



**Meals on  
Wheels**

WINNIPEG

*60 years of service  
1965 - 2025*

# **Meals on Wheels 2024 Annual Report**



**Thank you - Janice and Pam have loaded their  
Deer Lodge Meals and are ready to deliver**

## VOLUNTEER RECOGNITION DINNER & ANNUAL GENERAL MEETING

### AGENDA

June 4, 2025

6:00 PM – Welcome

Marla Somersall, Executive Director

6:15 PM – Dinner Service

7:00 PM – Annual General Meeting

#### Agenda:

1. Call to Order

John Knowles, President

2. Confirmation of Quorum

3. Adoption of the Agenda

4. Approval of the minutes of the Annual General Meeting June 5,  
2024

John Knowles, President

5. President's Report

Dave Rubel, Treasurer

6. 2024 Audited Financial Statements & Financial Report

Dave Rubel, Treasurer

7. Adoption of the 2024 Audited Financial Statements

Dave Rubel, Treasurer

8. Appointment of External Auditors

John Knowles, President

9. Approval of Bylaw Amendments  
(see Summary of Bylaw Changes and Motion attached)

John Knowles, President

10. Election of Directors (see Motion attached)

11. Adjournment

7:45 PM – Long Service Volunteer Recognition – Marla Somersall and Adam Rout

*Thank you for coming and for your Service*



# Message from the President

It gives me great pleasure to report that, as our stakeholders have come to expect, Meals on Wheels of Winnipeg was able to provide continued, excellent service while meeting and surmounting challenges through the year. Marla Somersall joined us in March, 2024 and her professional approach and energy allowed our clients to have uninterrupted service through several floods in our office building. Marla and her team give the Board confidence and optimism for the future of our service to people of Winnipeg.

As you will read elsewhere in this report, in 2024 we started preparing a new strategic plan, which was completed in April of this year. The Board and staff put significant effort into this project, guided by knowledgeable experts at Leading 4 Impact. Along the way we considered ways to address meal supply constraints, which limit the number of clients we can serve, and the team is working diligently to explore all potential sources to augment our supply.

The Board has also worked on our governance structure, part of which involves an updated by-law and new membership policy for Members' consideration. Details are in the AGM meeting materials.

We are pleased to present three new candidates for election as directors, Shweta Banthia, Paige Robson and Melissa Sitter, each of whom brings skills and experience from which we look forward to benefitting. Brief biographies are in the AGM meeting materials. I want to thank Marissa Dornian and Kyle Sawchuk, who are not standing for re-election as directors, for their contributions during their time on the Board. I also want to acknowledge our staff, who are modest in number and nature, for their teamwork and contributions every day. Finally, I thank our many volunteers, whose caring and dedication are a key ingredient in the Meals on Wheels' success.

John Knowles  
President

## Executive Director's Report

The 59th year at Meals on Wheels was certainly one for the record books. We all look forward to a calmer 60th year in our freshly restored and dry office with the focus on the program and getting hot nutritious meals to those who need our services. The determination and commitment of our staff team to continue the work through all of the events of 2024 was absolutely remarkable. My sincere thanks to them all.



We continue to work on challenges with wait lists and areas where we are not yet able to provide service. We have adjusted routes and delivery days to get people off the wait list and doubled meals on slower days to ensure consistent access to healthy food. Food security is basic to maintaining health and reducing burdens on the health care system. Preparation for labour action provided us with a clear picture of how many of our clients rely on MoW service. Thank you to our volunteers who adjusted to all of the changes as we tried to get clients into the program.

I thank everyone who took part in the development of our strategic plan. We look forward to operationalizing this 5 year plan, ensuring we develop a clear picture of the needs and that we get meals to those who need them efficiently and effectively. Enhancing our public profile will strengthen our collaboration with partners and ensure those who need meal delivery can access the service without delay. We are committed to working with volunteers to make this important work easy, safe and fun!

Thank you to everyone for the tremendous support and a great and busy first year. I look forward to continuing this important work with all of you.

Marla Somersall  
Executive Director

# Strategic Plan 2025-2030



## Our Framework

### Vision

People in Winnipeg can live independently in their own community with access to affordable nutrition.

### Mission

Meals of Wheels of Winnipeg is a key partner in the Winnipeg health care and social service systems providing affordable, nutritious meals in support of healthy independent living.

