



MEALS on WHEELS
ROCKLAND

ANNUAL REPORT

2025

**TOGETHER,
WE CAN DELIVER®**



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MEALS on WHEELS

ROCKLAND

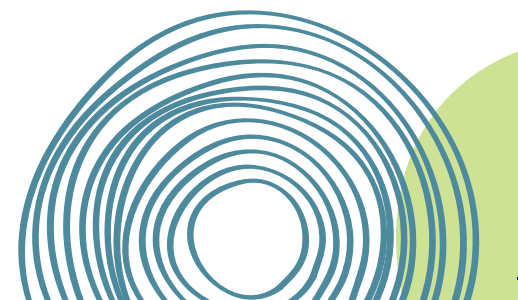
TOGETHER, WE CAN DELIVER.

OUR MISSION

To enhance the wellness of older adults and their families by providing services that support their safety, independence and health

OUR VISION

Every older adult is living their life to the fullest





Dear Friends,

As always, we are eager to share the accomplishments of the past year. In 2025, we were particularly proud as we celebrated 50 years of serving Rockland County Seniors! In 1975, our Founder, Shelly Berger, along with the support of The National Council of Jewish Women, recognized that many older adults in our community needed home delivered meals and a friendly check-in. What started in Shelly's home, in her kitchen, utilizing her counter and her breadbox has grown to over 11 million meals served. In year one, there were 60 volunteers and today we have over 500. This year, with the partnership and backing of Rockland County Office For The Aging, we launched a Portable Meals program and we continue to operate five Senior Activity Centers. The centers are vital hubs for almost 400 older adults enjoying food, friends and fun, five days a week.

Thank you to Shelly and everyone along the way, who got us to where we are today. Meals on Wheels empowers older adults who choose to age in place with independence and dignity. It begins with a meal and delivers so much more. The results include a reduction in loneliness, decreased food insecurity and fewer trips to the hospital. Older adults living with food insecurity are more likely to experience malnutrition, depression and physical limitations that affect how they live.

Sincerely,

Kevin J. Hardy, President & CEO



Founder, Shelly Berger and President & CEO,
Kevin Hardy at Cornucopia 2025

Meals on Wheels, Meals on Wheels

Comes inside each day.
They bring sustenance yes great
in a very special way.

I feel like I am a queen,
eating oh so well.
I think everyone's special
because I think they're swell.

When the clock nears the noon time,
there is knock on the door.
Plenty of yummy food I say,
that I yes do adore.

So I thank you, one and all
your wheels do roll so strong
now belly it is full
to sing a happy song.

I because of you
do feel energy to shout.
I send my heart blessings,
as I now do move about.

When life strikes with illness,
and it is hard to move.
All I do is take a breath
and Meals on Wheels
comes though



-A Poem by a Home Delivered Meals Recipient, age 74

Meals on Wheels Rockland has been improving the quality of life for aging Rockland County residents for over 50 years. Our Home Delivered Meals program is at the core of what we do. We provide fresh, nutritious food designed to cater to the dietary needs of older adults.

It all starts with the meal.

“

I am very pleased with the service that Meals on Wheels provides. The staff is very accommodating and sweet. God bless this service!

Home Delivered Meals Recipient,
age 74, Spring Valley

”



