

Pontiac MEALS ON WHEELS

Dear Friends of Pontiac Meals On Wheels,

Senior hunger in America is a monumental problem. Today, there are nearly **6 million seniors in the United States facing the threat of hunger**. Looking at the numbers, it is easy to become discouraged. Looking at the people whom the numbers represent, however, impels us to action and helps develop our plan. Because of the magnitude of the problem, we know that we cannot solve it overnight or with a single project. We also know that we cannot do it alone.

Since 1996, Pontiac Meals On Wheels has been serving the Pontiac, Keego Harbor and Sylvan Lake areas. Our primary goal is to serve the nutritional needs of the homebound and congregate elderly within our service area. Unfortunately, less than a third of seniors eat properly. A nutritious diet is important when attempting to lengthen and improve the quality of life for our elderly.

Pontiac Meals On Wheels is partially funded by the Federal Older Americans Act and the Michigan Office of Services to the Aging through the Area Agency on Aging 1-B. Additionally, Pontiac Meals On Wheels is affiliated with the We Care Senior Meals Program of Detroit. We also provide home delivered meals to senior clients in the Detroit area, under contract with the Detroit Area Agency on Aging. As many of you know, due to the economic challenges in Michigan, funding for various programs has been either cut back or eliminated altogether.

Because of our commitment to the surrounding communities, we're very enthusiastic about the many opportunities to invite you to join us in supporting Pontiac Meals On Wheels through our fundraising efforts. Please take a moment to review the enclosed special event sponsorship, advertisement and promotional opportunities, and the programs and services your contributions will directly benefit.

Should you decide to participate in any of the special events, promote your business in our souvenir program books, or make an annual donation, please fill out the 2011 business and individual sponsorship commitment form and simply return it to our office.

For additional information regarding Pontiac Meals On Wheels sponsorship levels and advertisement opportunities, please contact **Rosemary Couser at 248-990-2902, Rosa Randolph at 248-738-9393**, or visit our website at www.pontiacmealsonwheels.com.

We thank you in advance for your consideration and support,

Rosa

Rosa Randolph
Program Director
Pontiac Meals On Wheels

The Face of Senior Hunger in America

- Hunger is a serious threat facing millions of seniors in the United States.
- **Nearly six million seniors faced the threat of hunger in 2007.** 11.4 percent of all seniors experienced some form of food insecurity. Of these, about 2.5 million were at risk of hunger and about 750,000 suffered from hunger due to financial constraints.
- From 2001-2007, Michigan ranked as the 25th state with seniors that have food insecurities in America. New studies are finding a discernable upward trend in the fraction of seniors facing the threat of hunger.
- Contrary to conventional wisdom, research clearly indicates that **the senior most likely at-risk of hunger is the younger old, those individuals in the 60-64 age range.** An 84 year old is over one-third less likely to be at-risk of hunger than a 64 year old.
- African-Americans are 75 percent more likely to be at-risk of hunger than whites. Hispanics are 20 percent more likely than whites.
- The poor are more likely to be at-risk, but **half of all at-risk seniors have incomes above the federal poverty line.**
- Recent studies project significant increases in hunger rates **by 2025 — 75 percent more seniors will experience some form of food insecurity and 33 percent more will suffer hunger.**



Who's At-Risk?

The Most Likely...

Seniors with limited incomes, under age 70, African-Americans, Hispanics, the unmarried and renters.

Services We Provide

Locally, our nutrition program **provides lunch, Monday through Friday to four (4) senior centers including Bowen Center, Carriage Circle, La Amistad/Ruth Peterson, and Woodland Heights.** Seniors come daily to enjoy a hot, home-style meal while sharing the companionship of fellow diners. These hot meals are prepared from scratch early each morning and delivered fresh daily to the respective sites.

For our senior clients who are unable to leave their homes, **we deliver a hot meal, as well as lunch, directly to their doors Monday through Friday.** Currently, we deliver to approximately 300 clients each day. For some, it is their only source of food for the day. Many of these homebound seniors have no local family support. It is not uncommon for the Pontiac Meals on Wheels delivery staff to be the only regular visitor in their lives. If we don't stop by, no one does! Our home delivery services those who are 60 years or older or, those who are physically or medically homebound.

