



Senior Nutrition Services'



SPECIAL DELIVERY

Semi-Annual Newsletter

February 2004

Volume 1, Issue 1

MEALS ON WHEELS ROLLS INTO THE 21ST CENTURY

Welcome to the first edition of the Special Delivery, a newsletter published by Sacramento County Department of Human Assistance's Senior Nutrition Services and Meals On Wheels Programs. The newsletter will be published twice a year.

Look for our new Internet website on February 11, 2004 at MOW@SacCounty.net. The web site will be updated periodically as events occur. Welcome and be sure to visit us often.



INSIDE THIS ISSUE

Meals On Wheels.....	2
Thank you to Community Partners.....	3
March For Meals Week.....	4
Friends of Meals On Wheels.....	4
Yellow Cab Company Supports MOW... ..	5
Recognition Luncheons.....	6
United Way Campaign.....	6
Holiday Meals.....	7

Meals On Wheels Staff

Janine Brown.....	SNS Program Manager
Barbara Finnestead.....	Health Program Coordinator
Joanne Roth.....	Office Assitant/MOW Eligibility
Dianna Rodriguez.....	Office Assistant/Volunteers
Rebecca Fuller.....	Volunteer Program Specialist



COUNTY OF SACRAMENTO DEPARTMENT OF HUMAN ASSISTANCE	
<p>JANE RASMUSSEN <i>Interim Director</i></p> <p>LEE SAUNDERS <i>Acting Deputy Director</i> <i>Employment and Supportive Services</i></p> <p>DANIEL KIM <i>Deputy Director</i> <i>Administration, Finance, and Policy</i></p>	<p>Board of Supervisors</p> <p>ROGER DICKINSON, <i>1st District</i></p> <p>ILLA COLLIN, <i>2nd District</i></p> <p>MURIEL JOHNSON, <i>3rd District</i></p> <p>ROGER NIELLO, <i>4th District</i></p> <p>DON NOTTOLI, <i>5th District</i></p> <p>TERRY SCHUTTEN <i>County Executive</i></p>

Meals On Wheels Overview

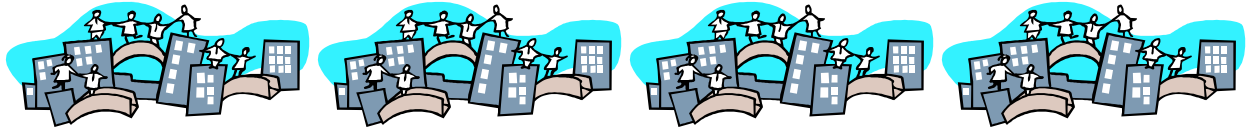
Senior Nutrition Service’s Meals On Wheels (MOW) Program was established in 1974. Its mission is providing meals to our most vulnerable citizens in the community: frail, homebound senior citizens.

Often the MOW Program is the lifeline that allows seniors to stay in their own homes and avoid premature placement in nursing homes. In many instances, the MOW provides the only meal of the day for the participants. MOW delivers more than 1,300 meals every day Monday through Friday except for major holidays. MOW is only able to continue this worthy service through the assistance of volunteers, donors, and the continued support of the County of Sacramento. There is currently a waiting list of more than 200 seniors in dire need of help. It will require the concerted efforts of many partners in the community to continue serving the many seniors already on the Program and those on the waiting list. It’s a cause that is worth the effort. Let’s aim for a community where no senior goes hungry.



“I would like to thank you for the provision of my healthiest meal of the day”

—Meals on Wheels Participant



Community Partners

The following businesses have stepped forward and helped SNS achieve its mission of providing meals to our most vulnerable citizens. With the waiting list now at more than 200, developing new sources of financial support, including private and corporate donations, is critical to maintaining the current level of service and will be a priority for SNS over the next year.