AVERAGE DAY

- 658 meals delivered
- 60 daily routes across Rockland

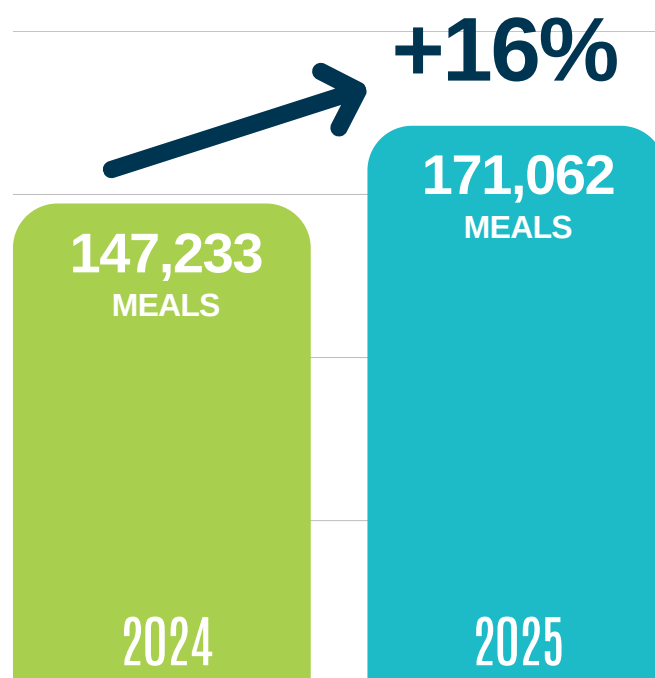
MEAL TYPES OFFERED

- Renal
- Gluten Free
- Glatt Kosher
- Kosher Style
- Vegetarian
- Lactose Free
- Mechanically Tailored:
Cut and Pureed
- Meal Options: Hot, Cold, Frozen

HOME DELIVERED MEALS

1,079
*home delivered
meal recipients*

MOST HOME DELIVERED MEALS SINCE THE COVID-19 PANDEMIC



“

I am an oral cancer survivor as a result without the pureed meals supplied by Meals on Wheels I would have a difficult time finding suitable foods.

Home Delivered Meals Recipient
age 82, New City

”

HOME DELIVERED MEALS

More Than A MEAL



Every knock delivers the food, compassion and care that our aging neighbors need. Each delivery comes with a valuable safety check on homebound seniors, often the arrival of the only person they might see all day. Caseworkers follow-up on concerns and issues and make referrals for a variety of support services.

THE POWER OF A KNOCK



It represents a vital lifeline for homebound seniors, providing essential human connection, a critical safety check, and hope that fights isolation.

Reviews on aging consistently identify chronic loneliness in the elderly as a severe, independent risk factor for physical, mental, and cognitive decline. Its health toll is comparable to smoking, increasing premature mortality risks by roughly 50% and elevating the likelihood of dementia, heart disease, and depression.

Source: ProQuest



*“Saved my life
- Thanks!”*

HDM Recipient, age
74, Nyack

ADDITIONAL PROGRAMS & SERVICES

- Pantry Boxes
- Caring Cards & Crafts
- Miles of Smiles
- Sunshine Boxes
- Birthday Boxes
- Pet Pal Pantry
- Telephone Reassurance



*“I feel like the volunteers
and staff have become my
friends”*

Home Delivered Meals
Recipient, age 81, Orangeburg

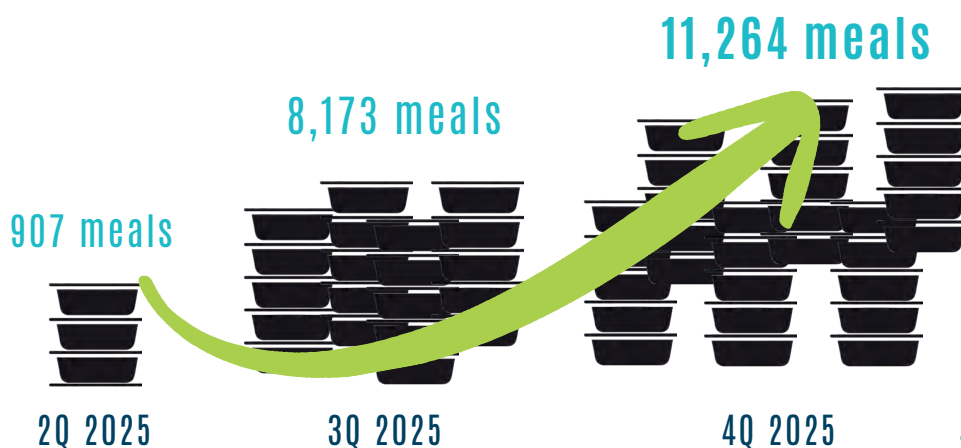


PORTABLE MEALS PROGRAM

In June of 2025, a new Portable Meals Program was launched to serve Rockland's older adults. This initiative, funded and guided by Rockland County's Office For The Aging, provides five nutritionally balanced meals every week to eligible older adults with a focus on establishing a presence in under-served areas.