We are pleased to tell you that **we also serve a traditional holiday meal on Thanksgiving, Christmas and New Year's Day.** These meals are prepared and delivered by our staff and holiday volunteers on the actual holiday by 11 a.m.

In addition, **we deliver a box of shelf stable meals annually to each homebound senior for emergency purposes;** just in case there is a snowstorm, a power outage or any act of God that would interrupt our meal preparation or deliveries.

We take great pride in announcing that this is done by a staff of 35 dedicated and hardworking people, as well as the many volunteers that step forward to serve our community.

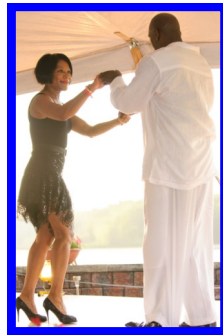


2011 Sponsorship Opportunities



Bowling for Meals

June



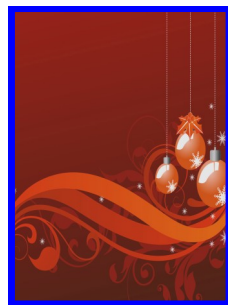
Dancing Under the Stars

August



Annual Golf Outing

August



Holiday Celebration

December

Serving the nutritional needs of homebound and congregate elderly in Pontiac, Keego Harbor and Sylvan Lake

Pontiac MEALS ON WHEELS 

Saturday, June 4, 2011

Bowling for Meals

Classic Lanes

2145 Avon Industrial Dr.

Rochester Hills, MI

Sponsorship

Event Sponsor—\$100

Two (2) bowling entries

Company name on event signage and any promotional materials

Quarter-page ad in August program book

For sponsorship information, contact:

Rosemary Couser at 248-990-2902

For Individual Tickets

\$15.00 per person

(includes 3 games, shoes & pizza)

Contact:

Sonya Riley at 248-636-3287

Regina Woodard at 248-292-2441

Pontiac Meals On Wheels

3rd Annual

Dancing Under the Stars



SATURDAY, AUGUST 13, 2011

RANDY'S ON THE LAKE — PONTIAC, MI

Sponsorship Levels

Gold Sponsor—\$1,000

- Six (6) reserved seating tickets to event
- Two-minute remarks at event
- Your company name/logo on premier stage signage
- Your company name on event signage
- Your company name on all printed materials
- Full-page ad in weekend program book

Silver Sponsor— \$500

- Four (4) reserved seating tickets to event
- Your company name/logo on signage
- Your company name on printed materials
- Half-page ad in weekend program book

Bronze Sponsor — \$250

- Two (2) reserved seating tickets to event
- Your company name/logo on printed materials
- Quarter-page ad in weekend program book

15TH ANNUAL GOLF OUTING

MONDAY, AUGUST 15, 2011

Pontiac Municipal Golf Course Pontiac, MI

St. Andrews Level — \$3,000

Four (4) foursomes
Sixteen reservations for Lunch/Dinner
Two-minute remarks at Dinner
Company name on event signage
Company name included on print material
Full-page ad on outside back of program book

Augusta National Level — \$2,000

Three (3) foursomes
Twelve reservations for Lunch/Dinner
Company name on event signage
Company name included on print material
Full-page ad on inside front cover of program book

Pebble Beach Level — \$1,000

Two (2) foursomes
Eight reservations for Lunch/Dinner
Company name on event signage
Company name included on print material
Full-page ad with premium position

Oakland Hills Level — \$500

One(1) foursome
Four reservations for Lunch/Dinner
Company name on event signage
Full-page ad in program book

Beverage Cart Sponsor — \$750

Twosome for Golf
Two reservations for Lunch/Dinner
Signage with company name on beverage cart
Half-page ad in program book

Hole Sponsor — \$150

Signage with company name at designated hole

Individual Golfer — \$100

One golf entry fee
One reservation for Lunch/Dinner

Dinner Only — \$45

One reservation for Lunch/Dinner

Pontiac MEALS ON WHEELS 

Souvenir Program Book Advertising Opportunities

Full page ad — \$ 100

Half page ad — \$75

Quarter Page Ad — \$50

Friends of Pontiac Meals On Wheels (Name listed in book) - below \$50

15TH ANNUAL GOLF OUTING

MONDAY, AUGUST 15, 2011

Pontiac Municipal Golf Course Pontiac, MI

Sponsorship Golfer Registration Form

Company/Business Sponsor Name: _____

Contact Person: _____ Phone No. _____

Address: _____ City _____ State _____ Zip _____

Email: _____

St. Andrews Level - \$3,000 (4-foursomes)

