

# NOURISH NEWS

NOURISHING THE WHOLE PERSON

SUMMER 2023



## MEET OUR NEW CEO, JENNIFER STEELE!

On July 17, we welcomed our new Chief Executive Officer, Jennifer Steele, to the organization. During a quick, three-day visit, Jennifer, who is from Cincinnati, met staff and took time to get to know the organization that has been serving home-delivered meals to older San Franciscans since 1970.

Jennifer was the President & CEO of Meals on Wheels of Southwest Ohio and Northern Kentucky whose mission runs parallel to Meals on Wheels San Francisco's — ensuring older adults in the region have home-delivered meals and services

that help them live with grace and independence in their homes.

She has an impressive track record of success having led the Ohio Meals on Wheels for almost five years and helping it transform into an innovative organization that better serves thousands of homebound older seniors. She also serves on the national board of Meals on Wheels America, is an accomplished lecturer, and has been honored with numerous awards for her service to the community including Outstanding Woman of Northern Kentucky by the Northern Kentucky Chamber of Commerce.

"My goal is to support all of you in delivering on our mission and making sure that we're fighting senior hunger and loneliness in this community," Jennifer announced as she introduced

herself during a series of staff meetings. "You know, people think the CEO is the face of the organization, but you are every bit the face of the organization as well and I just have such a deep respect and appreciation for the work that you do."

Jennifer has dedicated her professional career to advocating for those who can't advocate for themselves. She explained that before joining Meals on Wheels, she worked in food insecurity and hunger relief both domestically and internationally.

"I've always been passionate about nutrition and hunger. I'm a social worker. I've always cared a lot about seniors and underserved groups. I've always wanted to fight for people's



Scan to watch how your support makes a difference.

*Story continued on page 4*

## LETTER FROM THE CHIEF EXECUTIVE OFFICER, JENNIFER STEELE

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Dear Friends,



I hope this letter finds you in good health and high spirits. My name is Jennifer Steele, and I am honored to introduce myself as the new CEO of Meals on Wheels San Francisco (MOWSF). It is with great enthusiasm and gratitude that I reach out to express my heartfelt appreciation for your unwavering support and commitment to our cause.

As you'll read in this newsletter, I most recently served as President & CEO of Meals on Wheels of Southwest Ohio and Northern Kentucky. Our shared missions and organizations are so very similar, and I'm so excited to move to the Bay Area to make a difference for the growing population of homebound seniors in need. I recently visited the San Francisco headquarters to meet staff and to see first-hand the operations in action. It is amazing!

I know that your generosity has played a pivotal role and success in MOWSF's mission to fight senior hunger and loneliness. With your support, Meals on Wheels San Francisco prepared and delivered a staggering 2.6 million meals to thousands of vulnerable seniors in need last year. This not only nourished their bodies, but also brought comfort and warmth to their souls. Your contributions have ensured that no senior in our program felt alone or isolated, especially during these challenging times. Your generosity has brought nutrition, companionship, and hope to those who need it the most. For this, I extend my deepest gratitude. Thanks to you, our foundation for our work is solid.

I'm thrilled to now partner with you to take Meals on Wheels San Francisco to the next level as we advocate for seniors, grow our programs to scale, and find ways to better serve our community at this critical time. From our new facility in the innovation heart of the country, we can develop creative approaches that will lead the nation in transforming the way that communities show up for seniors. With your continued support, we can amplify our impact and create lasting change. Together, we can build a future where every older adult in our community feels seen, valued, and cared for. Together, we can ensure that no older adult is hungry or alone.

Thank you for your unwavering commitment to our cause. Your support is invaluable, and I am truly honored to have you by our side on this extraordinary journey.

With sincere gratitude,

A handwritten signature in black ink that reads "Jennifer Steele". The script is elegant and cursive.

Jennifer Steele  
CEO, Meals on Wheels San Francisco



**OUR MISSION:** To provide isolated homebound seniors with nutritious meals, daily human contact, and supportive services that help them live with dignity and independence safely in their homes.



## SUMMER OF LOVE SENIOR

## SUMMER OF LOVE SENIOR THRIVES TODAY

Monica, a Meals on Wheels recipient who turned 74 in May, remains a true hippie at heart. The Chicago-area transplant moved to San Francisco in 1966, a year before the Summer of Love began, and became immersed in the incredible music scene, hippie culture, and freedom vibe that many people associate with the quintessential San Francisco of the 60s and 70s.

Monica has received Meals on Wheels deliveries for the past 14 years since being diagnosed with stage two bone cancer. She has undergone numerous surgeries, which, while successful, have left her unable to do heavy lifting, and on a strict diet health regiment. Monica says that's where Meals on Wheels helps her the most by providing her with good and balanced food.

"Sometimes I don't have the energy to chop the potatoes and fry them," Monica explains. "I think it's amazing



how Meals on Wheels puts together so many different things and presents it."