It started in 3 locations and has grown to 11 locations! This debut program serving hundreds of Seniors in need of regular nourishment, served **20,344** meals in 2025!



SENIOR ACTIVITY CENTERS

393 Members Strong

Together, We Thrive!



ACTIVITIES & SERVICES

- Fitness & Health
- Games, Cards & Bingo
- Live Music & Entertainment
- Arts & Crafts
- Outings & Trips
- Nutritional Counseling
- Informational & Safety Sessions
- Community Service Projects
- Cooking Demonstrations
- Holiday & Birthday Celebrations
- Daily Lunch

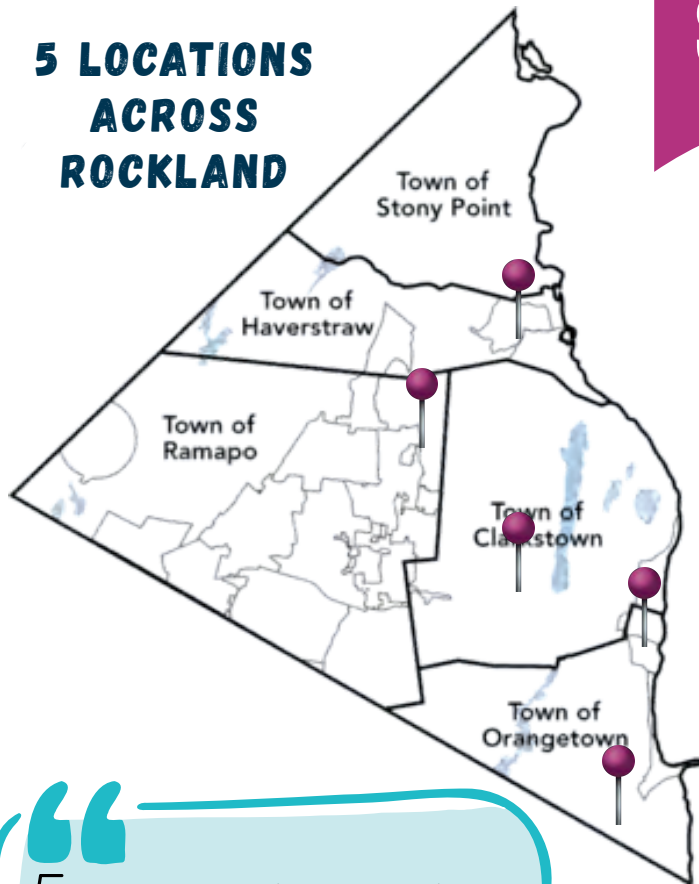
Socialization has been shown to be one of the most effective ways for seniors to improve their mental health. According to the American Public Health Association, socialization improves mood, cognition, memory recall, and is associated with healthy behaviors, including exercise. Research shows older adults who participate in senior center programs can learn to manage and delay the onset of chronic disease and experience measurable improvements in their physical, social, spiritual, emotional, mental, and economic well-being. We also hear from our participants, how their Senior Activity Center has helped them foster their independence. At all our centers, each month, we have trained caseworkers to help our members with services that keep them healthy, independent and safe in their own homes.

+5%
from
2024

26,712

Meals served at Senior Activity Centers in 2025

5 LOCATIONS ACROSS ROCKLAND



*“Everyone is so nice
and they make me
feel at home.”*

-Senior Activity Center Member

TRANSPORTATION

We have a fleet of buses and trained drivers that take members safely between their home and our Centers if they need transportation.

SENIOR ACTIVITY CENTERS



Senior Activity Center services are funded in part by the Administration for Community Living, New York State Office for the Aging and the Rockland County Office for the Aging. Contributions are voluntary and confidential and are used to expand the services for which they are received. No one will be denied services because of an inability or unwillingness to contribute.



