



Hospice Care | Meals on Wheels
Private Care | Palliative Care

Drive Your Brand with VNA Meals on Wheels

Feed hungry seniors while reaching your target audience.

Meals on Wheels serves a diverse group of clients ranging in age from 25-106 and encompassing multiple ethnicities. These clients utilize a wide variety of services.

With a commitment to feed our hungry, Dallas County seniors for one day, Meals on Wheels will create a fully customizable marketing package to drive your brand awareness among clients and/or volunteers. With your investment of \$25,000, your sponsorship package may include the following:

- Labels on 4,000+ meals seen by more than 300 volunteers
- Press release with details of sponsorship
- Social media engagement/promotion
 - FB, Instagram, LinkedIn
 - 5,200+ followers
- Team engagement activity
 - Deliver Meals on Wheels
 - Complete special projects for seniors
- Informational materials provided to all Meals on Wheels volunteers and clients with the meal for the day*
- Customizable insulated Meals on Wheels bags for volunteers to carry highlighting your brand name

Engage your brand with positive corporate citizenship while doing good for seniors in Dallas County! Contact Chris Culak, VP of Development at (214) 689-2601 or culakc@vnatexas.org to discuss opportunities.

**Informational materials require prior approval by VNA staff.*



VOLUNTEER SNAPSHOT



Average age:
59

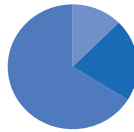


300+ volunteers each
day representing civic,
faith and corporate
groups



Top 5 zip codes
75225
75205
75214
75230
75115

CLIENT SNAPSHOT



African American - 51%
Caucasian - 36%
Hispanic/Latino - 11%
Other/unknown - 2%



Under 60 - 13%
60-69 - 29%
70-79 - 28%
80-89 - 22%
90+ - 8%



4,200
Meals on Wheels
Clients served



Female 64%
Male 36%