1. _____
2. _____
3. _____
4. _____

1. _____
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1. _____
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1. _____
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Individual Golfer — \$100

1. _____

Augusta National Level - \$2,000 (3-Foursomes)

1. _____
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Pebble Beach Level - \$1,000 (2-Foursomes)

1. _____
2. _____
3. _____
4. _____

1. _____
2. _____
3. _____
4. _____

Oakland Hills Level - \$500 (1-Foursome)

1. _____
2. _____
3. _____
4. _____

REGISTRATION DUE BY AUGUST 8, 2011

Please provide us with the names of your golfers no later than August 8, 2011. Fax form to: 248-738-9531.

For payment information, see the Event Sponsorship Information Package or call Christel Romer at 248-738-9393.

Holiday Celebration

“Warm A Senior’s Heart”

featuring

A Silent Auction and Celebrity Bartenders & Wait Staff

FRIDAY, DECEMBER 9, 2011

RANDY’S ON THE LAKE — PONTIAC, MI

Sponsorship Levels

Gold Sponsor — \$1,500

Eight (8) VIP Seating reservations at event
Two-minute remarks at event
Full-page ad in Program Book
Company name on printed materials

Silver Sponsor — \$800

Six (6) VIP Seating reservations at event
Half-page ad in Program Book
Company name on printed materials

Bronze Sponsor — \$400

Four (4) VIP Seating reservations at event
Quarter-page ad in Program Book

Pontiac MEALS ON WHEELS 

Partial proceeds to benefit children’s local activities

Pontiac MEALS ON WHEELS

2011 Sponsorship Commitment

Pontiac Meals On Wheels is partially funded by the Federal Older Americans Act and the Michigan Office of Services to the Aging through the Area Agency on Aging 1-B. Additionally, Pontiac Meals On Wheels is affiliated with the We Care Senior Meals Program of Detroit. We provide home delivered meals to senior clients in the Detroit area, under contract with the Detroit Area Agency on Aging.

Name/Organization _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____

SPONSORSHIP OPPORTUNITIES

Bowling for Meals—Saturday, June 4, 2011

___ Gold Sponsor \$250 ___ Silver Sponsor \$150 ___ Bronze Sponsor \$100 \$ _____

3rd Annual Dancing Under the Stars — Saturday, August 13, 2011

___ Gold Sponsor \$1,000 ___ Silver Sponsor \$500 ___ Bronze Sponsor \$250 \$ _____

15th Annual Golf Outing — Monday, August 15, 2011

| | | |
|------------------------------------|---------------------------------|----------|
| ___ St. Andrews Level \$3,000 | ___ Beverage Cart Sponsor \$750 | |
| ___ Augusta National Level \$2,000 | ___ Hole Sponsor \$150 | |
| ___ Pebble Beach Level \$1,000 | ___ Individual Golfer \$100 | |
| ___ Oakland Hills Level \$500 | ___ Banquet Meal Only \$45 | \$ _____ |

Holiday Celebration—Warm A Senior’s Heart — Friday, December 9, 2011

___ Gold Sponsor \$1,500 ___ Silver Sponsor \$800 ___ Bronze Sponsor \$400 \$ _____

EVENT SPONSORSHIP TOTAL \$ _____

SPONSORSHIP PAYMENT OPTIONS

Listed below are payment options for your sponsorship support. Please select which plan you would like to use.

Charge to: ___ Visa ___ Master Card ___ Discover ___ American Express ___ Bill us in the amount of \$ _____

Name as it appears on credit card _____ Acct. No. _____

Authorization Signature _____ Billing Zip Code _____ Exp. Date _____

___ Payment in full attached ___ Direct Bill

If you have any questions regarding the 2011 Pontiac Meals On Wheels Sponsorship Package, or funding options, please call **Rosemary Couser at 248-990-2902**. For payment questions, contact **Christel Romer at 248-738-9393**. Please return a copy of the Sponsorship Commitment Form to: Pontiac Meals On Wheels, 248 S. Telegraph Road, Pontiac, MI 48341

We thank you for your support!