### Values

**Respect** for each individual person.

**Dignity** as an inherent value of each person.

**Quality** of both the product and service provided.

**Accountability** as financial stewards of public, donor, and third-party resources.

### Strategic Priorities

Over the next 5 years, Meals on Wheels will:

1. Define who is served and enhance profile
2. Enhance service model to ensure quality and efficiency
3. Explore opportunities to sustain and expand impact



## **Strategic Priorities** for next 5 years

Each year, the Executive Director will develop an annual plan that aligns with Priorities.

### **1. MOW will define who is served and enhance profile**

**Toward this end, we will:**

- a. develop and use a process for determining priority demographics
- b. enhance data collection to better understand and manage outcomes and impact
- c. promote MOW's impact and build effective advocacy and marketing strategies

### **2. MOW will enhance service model to ensure quality and efficiency**

**Toward this end, we will:**

- a. explore pricing and delivery options
- b. enhance systems and technology to meet program expectations and needs
- c. gather and respond to client, volunteer and staff input on the service model

### **3. MOW will sustain and expand impact**

**Toward this end, we will:**

- a. innovate and strengthen volunteer recruitment, training and retention
- b. identify potential partners and pursue innovative, mutually beneficial collaborations
- c. enhance fund development and relationships with new and existing funders and donors

## **Foundational Priorities**

To ensure capacity to implement the identified strategic priorities, we will:

- strengthen governance policies, succession planning and risk management
- review and strengthen operational and personnel policies
- ensure operational and financial sustainability
- enhance staff well-being and operational effectiveness



**Adam Rout**  
**Volunteer Coordinator**

# Volunteer Coordinator's Report

*Our volunteers are our greatest strength!*

2024 was truly a year of growth and "settling in" as I marked my 1-year anniversary with Meals on Wheels. It was a milestone not just for me, but for our entire team as our volunteers embraced the new Scheduler app, that has made it easier than ever to view schedules and sign up for open routes. This innovation allowed us to be even more efficient in maintaining the quality of service our clients have come to rely on. Thanks to the dedication of our incredible volunteers, we were able to deliver a total of 8,343 routes throughout the year, contributing nearly 17,000 hours of driving routes. Their selfless commitment continues to ensure that our clients not only receive nutritious, hot meals but also the warmth of a friendly smile and a personal greeting at their door.



**300 volunteers**

In an effort to raise awareness about Meals on Wheels and attract new volunteers, we continued to work with Tin-Can Creative to enhance our social media presence. We also took part in recruitment fairs hosted by Volunteer Manitoba at post-secondary institutions, and at community events—engaging with nearly 500 individuals interested in learning more about our mission. Thanks to these efforts, we closed out 2024 with a dedicated team of 300 volunteers! We are especially grateful to the 63 new volunteers who joined our ranks this year, helping to balance the departure of 52 longtime supporters who retired or moved on to new opportunities.



**22,202 volunteer hours**

We are incredibly fortunate to benefit from the unwavering support of a wide range of community partners and corporate groups whose collective efforts make a meaningful difference year-round. Together, community day programs from Community Venture, D.A.S.C.H., Norshel, and Waso; church groups from St. Anne's River Heights United and St. Mark's Lutheran; and corporate teams from Audi, Boeing, Mondetta, and Sysco consistently show up delivering 30 of our 160 weekly routes. Their commitment ensures our clients receive not just meals, but care and connection. We are equally grateful for the creative and heartfelt contributions from volunteers at Wawanesa, and for the Winnipeg Modern Quilt Guild, Assiniboine Circle Quilters, and Cornerstone Quilters, whose handmade place mats bring joy to clients during the holiday season. These partnerships exemplify the spirit of community and generosity that fuels our mission every day.



**\$14,707 donated  
from Volunteer  
Drivers in 2024**

On behalf of the Board of Directors, our dedicated staff, and the clients we serve, we would like to express our deepest gratitude for the unwavering generosity and kindness of our volunteer team. Your selfless contributions make an immeasurable difference, enabling us to carry out the vital work we do every single day. We could not accomplish our mission without your support, and for that, we are truly thankful.



