



# 2025 Healthy Living Conference - City of Hope

## Altadena Meals on Wheels



### SUMMARY

Altadena Meals on Wheels ("AMOW") is a volunteer-based, non-profit organization that has been serving hot meals to residents since 1973. With a commitment to compassion, dignity and nutritional excellence, AMOW utilizes a caring and dedicated team of volunteers to deliver hot and tasty meals to seniors who are confined to their homes for reasons including illness, post-surgery rehabilitation/convalescence, and/or age to help them live healthier, more nourished lives so they can remain independent in the comfort and security of their own homes for as long as possible. AMOW is frequently contacted by health professionals for short- and long-term meal delivery for residents returning home from hospital stays.

Altadena has a population of more than 1,500 seniors between the ages of 70 and 90+. While many of these seniors choose to age in place, many do not meet the criteria to receive prepared frozen meals through the Los Angeles County program. Or, if they do qualify, the waiting period is very long.

AMOW does not receive federal aid for our meal delivery program.

### WHAT HAVE WE DONE?

**Subsidized Meals:** Provided \$1 subsidies to meal recipients.

**Free Subscription:** Offered a 6-month meal plan to selected, low-income residents.

**Website Launch:** Hired a designer and launched the official AMOW website.

**Resident Database:** Researched and created a list of Altadena residents aged 65+.

**Outreach:** Sent monthly marketing postcards to the resident list.

**Growth Through Marketing:**  
Increased volunteer pool from 8 to 45.  
Increased recipients to 22 before the Eaton Canyon fires.

**Volunteer Recognition:**  
Distributed AMOW-branded t-shirts to volunteer drivers.  
Hosted an appreciation luncheon for volunteer drivers in late 2024.  
Hosted an appreciation luncheon to reconnect and brainstorm a way forward with volunteers after the Eaton Canyon fires.

### NEXT STEPS

#### Rebuild. Reconnect. Relaunch.

The Eaton Canyon fires devastated our operations, destroying the Altadena Senior Center, our former meal delivery drop-off site. AMOW's first priority was securing a new location, and we are deeply grateful to *Christ the Shepherd Lutheran Church* for generously offering their facilities during this critical time.

Moving forward, AMOW is focused on:

**Rebuilding Our Recipient Base:** Tragically, only 5 of the 22 original meal recipients' homes survived the fire. Expanding outreach to serve more seniors in need is crucial.

**Restoring Volunteer Capacity:** 38 of our dedicated drivers lost their homes and have relocated due to the fire. Recruiting and training new volunteers is a top priority.

We are committed to rebuilding AMOW's presence to be stronger than before, with renewed purpose and community support.

### FUN FACTS

**Founded in 1973:** AMOW has served the community for 52 years.

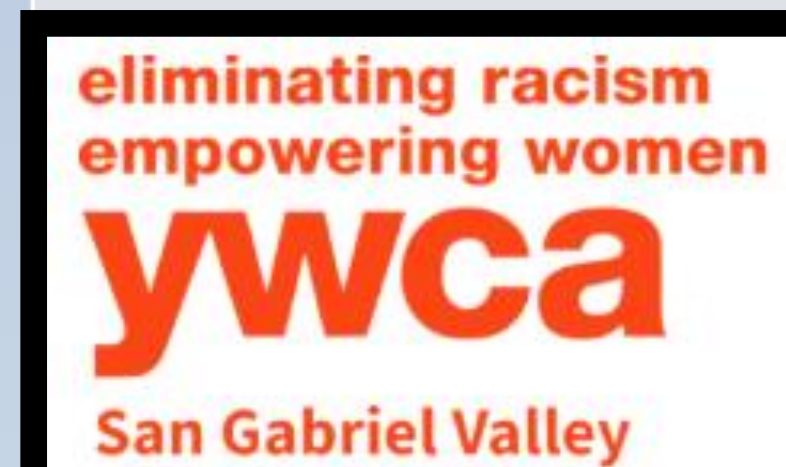
**Original Meal Cost:** \$2.25 per meal in 1973.

**Well Balanced Meals:** Protein, veggie, starch, dinner roll, dressed salad or soup, milk, juice and fruit.

**Senior Population:** 20% of Altadena's 43,000+ residents are seniors.

**Longest-Serving Volunteer:** 17 years of service.

**Volunteer Age Range:** From 40s to 80s.



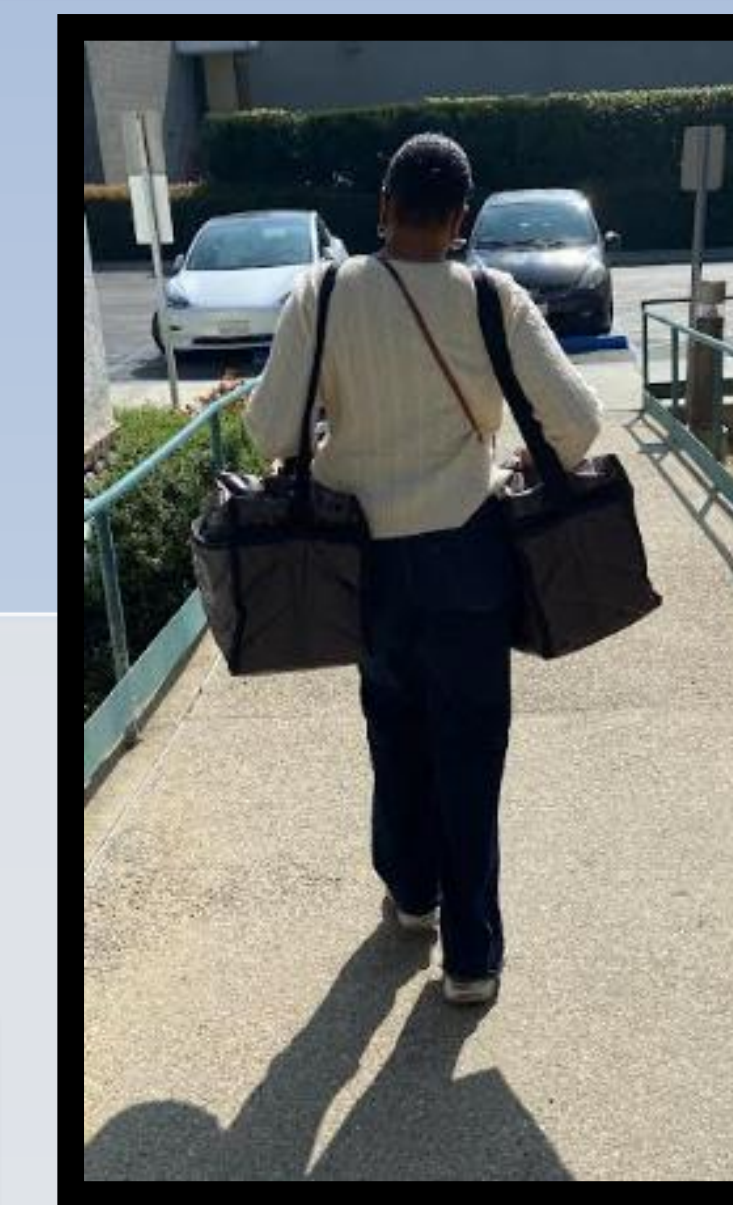
SGV YWCA



ALTADENA SENIOR CENTER



BOARD OF DIRECTORS & VOLUNTEERS



VOLUNTEERS DELIVERING MEALS



HAPPY SENIOR!