CONTRACT FOOD SERVICES



Contract food services is an area we seek to continue to grow. It helps us be more self-sustainable, providing revenue to support our services for Seniors. As many of our contract food service clients are also charitable organizations, in need of fair pricing, reliability and quality food and service, this is also helping our community.

CLIENTS INCLUDE

- Emergency Family Shelter
- Jawonio
- Lexington Center for Recovery
- Magnolia Meals
- Meals on Wheels North Jersey
- Rockland County Office of The Aging
- Rockland County Warming Center
- Social Care Network (1115 waiver)
- Tolstoy Foundation



For several years we have assisted Eisai's HHC (Health Human Care) division with Magnolia Meals. It's a wonderful program that provides a nutritious foundation for households affected by cancer. Magnolia Meals at Home is a meal delivery program providing nourishing meals at no cost to households affected by cancer, so loved ones can spend quality time together. In 2025, we started to be the provider of the meals for Magnolia Meals. We are honored to be associated with Eisai and Magnolia Meals.



OUR COMMISSARY



290,928

Meals in 2025!

+14% from 2024



Our kitchen staff are the true heroes of our story, and the commissary is where their magic happens. Every day, work begins as early as 4:00 AM. In 2025, they prepared **1,119 meals daily**—far exceeding the capacity of our 35-year-old commissary, which was built to make 300 meals a day. Despite challenges, their dedication ensures we meet growing demand. With our senior population increasing rapidly, the need for more meals rises every year, making the expansion of our commissary more important than ever.



“I appreciate how you combine foods that go so well together and compliment each other into a delicious meal!”

Home Delivered Meals
Recipient, age 101, Congers



VOLUNTEERS

In 2025, over

500

Volunteers dedicated

37,973

volunteer hours

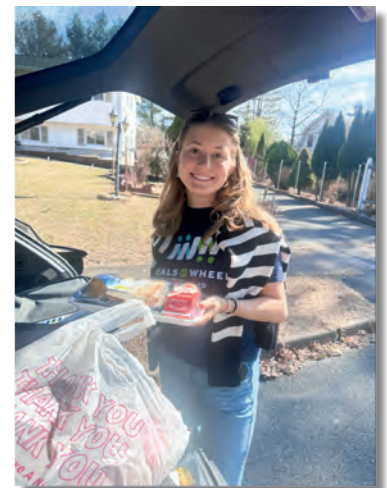
“I have the best volunteers. They are so good to me. They help me so much... Couldn't ask for better.”

Home Delivered Meals Recipient,
age 86, New City



“Volunteers do not necessarily have the time: they just have the heart.”

-Elizabeth Andrew



Volunteering is a “self-serving” act, in the best way possible – improving your own well-being while making a tangible difference for others. We have so many ways for a Volunteer to make a difference. Whether as an individual, a family or a group, we work with their abilities and schedule to find ways to get involved.

As always, **Together, We Can Deliver!**



VOLUNTEERS

We are grateful to the many community groups and businesses that volunteered in 2025

2025 COMMUNITY VOLUNTEERS

- Abbott House
- Albertus Magnus High School
- Ancient Order of Hibernians Pearl River
- Another Step
- ARC
- BNI, Phoenix
- Boy Scouts
- Church of God Nyack
- Clarkstown High School South
- Clarkstown High School North
- Girl Scouts of The Hudson Valley
- Hamaspik
- Hudson Valley DDSO
- Jawonio
- JCC Rockland
- Lekulam
- Living Resources
- Living Word Christian Fellowship

- Nanuet Chamber of Commerce
- Nanuet High School
- New Concepts for Living
- NY Foundling
- Professional Aging Network
- Rockland County Government
- Rockland County Office for the Aging
- Rotary Club of Nanuet-West Nyack
- Rotary Club of New City
- Rotary Club of Pearl River
- Rotary Club of South Orangetown
- Rotary Club of Suffern
- St. Dominic's
- St. Joseph's Regional High School
- Tappan Zee High School
- Town of Clarkstown
- Venture Together



2025 CORPORATE VOLUNTEERS

MARCUM
ACCOUNTANTS • ADVISORS

M&T Bank

KPMG

PROforma

Century 21

Pfizer **PDI**

PALISADES
CREDIT UNION

Berard & Associates CHARTERED ACCOUNTANTS

REGENERON

Laborie
FOR DIGNITY. FOR LIFE.



