



Office of the City Manager

CONSENT CALENDAR
October 2, 2012

To: Honorable Mayor and Members of the City Council
From:  Christine Daniel, City Manager
Submitted by: Jane Micallef, Director, Health, Housing & Community Services Department
Subject: Donation Solicitation to Support the City of Berkeley Senior Nutrition Programs

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to solicit donations from Berkeley residents and businesses through an annual appeal letter to support Meals on Wheels and congregate lunch program's unfunded costs.

FISCAL IMPACTS OF RECOMMENDATION

The private donations received from an annual appeal supplement the County funds the Aging Services Division receives and allows the City of Berkeley Meals on Wheels Program (MOW) and congregate lunch program to serve more seniors and cover operational expenses. The cost of the annual appeal is covered by setting aside funds from the previous year's donations. Donations for this appeal will be deposited in accounts to support meal programs in the Aging Services Division (089-7922-368-1022, 089-7916-368-1022 and 089-7918-368-1022). The appropriation of the funds collected will be included in the Second Amendment to the FY 2013 Annual Appropriations Ordinance.

CURRENT SITUATION AND ITS EFFECTS

The Berkeley MOW provides over 50,000 nutritious meals to nearly 280 seniors each year. Volunteer drivers deliver meals four days per week and provide a wellness check with each delivery.

Operational expenses such as food safety and preparation equipment, delivery supplies and volunteer recruitment costs are not currently funded. In addition, private donations allow the program to serve nearly 10,000 additional meals each year over the 50,909 meals the program is funded to provide in FY 2013. In FY 2012, the Meals on Wheels program served 60,480 meals.

The congregate meal program provides hot meals five days per week at the North and South Berkeley Senior Center. The program is funded to provide 41,181 meals in FY 2013; in FY 2012, the Aging Services Division served 45,133 meals. Only the most basic operational

supplies are currently funded. Supplies such as plates, tablecloths, silverware and equipment supplies, and any meals served in excess of the funded 41,181 are not in the budget. The cost of additional meals purchased to meet the additional need is \$3.75 per meal

BACKGROUND

In 2008, the Alameda County Meals on Wheels agency, a private, non-profit agency that raises funds for the six Meals on Wheels programs in Alameda County, provided a special grant to the North Berkeley Senior Center Advisory Council to develop a private donor base through a direct mail annual appeal process.

The North Berkeley Senior Center Advisory Council raised funds for the Meals on Wheels program beginning in 2008. The annual appeal letter has been successful in raising approximately \$20,000 annually to help cover the costs of meals to homebound seniors and operational expenses of the program. The North Berkeley Senior Center Advisory Council voted to grant the funds from fundraising efforts to the Meals on Wheels program on August 1, 2012.

The Aging Services Division has assumed responsibility for the annual appeal process. Staff has established a past-donor mailing list of 700 individuals and volunteers will assist the effort by assembling the appeal packets. The Aging Services Division set aside \$1,000 from previous year's donations to cover the cost of this year's appeal.

Donations to City of Berkeley for public purposes are tax deductible under Internal Revenue Code, 26 USC section 170(c)(1).

RATIONALE FOR RECOMMENDATION

These donations will assist in covering the costs of providing meals to seniors and unfunded operational expenses.

ALTERNATIVE ACTIONS CONSIDERED

Seniors in need of Meals on Wheels could be placed on a wait list when the program reaches funded capacity; seniors arriving at the Center seeking a meal could be referred to other programs when the program reaches capacity.

CONTACT PERSON

Dina Quan, Senior Health Services Program Specialist, HH&CS, 981-7778

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

DONATION SOLICITATION FOR THE MEALS ON WHEELS PROGRAM FROM BERKELEY RESIDENTS AND BUSINESSES THROUGH AN ANNUAL APPEAL LETTER

WHEREAS, the Berkeley Meals on Wheels provides over 50,000 nutritious meals to nearly 280 seniors each year; and

WHEREAS, the congregate meal program provides over 45,000 nutritious meals each year at North and South Berkeley Senior Center; and

WHEREAS, donations received from this annual appeal letter will support unfunded operational expenses and meals provided to home-bound seniors by the City of Berkeley Meals on Wheels program and the congregate meal program; and

WHEREAS, the Meals on Wheels program, through support of the North Berkeley Senior Center Advisory Council, has established a donor mailing list of 700 residents.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to solicit donations for the City of Berkeley senior nutrition programs from Berkeley residents and businesses through an annual appeal letter. Funds to be deposited in budget code numbers 089-7922-368-1022, 089-7916-368-1022 and 089-7918-368-1022.