**8343 Routes**

## From the Archives:

In 1990, 1026 volunteers donated 57,144 hours to deliver and serve 53 weekday and 10 weekend routes

# Honouring Volunteer Service

## Longest Service Recognition

Congratulations and Thank You to  
Shirley Lozinski who celebrates 36 years this year

### 5 years

Janet Brady  
Pat Brenton

Phil Buckingham

Bev Collicutt

Greg Collicutt

Community Venture South West

Marlene Crielaard

Karen Crone

Rob Duerksen

Brenda Evans

Bruce Evans

Tara Everard

Arnold Guy

Marc Hache

Sheree Hibbs

Stacey Holden

Cathy McGimpsey

Doug McLennan

Vicki McLennan

Jim Peeling

Dianne Rogers

Mike Rogers

Alain Schmitt

Kurt Simonsen

Inga Skundberg

Kathryn Smith

Albert Toews

### 10 years

Lori Thompson

### 15 years

Samantha Atkinson

Community Venture Maples

Chloe Dilk

Silvie Dilk

D.A.S.C.H Roblin

Joan Stevenson

Wayne Trask

### 20 years

Greg Mauro

John Poyser

### 25 years

Calvin Sookermany

Priscilla Sookermany

### 30 years

Georgina Adolfson

Lesley Weselak

In 2024, our  
volunteers  
contributed  
the equivalent  
of  
**\$345,244**

# Client Coordinator's Report

This past year has been exciting with many positive changes both in our offices and the community working to serve our clients and maintain our strong partnerships with the hospitals and care homes. We have navigated floods, power and water shut offs and mail and health care labour actions. We worked through the office restoration and all the while our mighty team of 5 hasn't skipped a beat and has kept moving forward.

Meals on Wheels delivered 160,633 meals in 2024, down somewhat from the previous year largely due to less demand for supper meals. While we continue to serve our aging population, we see an ongoing shift in the client demographic of those needing meals at home. Meals on Wheels is a very important part of the Health Care system, collaborating with social workers, therapists, health care providers, mental health and home care coordinators who work tirelessly to arrange services for clients wishing to continue to reside in their community. Access to a simple low cost meal program like ours saves significant health care dollars and resources, with a focus on keeping people in their homes.

Beyond arranging a balanced meal, Meals on Wheels is a trusted service for families and caregivers who time and again thank us for having that regular contact with their loved one when they are unable to. Our quilted place mats graciously provided by 2 quilter guilds each year, artwork from elementary schools, birthday cards and cupcake desserts provided by the Regional Distribution Facility on birthdays offer a special touch for our clients who at times can be experiencing loneliness or isolation. It is important to know that someone cares.

We continue to have a strong impact starting with that friendly face at the door, which is a source of comfort to families knowing their loved ones are being checked on, and especially intervening in occasional situations where a client's safety is at risk such as when a fall necessitates the need for emergency services.

The demand for our services is great and continues to grow. Challenges that persist are full routes and some longer wait times than we would like in some areas of the city with greater need. We are working to address the need in these areas, and looking for partners to restore service to south areas of the city.

I would like to thank our meal partners and many dietary staff that work hard each day checking meals, packing, updating information for our drivers and taking our daily calls when there are changes or questions.

I look forward to the work we undertake to grow our reach in the community while we continue to feed independent living for those that require our services.



**Kelly Scrivener**  
**Client Coordinator**



**160,633 meals**



**Our 11 partners**  
**prep meals daily**

## Thank you to our Meal Partners

**Concordia Hospital**  
**Health Sciences Centre**  
**Riverview Health Centre**  
**Victoria Hospital**

**Deer Lodge**  
**Misericordia Health Centre**  
**St Boniface Hospital**  
**West Park Manor**

**Grace Hospital**  
**Park Manor**  
**Seven Oaks Hospital**

# Funding Partners



**Winnipeg Regional  
Health Authority**

The WRHA is our key partner in providing meals to clients so they can remain in their own homes. During a challenging year, Julie Gislason, Chief Nutrition and Food Services Officer and the RDF committed to ensuring clients receive meals. We are grateful for this ongoing partnership.

Kathy Henderson, Laurel Rose and the Support Service for Seniors team have been key supports in our efforts to explore expanding services to meet the needs and deal with growing wait lists.

We are so grateful for our ongoing partnership with the WRHA.

We are honoured to have had 60 years of partnership with United Way Winnipeg in support of meal delivery. As we both recognize this important milestone, we offer our sincere thanks to Michelle Chudd, Community Investment Manager and the whole United Way team for these 60 years of real partnership in keeping people independent in their own homes. Ongoing support like this allows our small team to focus on our mission.



