo of a dog and text about the campaign's success.
- Bottom Left:** A newspaper clipping with the headline "Beloit Meals On Wheels Receives Top Award" and sub-headline "Award Winning Community Support". It includes a photo of a group of people and text about the award.
- Top Right:** A newspaper clipping with the headline "Beloit Businesses 'Share The Love'" and sub-headline "Community Support". It features a photo of a group of people and text about local businesses' contributions.
- Bottom Right:** A newspaper clipping with the headline "Save The Date!" and sub-headline "Beloit Meals On Wheels Invites You to the 2013 March For Meals". It includes a photo of a person and text about the upcoming event.

Limited Time...

- As the only full time employee, assisted by 3 part time employees, who help to see that we deliver 7 days a week, 365 days a year... how do we have the time to participate in March For Meals?

Fund Raising + Friend Raising

March For Meals was designed as a national initiative to raise awareness to the need for **both** funds to serve our clients, as well as volunteers to deliver the meals.

Every year we have been able to capitalize on that premise, and have been able to raise so much more!

You Already Have Friends!

- Your Volunteers
- Your Staff
- Your Clients
- Family and Friends of Clients
- Your neighbors

And like us... your program already has friends who can help!

So have a chat to find out more..

- Do an inventory of the “friends you have”
 - Volunteers
 - who attend churches*
 - members in civic groups*
 - businesses where they work*
 - Participants
 - family*
 - neighbors/friends*

It all began with Culver's

- Bill Lock is the owner of Culver's
- Bill's mom received meals from our program
- Bill served on our board of directors
- Bill was an easy ask... and has continued to say yes every year!
- Our campaign kick off begins at Culver's

Culver's Kick Off Crew



Kick Off Activities

- Board members are joined by celebrity servers who deliver meals to patrons both inside and to drive thru patrons.
- Radio Station personality Terry Burrington calls in to the station to report on activities and do interviews.
- Informational display for sharing program information & recruiting volunteers.

Mascots, Too!

- Scoopie – Culver's Mascot
- Snappy – Snappers Baseball Mascot
- Peppy – Papa Murphy's Mascot
- Dabadooya Balloon Artist

- All help to interact with patrons... especially good at attracting family attendance.

Month of dining opportunities

Throughout the month of March, Meals on Wheels cordially invites you to help us celebrate

"MARCH FOR MEALS"

"March for Meals" is an annual event seeking to raise awareness of senior hunger. By raising funds and recruiting volunteers, Meals on Wheels can continue assisting seniors who otherwise may not be able to stay in their homes. Funds raised will directly assist seniors in the capital area, lessening the epidemic of "nutritional insecurity." When seniors experience nutritional insecurity, they are often forced to choose between eating and paying for life's other necessities, such as prescription drugs or heat. Additionally, these seniors may be unable to shop and/or prepare food due to illness or handicap.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

FRIDAY, MARCH 1 - Campaign Kick-Off. Bobbi Quiver's, 2676 Cranston Rd., 10:00 am & generously donating a percentage of the day's proceeds to the March for Meals campaign. "Celebrity Servers"

ALL MONTH LONG - Gateway Community Bank will donate \$500 for every new account opened to Meals on Wheels.

EVERY SUNDAY - The Rock will donate \$1.00 for every Breakfast 9 am - 1 pm served on Sunday, (Except Easter)

EVERY MONDAY - MUSTANG'S BAR & GRILL, 482 Gardner St., So. Beloit. 10% of Sales from 6:00 pm - 8:00 pm

EVERY TUESDAY in March - Wendy's of South Beloit will donate 15% of sales from 5 pm - 8 pm.

SATURDAY, MARCH 2nd - Diamond Lanes, 1218 Cranston Rd. will sponsor a Bowling Bowling will proceed to benefit Meals on Wheels. "Bowlers To Strike Out Hunger" - 7 pm.

FRIDAY, MARCH 8th - Wine Tasting at Badger Spirits, 2621 Prairie Ave. 4 pm to 7 pm. All Month Long - will contribute \$1.00 for every bottle of fine wine purchased.

WEDNESDAY, MARCH 13th - Papa Murphy's, 2707 Milwaukee Rd. will donate 20% of all regular priced pizza, 4:00 - 8:00 pm.

WEDNESDAY, MARCH 7th - NEA will host an "All You Can Eat" Spaghetti Dinner at the Moose Lodge, 1806 Gale Dr. from 5:30 pm to 8 pm.

SATURDAY, MARCH 8th - Badger Moose Lodge, 1806 Gale Dr. will be host a Steak Fry from 4 pm to 7 pm.