These days, she tries to remain active by taking walks in Golden Gate Park which is just steps away from her apartment. While the world has changed since those wild years of the

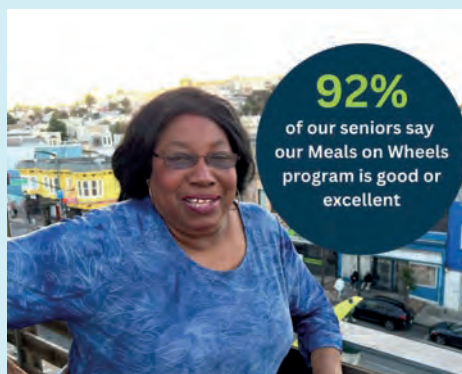
Summer of Love, Monica is still in love with the San Francisco she came to know so many years ago.

**Read the rest of her story online:**  
**[MOWSF.org/monica](https://mowsf.org/monica)**

## SATISFIED SENIORS

The results of our annual nutrition program client satisfaction survey are in and many of the seniors we serve report being healthier and less worried about having enough food to eat. This achievement would not be possible without your ongoing support. Thank you!

The annual satisfaction survey is conducted in partnership with the San Francisco Department of Disability and Aging Services.



## MEET OUR NEW CEO, JENNIFER STEELE



*Continued from page 1*

rights and make sure that they have what they need.”

Once the morning meet and greets were done, Jennifer toured the kitchen and headquarters to see how more than 10,000 meals are prepared, packaged, and delivered each day.

“I definitely think there is so much opportunity for this organization [Meals on Wheels San Francisco] not

only to be the biggest in the country but to really lead the nation in some innovative, new approaches.”

Jennifer is no stranger to innovative ideas. Back in Ohio, during the pandemic, she acquired a food truck using COVID emergency relief funds and had it retrofitted to cook Meals on Wheels meals. Her team then drove that truck to low-income senior housing buildings — places where people with needs lived but had little to no access to transportation or

affordable meals. The pilot for this truck became a huge success.

On day two of her visit with us, Jennifer hit the road helping to deliver meals to seniors living in both the Bayview and Tenderloin areas of the city. In Bayview, she met Roslyn who has been receiving meals from us since 2020.

“How do you like Meals on Wheels; is there anything we can do better?” Jennifer asks Roslyn.

“I love Meal on Wheels,” Roslyn answers. “You guys are great. I’m thankful you have the program. A lot of seniors have to make a choice between [paying] their utilities and eating, their rent, and eating, medicine and eating.”

On her last day in San Francisco, Jennifer came in at the crack of dawn and helped bag thousands of pounds of groceries — part of our Home-Delivered Groceries volunteer program in partnership with the SF-Marin Food Bank.

“I am so excited for the opportunity to work with all of you and to take what’s clearly a really good organization to the next level. I fell in love with San Francisco when I visited, and I think it’s going to be a lot more my speed than the Midwest. This is where I belong; I’m excited.”

## ELECTRIC-POWERED FOR A CLEANER, GREENER FUTURE!

By 2027, we aim to transition 24 of our gas-powered meal delivery vans (two-thirds of our fleet) to electric vehicles, an incredible initiative that we believe is smart all around both for the environment and for the seniors and community we serve.



To date, we now have eight Ford eTransit EVs on the road that can travel approximately 100 miles on a single charge. In addition to reducing our carbon footprint by 50%, our fuel and maintenance costs are expected to shrink by 10% over time — a cost-savings that we can reinvest back into our meals and services to our older adult community in need.

All of this has been made possible by our lead sponsor of our Fleet Electrification Initiative, Amazon, who during our HQ dedication announced a second grant they are awarding us which gets us even closer to our 2027 goal!

**Read more: [MOWSF.org/mowsf-ev-amazon](https://mowsf.org/mowsf-ev-amazon)**



## AROUND MEALS ON WHEELS SAN FRANCISCO



## EXPANDING FURTHER INTO SAN MATEO COUNTY

The need for home-delivered meals for seniors continues to grow especially since pandemic relief funding has ended. In the fall of 2022, we began regularly serving more than 300 homebound seniors living in five cities in Northern San Mateo County. Our services have been a lifeline for them and soon, our home-delivered meals deliveries will extend to cover seniors living throughout all of San Mateo County. This transitioning of the region's Second Course meals program — a continuation of the federally funded program known as Great Plates, is necessary as many seniors in the region were left with no home-delivered meal options.

Learn more at: [MOWSF.org/get-started](https://MOWSF.org/get-started)

MEALS ON WHEELS SAN FRANCISCO  
OPENS NEW HQ IN BAYVIEW

On April 14 we officially celebrated the grand opening of our new Headquarters at 2142 Jerrold in Bayview, ending our 28-year stay at 1375 Fairfax!