**United Way  
Winnipeg**

# Supporters



***MoW VOLUNTEER DONORS***

***COMMUNITY DONORS***

***Maunders McNeil Foundation Inc.***

***Settlers Foundation - Andrew B Paterson Family***

***RBC Foundation***

***FWS Confidence Management***

***Allan and Doreen Thompson Charitable Foundation***

***Youth in Philanthropy***

**Many thanks to  
Our Partners and Supporters**

# 60 Years of Meals on Wheels

## Our Impact then and now

**Food security**

**Improved nutrition and better compliance with special diets**

**Remaining at home and in community**

**Families know someone is checking in**

**More health care beds and resources for others who need them**

**Partnering with health and social services to keep clients at home**

**Better safety in the home**

**Better mental health**

"the only service required to maintain many of these persons in their own familiar surroundings and to keep them out of the hospital or other expensive care facilities"

## 1969 Annual Report

"Surely it is the volunteer who provides the greatest humanizing factor in our program the one who brings the client the hot meal, offers a cheery word of greeting and the promise, 'See you next week!'"

## 1981 Volunteer Committee Chair

**1984 Recipient of the Mayor's Volunteer Service Award for the Mobilization of Volunteers**

**In 1974, 18,883 'prescription' diet meals were distributed, comprised of 26 different diets**

**1992  
237,470 meals delivered  
The biggest year for MoW**

**1991  
Stan Moynagh announced his retirement after 22 years as Executive Director since 1969**

## Early Research studies with University of Manitoba

- Nutrition Canada, Manitoba 1975 - notes that elderly men are most vulnerable to nutrient deficits
- Food Practices and Nutrient Intake of Aging Home-Bound Individuals by Dietary History and Biochemical Data (1964)
- Evaluation of the Meals on Wheels Therapeutic Diet Service (1970) - notes the importance of nutritional counselling

# Treasurer's Report

*(Dollar amounts rounded)*

During 2024, Meals on Wheels of Winnipeg Inc. ("MoW" or "Meals on Wheels") provided 160,633 meals to Winnipeg residents, which is a decrease of approximately 7,000 meals delivered in 2023.

Despite this decrease in 2024, the excess of total net revenues over expenses increased by approximately \$7,000 over the previous year to \$129,000. The main factors comprising net revenues are discussed below.



Sales of meals were \$918,000 and the 2024 net meal revenues - after deducting the cost of those meals and delivery costs - were \$288,000, which is nearly identical to that in 2023. The meal price increase in 2023 as well as a supplementary grant received has carried over into 2024 and the meals costs remained stable. Donations, grants and investment income remained fairly consistent this year, as noted in the Statement of Operations.

In 2024 Meals on Wheels invested in updated cloud-based technology, which will significantly reduce the ongoing costs in this area, while also ensuring that meal services can continue uninterrupted while staff work remotely when necessary. This turned out to be an important and timely investment when the flooding events occurred at the 170 Hargrave office.

Meals on Wheels has continued to maintain a strong balance sheet that provides the working capital for its operations, as well as to ensure that resources are available for any unexpected disruptions to meal supplies or funding. The Board fully recognizes both the importance of avoiding any disruption in services as well as the fact that cost increases impact the operating budget annually.

Subsequent to the 2024 fiscal year end, a meal price increase of \$1 per meal was implemented by our primary meal supplier and became effective March 1, 2025. Meals on Wheels' cost per meal had been unchanged for several years so this price increase is not unexpected.

The resulting financial impact to Meals on Wheels operations is estimated to be approximately \$140,000 in additional meal costs for 2025 and \$160,000 for future years. The Board of Directors has committed to covering this cost for 2025 without passing it on to our clients. We recognize that many of those we serve are on modest and fixed incomes, so our goal is to ensure their food security while working to minimize the impact of eventual price increases.

As we endeavour to find this balance for our current clients, the Board of Directors will be working to assess future risks to the organization and will continue to monitor and review our financial resources to ensure we meet the growing demand for service.

A handwritten signature in blue ink, appearing to read "Dave Rubel". The signature is stylized and fluid, with a long horizontal stroke at the end.

Dave Rubel  
Treasurer



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## Report of the Independent Auditors on the Summary Financial Statements

To the Directors of  
Meals on Wheels of Winnipeg Inc.

### *Opinion*

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2024, and the summary statements of operations and changes in net assets for the year then ended, are derived from the audited financial statements of Meals on Wheels of Winnipeg Inc. (the "Organization") for the year ended December 31, 2024.