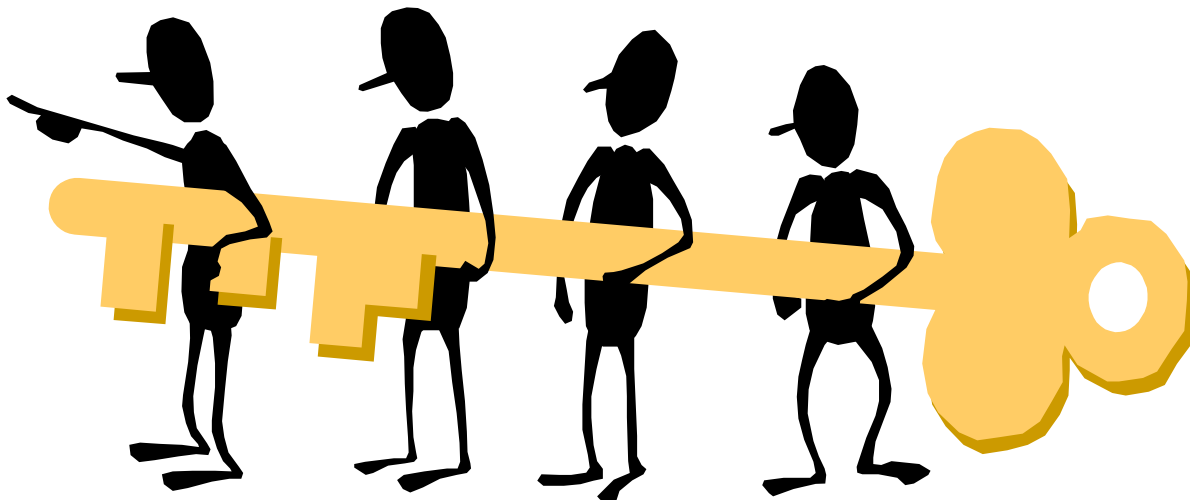
Wells Fargo Bank – Community Partner Grant – November 2003

SBC – Paid the cost of lunch for all of our seniors on June 9th, 2003

Marie Callender's – Sponsored an event in October 2003, to raise the community awareness of the need for senior meals.

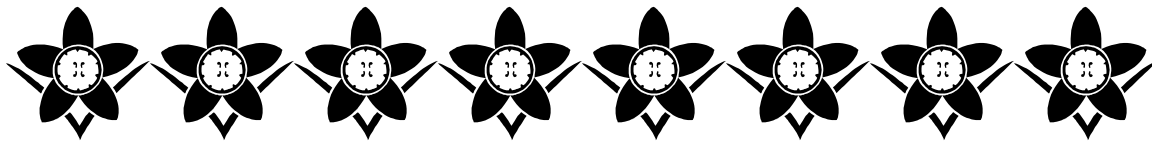
United Way Donations – This year the United Way employee giving campaign had a record breaking increase in employee donations for Senior Nutrition Services.

Thank you again for your generosity and support of Senior Nutrition Services. We look forward to a continued partnership and working together to make sure no senior goes hungry.



“I am a 75 ½ year old widowed senior citizen. I am on a fixed income & with the high utilities, it is really hard on me trying to survive...that [MOW] is the only meal I get or eat a day & I do be hungry. Thank you very much for such good food.”

—Meals on Wheels Participant



March for Meals Week

"March For Meals" is a nationwide project aimed at raising public awareness about senior meal programs. It is also the time to ask for donations and volunteers to serve seniors on the growing waiting lists. Several of our local public officials will deliver meals to homebound seniors or serve lunch at a congregate dining center. March for Meals Week in Sacramento is the last week in March 2004.

How You Can Help: during March for Meals Week, Senior Nutrition Services is asking individuals and businesses in the community to pledge a donation or join us as a volunteer. We ask you to spread the word about this valuable program to your friends and family. Donations can be made through the People and Resources Together (P.A.R.T.) Foundation. For more information contact Barbara Finnstead, Meals on Wheels Program Coordinator, at (916) 444-95



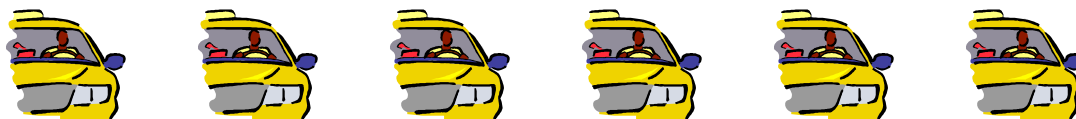
Friends of Meals on Wheels Needs You!