AWARENESS



We use all the tools and resources at our disposal to get the word about our services, volunteer opportunities, events and fundraisers. One of the best, of course is our army of supporters sharing the word.

WEBSITE

Our website data from 2025 reveals increased engagement and brand awareness. The way our audience interacts with our site shifted notably toward active participation.

+85% surge in user interactions

- Total sessions grew to 38,744 (a 4% increase over 2024). This shows that while our base audience is consistent, they are returning to our site more frequently for updates and resources.
- Traffic from Organic Social channels grew by 11%

SOCIAL MEDIA



+69% in visits

+102% in content interactions



+33% in visits

+98% in reach



APPEALS & EMAIL UPDATES



Email blasts go a long way to get our news out. We deploy direct mail three times a year for donation appeals. In 2025, the response rate to these appeals increased **+29%**.

BRANDED TRANSPORTATION

Garnering sponsorships for our transportation fleet of buses, vans and trucks has generated a huge boost in awareness. It has enabled us to brand and promote our services as these vehicles traverse the county.



ADVERTISING

In 2025, we began airing commercials on Rockland Digital Media. This allows us to specifically target Rocklanders via screens in high traffic areas. It has been rewarding to hear from Volunteers that this is how they found us.



We originate and participate in a wide variety of events throughout the year to engage older adults, volunteers, donors and to give back to our community.



EVENTS

JAN / FEB / MAR

Q1

- SUPER BOWL RAFFLE
- SENIOR BOOTCAMP*
- MARCH FOR MEALS
 - COMMUNITY CHAMPIONS

APR / MAY / JUN

Q2

- VOLUNTEER APPRECIATION
- RRR HOOK MOUNTAIN RACE
- ANNUAL GOLF OUTING*
- SENIOR PICNIC
- VOLUNTEER PICNIC
- 50TH CELEBRATION



JUL / AUG / SEP

Q3

- SENIOR BOAT TRIP
- ROCKLAND DUCK DERBY
- MOWA NATIONAL CONFERENCE
- SENATOR WEBER SENIOR FAIR
- ROCKLAND MUSIC FEST
- DONOR GOLF EVENT

OCT / NOV / DEC

Q4

- JACKIE & ANDREW 5K
- CORNUCOPIA GALA*
- SHARE A PIECE OF THE PIE
- BIG WHEELS DELIVER MEALS
- SUBARU SHARE THE LOVE
- SENIOR HOLIDAY PARTY

Scan the QR to check out our highlight video of Cornucopia 2025



*sponsorship opportunities available

COMMUNITY PARTNER

We have resources that can help our non-profit counterparts and our community. Throughout the year we deploy them in partnerships with other integral organizations.



Rockland Community Against Hunger (RCAH) is a collaboration of food pantries, meal programs, community organizations, and County agencies working together to do everything we can to make sure no one in Rockland County goes hungry.

We work with this group to provide free healthy food to over 40 food pantries & meal programs in Rockland. RCAH obtains and distributes free healthy food to pantries with 2 major programs:

- **GET FRESH** – In total, this program has distributed over 4 million pounds of food!
- **FOOD RECOVERY** – In 2018, RCAH started a Food Recovery Program. This program is led by TOUCH with collaboration from our partner agencies – Catholic Charities, BRIDGES and Meals on Wheels. Each partner provides staff and trucks to recover food from over 20 food sources each weekday Monday thru Friday) and distribute directly to food pantries and meal programs. The total recovered through 2025 is 6.8 million pounds.



We support the work of the great people at Alzheimer's Association Hudson Valley Chapter. We are pleased to host their caregiver support group meetings and committee meetings for their walk. Additionally, our caseworkers provide referrals.