In our opinion, the summary financial statements are a fair summary of the audited financial statements, on the basis described in the *Management's Responsibility for the Summary Financial Statements* section of our report.

### *Summary Financial Statements*

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditors' report thereon, therefore, is not a substitute for reading the audited financial statements and the auditors' report thereon.

### *The Audited Financial Statements and Our Report Thereon*

We expressed an unmodified audit opinion on the audited financial statements in our report dated April 28, 2025.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation of the summarized financial statements on the following basis:

The summary financial statements include the major totals and subtotals from the related complete financial statements dealing with matters having a pervasive or otherwise significant effect on the summary financial statements.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

A handwritten signature in blue ink that reads "Booke &amp; Partners".

Winnipeg, Canada  
April 28, 2025

Chartered Professional Accountants

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**Meals on Wheels of Winnipeg Inc.**  
**Summary Statement of Operations**

Year ended December 31

**2024****2023**

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Sales of meals	<b>\$ 918,357</b>	\$ 945,139
Costs		
Cost of meals	<b>574,732</b>	598,782
Delivery costs - volunteers	<b>55,295</b>	58,842
	<b>630,027</b>	657,624
Net revenues on delivered meals	<b>288,330</b>	287,515
Indirect and administrative expenditures		
Salaries and benefits	<b>364,351</b>	392,462
Office and building	<b>56,109</b>	56,256
Administrative	<b>197,625</b>	191,088
	<b>618,085</b>	639,806
Deficiency of revenues over expenditures before other revenues	<b>(329,755)</b>	(352,291)
Other revenues		
Grants		
Winnipeg Regional Health Authority	<b>213,384</b>	246,124
United Way	<b>82,676</b>	82,676
Donations and fundraising	<b>78,367</b>	72,047
Investment income	<b>49,574</b>	42,729
Other income	<b>7,700</b>	7,100
Unrealized gains on investments	<b>26,903</b>	23,540
	<b>458,604</b>	474,216
Excess of revenues over expenditures	<b>\$ 128,849</b>	\$ 121,925

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The complete financial statements, including notes to the financial statements and the Independent Auditors' Report, are available upon request by contacting the Organization's office.

**Meals on Wheels of Winnipeg Inc.**  
**Summary Statement of Changes in Net Assets**

Year ended December 31 2024 2023

	Invested in property and equipment	Internally restricted	Unrestricted	<b>Total</b>	<u>Total</u>
Balance, beginning of year	\$ 41,169	\$ 303,811	\$ 967,918	<b>\$1,312,898</b>	\$1,190,973
Excess (deficiency) of revenues over expenditures	(20,434)	-	149,283	<b>128,849</b>	121,925
Property and equipment additions	<u>1,237</u>	<u>-</u>	<u>(1,237)</u>	<u>-</u>	<u>-</u>
Balance, end of year	<b><u>\$ 21,972</u></b>	<b><u>\$ 303,811</u></b>	<b><u>\$1,115,964</u></b>	<b><u>\$1,441,747</u></b>	<b><u>\$1,312,898</u></b>

The complete financial statements, including notes to the financial statements and the Independent Auditors' Report, are available upon request by contacting the Organization's office.

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**Meals on Wheels of Winnipeg Inc.**  
**Summary Statement of Financial Position**

December 31

2024

2023

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**Assets**

Current

Cash	\$ 860,109	\$ 560,933
Short-term investments	544,185	600,143
Accounts receivable	96,654	87,363
Prepaid expenses	15,430	6,829

1,516,378 1,255,268

Long-term investments

- 102,187

Property and equipment

21,972 41,169

\$1,538,350 \$1,398,624

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**Liabilities**

Current

Payables and accruals	\$ 91,086	\$ 85,726
GST payable	5,517	-

96,603 85,726

**Net Assets**

Invested in property and equipment

21,972 41,169

Internally restricted

303,811 303,811

Unrestricted

1,115,964 967,918

1,441,747 1,312,898

\$1,538,350 \$1,398,624

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Approved by the Board

  
\_\_\_\_\_  
Director

  
\_\_\_\_\_  
Director

**Thank you for 60 years  
helping to feed  
independent living**



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**Meals on  
Wheels**

WINNIPEG

*60 years of service  
1965 - 2025*

***A trusted solution***