

UNUSUAL BEDFELLOWS:

SHARING A COMMON INTEREST TO END SENIOR HUNGER

WEBINAR FOR GRANTMAKERS IN AGING

September 27, 2013



CAESARS
FOUNDATION

The will to do wonders®

WE ARE
Meals On Wheels
ASSOCIATION OF AMERICA
So no senior goes hungry.™

Who is Caesars Foundation?

- A private foundation funded through operating income from resorts owned/operated by Caesars Entertainment.
- Primary global giving focus on nonprofit advocacy and service-delivery organizations dedicated to helping older individuals live independently, maintain optimal health and proper nutrition, avoid social isolation, and enjoy mental and physical vitality through every stage of the aging process.
- Caesars Foundation has gifted nearly \$65M worldwide since 2002.

Who is the Meals On Wheels Association of America?

- Represents local, community-based Senior Nutrition Programs (aka “Meals on Wheels”) in every state and US territory
- Formed in 1976 as a 501(c)(3) nonprofit to put an end to senior hunger in America
- Provides training/education/certification, financial resources, thought leadership, and a national voice
- Meets all 20 of the BBB’s Wise Giving Alliance standards

Facts about senior hunger

People who are hungry may:

- A. Be obese
- B. Have an income above the poverty line
- C. Physically appear 14 years older than they are
- D. All of the above
- E. None of the above

Facts about senior hunger

People who are hungry live:

- A. On farms
- B. In high-rises
- C. In suburbs
- D. All of the above

Facts about senior hunger

As a consequence of hunger, seniors may suffer from problems with:

- A. Oral hygiene
- B. Macular degeneration
- C. Hearing loss
- D. Cognition
- E. All of the above

Facts about senior hunger

Meals provided through senior nutrition programs:

- A. Taste good
- B. Provide $\geq 50\%$ or more of daily nutritional intake requirements
- C. Are specific to the needs of the recipient
- D. Help seniors continue to live in their own homes
- E. All of the above

Why Caesars Foundation cares

- A. To entice seniors to visit Caesars properties to eat and gamble
- B. To drive employee engagement
- C. To build stronger communities
- D. To improve quality of life for older individuals
- E. All but A

Why Meals On Wheels cares

To keep seniors...

- A. Independent
- B. More healthy
- C. Able to live longer in their own homes
- D. Out of nursing homes and hospitals
- E. All of the above

Why does it matter?

- The need is dire: 8.8 M seniors now struggle with hunger
- The demand is increasing: 12,000 Baby Boomers turn 60 daily
- The business case exists: Meals on Wheels averts far more costly health and health care expenditures
- Sequester has added insult to injury: it cut \$51M for senior nutrition programs from June-Sept. 30th and will continue cuts for nine more years
- The pain is real: seniors are feeling the impact

Why there is synergy

- Two organizations that care deeply about solving senior hunger
- Two organizations that “cater” to older individuals
- Two brands that are committed to making a difference at the local level, one community at a time
- Two brands that have a strong national presence
- Two brands that leverage the power of volunteerism

What makes a great partnership?

- Common objectives, goals, expectations
- Trust and transparency
- Frequent communication
- Giving and sharing credit
- Demonstrable results/impact
- Accountability

What has Caesars Foundation done?

- Donated 50 vehicles in 18 states across the country to programs in need, delivering hundreds of thousands of meals over hundreds of thousands of miles
- Supported groundbreaking research on senior hunger—the first of its kind
- Funded the Mayors for Meals campaign encouraging local programs to involve elected officials and community leaders in meal delivery
- Committed more than \$5M to Meals On Wheels and its members for over a decade

For more information

Ellie Hollander ellie@mowaa.org

or

Thom Reilly threilly@caesars.com