



Executive Summary for Impact 100

Mission

For more than 50 years, Meals on Wheels Diablo Region has improved the lives of vulnerable seniors living in Contra Costa County by delivering nutritious meals and supportive services that allow seniors to live independently, safely and with dignity. While we keep seniors nourished by delivering one meal a day, there are too many seniors in our community who experience extreme food insecurity. For these seniors the meal we deliver is the only meal they eat all day. It is not unusual for our elders to split the meal to have some food for lunch, dinner, and to eat at night to take with their medications. To keep this vulnerable population from experiencing hunger and the health issues that result, MOW Diablo Region began the Breakfast Bag Program. We believe no senior should have to ration food, no senior should experience hunger, and no senior should worry about their next meal. Preventing seniors from experiencing hunger is the core mission of the organization and the foundation of the Breakfast Bag Program.

Project

MOW Diablo Region is proposing to expand its successful Breakfast Bag pilot program, which began in mid-2020 as a response to COVID-19, to serve seniors in Antioch and Pittsburg. The program delivers a week's worth of healthy, nutritious breakfast food, including fresh fruit, cereal, oatmeal, hardboiled eggs, yogurt, string cheese, and more, to seniors' homes. The Impact 100 grant will allow us to distribute 3,000 Breakfast Bags, representing 15,000 meals, for vulnerable Antioch and Pittsburg seniors.

Community Transformation

The Breakfast Bag Program – simple in concept, yet powerful in impact – has already proven to fight food insecurity among seniors. One client, Joan, said she would go hungry for days, sometimes trying to see if her neighbors, who had limited means, could help. But now the Breakfast Bags she receives have improved her life. “The breakfast bags have been a godsend. I eat everything and it’s my primary source of food.” From our pilot, we know that 85% of clients report an improved diet and 75% report their health has improved. Other Meals on Wheels organizations across the country have expressed interest in replicating this successful program. The Breakfast Bag Program has the potential to transform meal delivery to seniors.