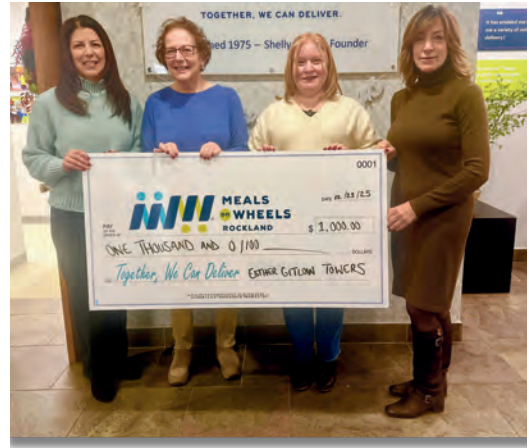
We have a cherished partnership with Eisai's HHC (Health Human Care) and Cancer Care to provide services to people living with cancer and their families. This includes meals that are integral to patient recovery, referrals from our caseworkers and the organizing of caring cards and crafts for meal recipients. In 2025, we became a meal provider for this amazing resource.



2025 was our second year participating in The Rockland Duck Derby. This fun event brings the community together and raises awareness and funds for four great local causes.

GIFTS & GRATITUDE

There are so many ways to give and we are grateful for all of them. Without the generosity of our community of givers, we could not make the impact on older adults struggling with food insecurity and isolation. Whether it's a one-time donation, appeal response, a monthly donor, company match, stock or mutual fund gift or planned giving it is all the lifeblood of Meals on Wheels.



We make a living
by what we get, but
we make a life by
what we give"

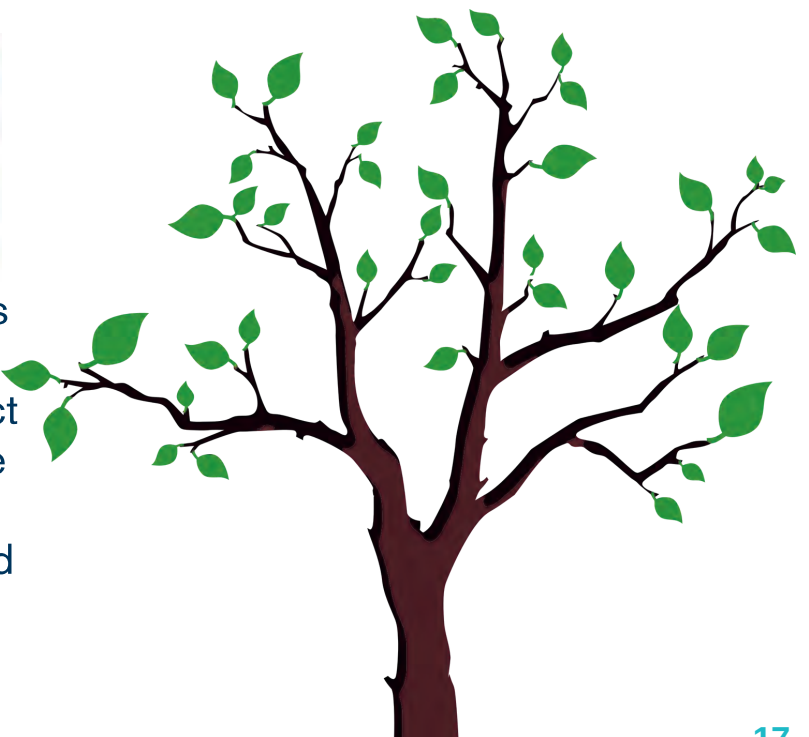
-Winston Churchill



Our monthly donors are vital to our operation. They provide a predictable source of support, enabling long-term planning, and making immediate crisis response vastly easier. In 2025, our monthly donor base grew by 25%.



Planned Giving is a way to support Meals on Wheels Rockland through your estate plan or will. You can leave a lasting impact on seniors in our community. Help ensure that Meals on Wheels Rockland can continue to provide essential nutrition and supportive services to our homebound, elderly, disabled, and food-insecure neighbors.