The Rosemary and Harry Wong Headquarters, now affectionately known as The Wong HQ, is home to our program teams — home-delivered meals, nutrition counseling, social work case management, volunteer programs (including our Home-Delivered Groceries program), and administrative programs. The new HQ is just 150 steps away from our new kitchen allowing us to be one seamless operation!

Read more about the headquarters and check out the photos of the celebration courtesy of Elisabeth Fall Photography.

Read more: [MOWSF.org/moved-hq](https://MOWSF.org/moved-hq)



## SUMMERTIME VOLUNTEER OPPORTUNITIES

We have immediate volunteer opportunities available at Meals on Wheels San Francisco — perfect for those who share our passion for making sure seniors receive nutritious food and services during the summer and beyond. Come join our volunteer team as a driver for our Home-Delivered Groceries program on Wednesdays, or become a regular grocery shopper for a senior in need of groceries and household items.

Apply Today! [MOWSF.org/volunteer](https://MOWSF.org/volunteer)

## MARCH FOR MEALS!

In March, we were thrilled to bring back one of our favorite parts of March for Meals — in-person meal deliveries with elected leaders (such as District 10 Supervisor, Shamann Walton, pictured to the right) in their supervisory districts!

March for Meals is a nationwide awareness and advocacy event that celebrates and recognize the important passage of the Older Americans Act which paved the way for funding for senior nutrition programs like Meals on Wheels!

Read more: [MOWSF.org/march-for-meals](https://MOWSF.org/march-for-meals)





## STAR CHEFS AND VINTNERS GALA



The 35th Annual Star Chefs & Vintners Gala was an incredible success, raising a record-breaking \$3.7 million which will provide an impressive 700,000 meals to homebound seniors in need. The event, attended by 550 guests, was a celebration of fine cuisine and exquisite wines.

With the participation of 80 talented chefs and 70 renowned wineries, the Gala showcased the very best of culinary artistry and viticulture. Guests were greeted with a delightful hors d'oeuvre and wine reception where they had the opportunity to enjoy fine wines and delightful bites.

Following this, a sumptuous four-course dinner was served, expertly paired with exquisite wines. The chefs' creativity and attention to detail were evident in the 2,500 plates of food that were served throughout the evening.

Thank you to everyone who participated and supported this event and seniors!

**Read more and view photos from the Star Chefs & Vintners Gala: [MOWSF.org/gala](https://mowsf.org/gala)**



Samantha and Marc Furstein



Leslie and Umberto Gibin



Belinda Leong of b. patisserie



Pantea Grover, Zaza Pachulia, Tika Pachulia, and Noah Graham



Harry and Rosemary Wong



Meals on Wheels San Francisco Board of Directors take the stage



Jonathan Robinson from Adamvs Winery



Evan Shively, Richard Crocker, Nancy Oakes, and Stuart Briozza





# Make a Plan for Supporting Homebound Seniors

Your planned gift to Meals on Wheels of San Francisco is an investment in the continued care and nourishment of vulnerable homebound seniors and helps to ensure we will always be here to help those in need.



## Give through your IRA

After 72, you must withdraw from your Individual Retirement accounts — you can avoid paying taxes on this money by donating it to Meals on Wheels of San Francisco!



## Donor-Advised Funds (DAFs)

A DAF provides tax benefits and makes it easy to support the charities of your choice. If you have a DAF, please consider directing a grant to support Meals on Wheels of San Francisco.



## Monthly Giving

Giving monthly is one of the easiest and most effective ways to support seniors in our community. The process is simple — gifts will be automatically charged to your credit card or withdrawn from your checking account each month and can be adjusted or stopped anytime.

## How to make an impact in the future...



## Make a Planned Gift

Many people like you have chosen to create a philanthropic legacy to ensure that seniors in San Francisco are cared for and fed. By including Meals on Wheels of San Francisco in your will, trust, or beneficiary designation on a financial account, you will ensure seniors receive lifesaving meals and vital services for many years to come.

To learn more about making Meals on Wheels of San Francisco part of your legacy, please call Salena Bailey at 415.343.1267. If you have already included MOWSF in you will or trust, please let us know so we may recognize your thoughtfulness.

**Learn more about legacy giving:**  
**[MOWSF.org/legacy-giving/](https://MOWSF.org/legacy-giving/)**

“ They [Meals on Wheels] care about what they're doing; you can see it in their faces. Everyone that delivers is smiling. I would recommend them to anyone. ”  
— Michael, Age 91



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[mowsf.org](http://mowsf.org)

## MAKING A DIFFERENCE, ONE MEAL DELIVERY AT A TIME

**With your support,  
we are able to:**



Deliver **more than 2 million**  
nutritious meals to **more than**  
**5,400** homebound seniors



Complete **more than 248,000**  
**wellness checks** for our most  
vulnerable elderly neighbors



Provide **encouragement,**  
**kindness,** and **hope** on our  
delivery visits



**A kind word,  
A friendly smile,  
A hearty meal.**  
**Serving homebound seniors  
in need since 1970.**