SATURDAY, MARCH 22nd - "MUSHING FOR MEALS" 9 a.m., 604 Public Ave., @ Meals on Wheels Office. Me March 8:15 a.m.

MARCH MEALS
for no senior goes hungry.

What can you do to help ???

Come out and support Meals on Wheels during the month of March at these locations!!

Dining Out for those who can't

Wendy's – 15% of proceeds every Tuesday from 5-8 p.m. (Owner Al Bach's mom delivered for us!)

Papa Murphy's – 20% of all regular Pizza sales
(Making Dough to Raise Some Dough)

Nikki's – "Souper Supporter" 25 cents for every cup
50 cents for every bowl of soup sold all month long

The Rock - \$1 for every Sunday Breakfast sold

The Little Bistro - \$1 for every reuben sandwich sold

Mustang Mondays – 10 % of sales 6-9 p.m.

Badger Spirits - \$1 for every bottle of fine wine sold

Variety – Spice of the Campaign

The restaurant line up has grown over the years...
 But starting with one restaurant, one name, helps makes the following asks easy.
 We encourage each restaurant to chose their participation, day, options... so as not to compete .

All dining patrons receive a “Thanks A Mint” for supporting Beloit Meals on Wheels card!

Corporate support

- Corporate Volunteer Teams also help:
- First National Bank – hosts a Pasta Luncheon
 Employee Volunteers cook and serve
- Blackhawk Bank – employees pay for the privilege to wear jeans to work... extra \$5 you can wear tennies!
- ABC Supply – Ice Cream Sundae Bar
- Beloit Clinic – Volunteers cooked BBQ's for lunch

These corporate activities also give company employees who don't get out to deliver the opportunity to support us!

If you feed them...

- NEBA – North East Business Association
 - Hosts an “All You Can Eat Spaghetti Dinner”
 - They do all the work.. We show up and say “thank you”!
 - Moose Club
 - Holds a Steak Fry
 - Board members help serve and clear tables
- The beauty of all these events is volunteers helped to start them... and keep the wheels rolling!

Churches “Pass The Plate”

Churches that support us with delivery teams also help with fund raising:

Our Savior’s Lutheran Church selects one Sunday in March to “Pass The Plate”

Atonement Lutheran Church has a pastor who uses her Barbie Mobile to vroom up and down the pews to gather collections

River Of Life Methodist Church has BMOW volunteers share their experienced volunteering as testimonials during the service.

And we have had Sunday Schools participate!

"Give Us This Day"

"Give Us This Day Our Daily Bread..."
This simple request is not always as simple as it seems.

For some members of our community, securing daily bread, or the other nutrients needed to sustain life, to maintain health or aid in recuperation is not an easy task.

Perhaps illness has made standing to prepare meals impossible, or arthritic hands find opening containers painful. Poor vision makes cooking difficult. Because shopping for groceries is physically challenging, diets are often full of sodium-laden convenience foods and fresh produce is rarely included in daily meals.

Beloit Meals On Wheels seeks to provide warm, nutritious meals to the elderly, ill and handicapped in our community. With our incredible volunteers, including many from **Your Church**, we are able to stave off the nutritional insecurity that impacts many lives due to inability to shop or cook for themselves.

For some, nutritional insecurity is due to lack of money to buy food, or because there aren't enough volunteers to make the important deliveries.

The 2013 March For Meals campaign draws attention to these nutritional insecurity issues facing many clients by raising funds to supplement meal costs as well as recruit new volunteers to continue our delivery capabilities.

We would like to thank the members of **Your Church** for their support of our program with your plate collection. Together we can make sure that no senior goes hungry in our community.

With appreciation,
Beloit Meals on Wheels Board of Directors

Ask Me About MAMFAY

Meal A Month For A Year !!

Began as a simple raffle –

12 gift certificates from 12 different
restaurants ~ \$25 value

1 for \$1 6 for \$5

Raffle Tickets sold by board members and
Volunteers at all dining events & activities

MAMFAY and More

- Feed back after the first year indicated more raffle items equal more winners = more tickets sold!
- List of last year's MAMFAY items:
 - GOLF FOR FOUR FROM COUNTRY CLUB OF BELOIT (2)
 - OVERNIGHT STAY AT THE BELOIT INN
 - "PARTY WITH PIZAZZ" GIFT BASKET
 - CUSTARD FOR A YEAR ~ BELOIT CULVER'S

And More...