GRANTS

Grants are critical because they provide financial resources that do not need to be paid back. They empower us. We deploy time and resources to attain and manage them. We are so grateful for those who have bestowed grants to us!



**Catherine C. Reiley Charitable Foundation
Community Harvest Rockland Community
Foundation
Eastwick College
Hagedorn Foundation
Hilary Shane
Lorraine's Meals
Maximus Foundation
Meals on Wheels America
Mother Cabrini Health Foundation
Northeast Community Bank
Office of Temporary and Disability Assistance
Pfizer, Inc.
Related Affordable Foundation, Inc.
Social Care Network - Capacity Building
Grant
Stony Point Wawayanda Guild, Inc.
Village of Haverstraw**

FINANCIALS

MEALS ON WHEELS PROGRAMS AND SERVICES OF ROCKLAND, INC.

Statements of Financial Position

December 31, 2024 and 2023

	2024	2023
ASSETS		
Cash	\$ 202,604	\$ 340,246
Restricted cash	12,993	11,783
Security and equipment deposits	11,305	3,953
Investments	840,154	1,099,144
Contracts receivable	408,284	390,002
Accounts receivable	164,333	139,844
Inventory	57,901	81,530
Prepaid expenses and other	40,649	35,121
Total current assets	1,738,223	2,101,623
Right of use asset	41,912	52,792
Building and equipment (net of depreciation)	1,348,194	1,470,098
Total assets	<u>\$ 3,128,329</u>	<u>\$ 3,624,513</u>
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 248,206	\$ 171,489
Accrued expenses	107,174	99,643
Current portion of lease liability	11,468	10,880
Current portion of mortgage payable	93,029	112,552
Deferred revenue	200,000	235,169
Total current liabilities	659,877	629,733
Lease liability	30,444	41,912
Mortgage payable	-	93,029
Total non-current liabilities	30,444	134,941
Total liabilities	690,321	764,674
Net Assets		
Without donor restrictions		
Operating fund	1,169,849	1,583,539
Net investment in building	1,015,730	963,885
Net investment in equipment	239,435	300,632
Total without donor restrictions	2,425,014	2,848,056
With donor restrictions		
Senior centers	12,994	11,783
Total net assets	2,438,008	2,859,839
Total liabilities and net assets	<u>\$ 3,128,329</u>	<u>\$ 3,624,513</u>

FINANCIALS

MEALS ON WHEELS PROGRAMS AND SERVICES OF ROCKLAND, INC.

Statement of Activities

Year Ended December 31, 2024

	Without Donor Restrictions			With Donor	2024
	Undesignated	Board Designated	Total	Restrictions	Total
REVENUES					
Fees and grants - governmental	\$ 1,880,081	\$ -	\$ 1,880,081	\$ -	\$ 1,880,081
Fees and grants - non governmental	382,175	-	382,175	-	382,175
Program service fees	1,066,616	-	1,066,616	-	1,066,616
Contributions through United Way	6,317	-	6,317	-	6,317
Contributions from participants	72,457	-	72,457	-	72,457
Special events revenue	327,588	-	327,588	-	327,588
Special events expense	(112,146)	-	(112,146)	-	(112,146)
Contributions - general	279,492	-	279,492	-	279,492
Contributions - senior centers	-	-	-	1,453	1,453
Contributions - in-kind	647,107	-	647,107	-	647,107
Other income	5,252	-	5,252	-	5,252
Net assets released from restrictions	242	-	242	(242)	-
Total revenues	4,555,181	-	4,555,181	1,211	4,556,392
EXPENSES					
Program services					
Senior centers	1,088,834	-	1,088,834	-	1,088,834
Homebound	2,284,421	-	2,284,421	-	2,284,421
Other programs	602,276	-	602,276	-	602,276
Total program expenses	3,975,531	-	3,975,531	-	3,975,531
General and administrative	843,473	-	843,473	-	843,473
Fundraising	250,632	-	250,632	-	250,632
Total expenses	5,069,636	-	5,069,636	-	5,069,636
Change in operating activities	(514,455)	-	(514,455)	1,211	(513,244)
NON OPERATING ACTIVITIES					
Investment income(loss)	91,413	-	91,413	-	91,413
Total nonoperating activities	91,413	-	91,413	-	91,413
Change in net assets	(423,042)	-	(423,042)	1,211	(421,831)
Net assets, beginning	2,848,056	-	2,848,056	11,783	2,859,839
Net assets, ending	\$ 2,425,014	\$ -	\$ 2,425,014	\$ 12,994	\$ 2,438,008

