

Meals on Wheels

Donna Van Sant, Executive Director

FY2006 Business Plan Summary



vision

Grow Meals On Wheels program into a premier nutrition service for the home bound elderly and disabled adults in our county, providing a full compliment of quality prepared meals and personal attention seven days a week.



mission

At home and healthy with full nutrition and personal attention.



objectives

- Provide services to 475 home bound elderly each month.
- Provide expanded nutritional service products to 300 individuals.
- Add new customers at the rate of 45 per month.
- Increase case management revenue to an average of \$2,500 per month.
- Recruit and train 25 new route drivers, both volunteer and paid.
- Obtain \$80,000 in county contract and foundation funding.
- Provide 12 in-service training sessions for route drivers and 24 for MoW staff.
- Provide nutrition services to 75 disabled adults each month.



strategies

- Develop and maintain effective relations with funders; program tours, and proposal writing.
- In conjunction with food services vendors, develop three new products for our customers.
- Develop and execute a customer focused marketing plan for nutrition and CS management.
- Create and execute a staff and volunteer development plan that works!
- Operate our customer feedback and quality control system to increase customer satisfaction.



action plans

- Complete new product development by March 23rd.
- Complete staff hiring and support plan by May 16th.
- Hold program tour and meeting with all current funders by October 10th.
- Win funding from 10 new foundations by November 23rd.
- Develop a marketing plan by December 1st.

Excerpt from *The One Page Business Plan for Non-Profit Organizations*