- FRITO LAY GIFT BASKET
- STARBUCKS GIFT BASKETS
- NORTHPOINT SPA GIFT CERTIFICATE
- \$25 CHEESE BOX ~ THE CHEESE PEOPLE
- COLUMBIA FLEECE JACKET FROM PRINT 'N' STITCH
- \$25 GIFT CARD FROM WOODMAN'S MARKET
- BELOIT SNAPPER'S GIFT TOTE ~ BOBBLEHEAD ~ TICKETS
- THE ALIBI ~ GIFT CERTIFICATE
- THE HOG CABIN ~ GIFT CERTIFICATE
- OIL CHANGE ~ FINLEY DENCKER
- SPONGE SPA CAR WASH GIFT CARDS
- PARKWAY FASHIONS "GLO MINERALS" CONSULTATION

Lucky Shamrocks = Gold!



- Lucky Shamrocks are created with the business logo and sold for \$1 each... then displayed at participating businesses such as Culver's, The Rock, Papa Murphy's along with a few bar and grill businesses.
- One business creates a competition between wait staff to sell the most shamrocks. Winner receives a \$25 gas card!

Special Events

3rd Annual Beloit Meals on Wheels
Strike Out Hunger with
Twilight Bowling

Join us for an evening of
Twilight Bowling

When: Saturday, March 2nd, 2013
 Diamond Lanes
 1218 Cranston Road, Beloit

Time: 7:00 pm check-in;
 7:30 pm bowling starts

Cost: \$ 25.00 a couple, or
 \$ 12.50 per person

Prize Includes:

- 2 games of Scotch Duction bowling, and their meal
- Pizzas awarded throughout the night
- 50/50 drawings
- Basket raffles
- Assignment Prizes, Etc.
- High game
- Low game
- Turkey (3 couples in a row)

To reserve your lane, log onto:
http://beloitmealsonwheels.org/bowling_registration.html
 or contact the Beloit Meals on Wheels office
 phone: (608) 362-3683 ext: 2222 beloitmeals@beloitmeals.org

Beloit Meals on Wheels
 1218 Cranston Road, Beloit, WI 53510
 Website: beloitmealsonwheels.org

Bowling To Strike Out Hunger

Held the first Saturday of the Month

1st year – filled 8 lanes

2nd year – filled the alley

3rd year – overflowing

This year – we are raising the price

This activity has it's own committee of volunteers who seek door prizes... helps promote and makes lane assignments

Special Events

Mushing For Meals

- Most recent “activity”
- Held the last Saturday of the Month
- 1st Year – 1 mile walk/ 5K run
- Raised money w/shirt sponsors
- Has it’s own committee
- 2nd Year – Added Mini Mush for kids 10 and under
 - Milwaukee Brewers Famous Racing Sausages
 - And free photos by Walgreen’s w/ Mascots

Special Events

2nd Annual Beloit Meals On Wheels

Mushing for Meals



Take up your sleds and put on your favorite all-weather gear - mushing for meals is a fun way to raise money to benefit Meals on Wheels. Whether you choose to run, walk, or be connected to one of our favorite mushers, you're sure to have fun!

5K Run / 1 Mile Walk and Mini-Mush Kids Fun Run

ENTRY FEE:

- Individual Participant Every \$25.00 w/sled
- Individual Participant Every w/sled also \$15.00
- Running Team Every \$75.00 w/sled
- Walking Team Every \$45.00 w/sled
- Mini-Mush Kids Fun Run Every \$5.00

TO REGISTER ON-LINE AT ACTIVE.COM

Enter the following link into your browser:
<http://www.active.com/5k-run-beloit-wi>
mushingformeals.com

Mini-Mush starts @ 9:15 am 5K Run/Walk starts @ 9:30 am

THE COURSE: The walk course begins at Horace White Park, takes you by the library, down the hiking walking trail, and loops you back again. Participants can complete the walk or complete as a "mushing team", also suitable for children 10 and under, able to run up to 5 miles.

QUESTIONS OR MORE INFORMATION:

Lois Bell, Race Director
Race Director
Phone: 608-363-3443
Email: lois@mealsonwheels.org

Mary Barber, Board
Executive Director
Phone: 608-363-3443
Email: mbarber@mealsonwheels.org

For more information on the event, visit our website at www.mushingformeals.com

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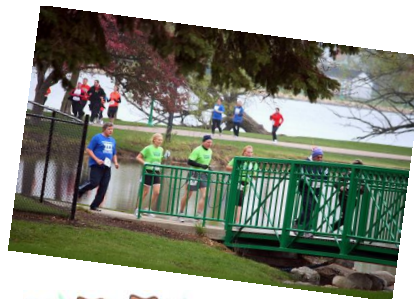
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I'm "At Your Service"

- Call 608-362-3683
- E-mail beloitmow@tds.net

Marcy Berner-Reedy
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Beloit, WI 53511