FINANCIALS

MEALS ON WHEELS PROGRAMS AND SERVICES OF ROCKLAND, INC.

Statement of Activities

Year Ended December 31, 2023

	Without Donor Restrictions			With Donor Restrictions	2023 Total
	Undesignated	Board Designated	Total		
REVENUES					
Fees and grants - governmental	\$ 1,759,197	\$ -	\$ 1,759,197	\$ -	\$ 1,759,197
Fees and grants - non governmental	367,112	-	367,112	-	367,112
Program service fees	1,157,354	-	1,157,354	-	1,157,354
Contributions through United Way	22,671	-	22,671	-	22,671
Contributions from participants	83,856	-	83,856	-	83,856
Special events revenue	285,488	-	285,488	-	285,488
Special events expense	(111,583)	-	(111,583)	-	(111,583)
Contributions - general	257,515	1,500	259,015	-	259,015
Contributions - senior centers	-	-	-	5,781	5,781
Contributions - in-kind	568,962	-	568,962	-	568,962
Other income	43,056	-	43,056	-	43,056
Interest income	(10)	10	-	-	-
Net assets released from restrictions	130,772	(127,387)	3,385	(3,385)	-
Total revenues	4,564,390	(125,877)	4,438,513	2,396	4,440,909
EXPENSES					
Program services					
Senior centers	1,810,255	-	1,810,255	-	1,810,255
Homebound	2,048,226	-	2,048,226	-	2,048,226
Other programs	4,191	-	4,191	-	4,191
Total program expenses	3,862,672	-	3,862,672	-	3,862,672
General and administrative	716,439	-	716,439	-	716,439
Fundraising	207,054	-	207,054	-	207,054
Total expenses	4,786,165	-	4,786,165	-	4,786,165
Change in operating activities	(221,775)	(125,877)	(347,652)	2,396	(345,256)
NON OPERATING ACTIVITIES					
Investment Income	135,590	-	135,590	-	135,590
Total nonoperating activities	135,590	-	135,590	-	135,590
Change in net assets	(86,185)	(125,877)	(212,062)	2,396	(209,666)
Net assets, beginning	2,934,241	125,877	3,060,118	9,387	3,069,505
Net assets, ending	\$ 2,848,056	\$ -	\$ 2,848,056	\$ 11,783	\$ 2,859,839

BOARD OF DIRECTORS

We are fortunate, our Board of Directors is a diverse team of leaders who keep our mission top of mind. They are a guiding force that helps us remain accountable to donors, clients, and the public.

Raja Amar

Mark Dari

Rebecca Day - Chair

Howard Dean

William Derella

Barry Dorfman

Lou Dretchen

Brian Fontana

Kevin Francis

Raymond Francis

Fern Gottlieb

Jessica Kiely

Heidi Lewis

Marie Lorenz

Cheryl Mallon

Wayne Meda

Colleen Nunes

Ryan O’Gorman

Karen Paletta

Rene Rodriguez

Stan Schwarz

Terry Sobler

Heidi Vandiver

Michelle Villani

Andrea Weinberger

Matthew Younghans

BOARD OF DIRECTORS



George Pejovic.com

KEEP UP WITH US!



www.mowrockland.org



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Nanuet, NY 10954**



Meals on Wheels Rockland



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@mealsonwheelsrockland6799



mowrockland1



Meals on Wheels Rockland



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MEALS **on** WHEELS

ROCKLAND

TOGETHER, WE CAN DELIVER.