Are you interested in helping the Meals on Wheels program continue in Sacramento County? SNS is looking for people in the community who would be interested in planning fund raising events and helping the program find volunteers. If interested, please contact Barbara Finnstead at 444-953, Ext. 235.



"I really enjoy the meals. It's so good for someone who lives alone and I really enjoy getting them..."

—Meals on Wheels Participant



Yellow Cab Company Supports Meals On Wheels

On January 29, 2004 Senior Nutrition Services (SNS) and Yellow Cab Company embarked on an exciting new collaboration to recruit volunteers for the Meals on Wheels Program. The Yellow Cab Company generously donated advertising space on 10 of their cabs for at least two months. The cost of this advertising is valued at \$850.00 for each month. The signs, which are placed on top of the cabs, read: "Meals On Wheels Needs Volunteers. Call 875-3668." SNS is in urgent need of volunteers to maintain the Meals On Wheels (MOW) Program in these times of budget reductions.



SNS commends and sincerely thanks the Yellow Cab Company and it's owners, Fred Pleines, Jr. and Ken Pleines, for supporting this valuable program. Without support from companies like Yellow Cab, MOW could not continue to meet the needs of the community's frail and homebound seniors.

"The meals are a wonderful help to us. I cannot stand very long at a time and not having to cook and do dishes is a great help."

—Meals on Wheels Participant



Volunteer Recognition Luncheon

Senior Nutrition Services is honoring the Congregate and Home Delivered Meal volunteers at a series of Volunteer Banquets throughout the Spring of 2004. At the banquets, SNS staff will be honored to serve these dedicated volunteers who serve our seniors all year. For more information, contact Leonor Alvarez at 444-9533, Ext. 240.



Record Donations to MOW From United Way Campaign

In October 2003 Sacramento County participated in the United Way Employees Campaign. Through the Campaign, employees could designate donations to be withheld from their paychecks and donated to United Way agencies and other non-profit agencies.

The Department of Human Assistance (DHA) received three awards from the Board of Supervisors for participation in the Campaign. The awards were for the highest participation for a large department (19.8%), highest increase in participation for a large department (9.3%), and for spirit (co-winner with the Probation Department). Meals on Wheels received over \$15,000.00 in promised donations.

MOW thanks all the employees of DHA who donated as well as those who helped with the campaign. We look forward to an even more successful campaign next year!



"I commend you for sending out such delicious lunches. I am 91 and disabled so it is such a help to me. The gentleman that delivers it is a nice gentleman...thank you and God bless you."

—Meals on Wheels Participant



Local Agencies & Individuals Give Seniors Holiday Meals

Holidays are a time of bountiful meals shared with friends and family, but not for all of our seniors. Many seniors on the meal program have no family or friends to spend the day with and no way to prepare a holiday meal. But thanks to FoodLink and the employees from SMUD, more than two hundred homebound seniors enjoyed a home delivered meal on Thanksgiving,. FoodLink provided the food and the SMUD employees cooked and delivered the meals on Thanksgiving day.

The Arcuri family and the Sacramento Firefighters traditionally provide seniors with a home delivered Christmas dinner. This past year the firefighters on the night shift cooked the meal and others volunteered to deliver the meals on Christmas morning.

The seniors and MOW appreciates these special efforts over the holidays. The meals were a big hit! Thank you to the volunteers from SMUD, the Arcuri Family and the Firefighters for making the holidays brighter for our homebound seniors!



Submit story ideas or comments to Barbara Finnstead at(916) 444-9533 Ext 235 or e-mail Bfinnstead@saccounty.net Also available by links on DHAnet or www.saccounty.net/dha.