



Meals on Wheels of Central Maryland (MOW) recently launched an initiative to develop and grow community partner relationships with area businesses. MOW is negotiating affiliations with key businesses that can help MOW to better serve the needs of its clients, volunteers and friends. Maryland's homebound population needs not only the meals and visits that MOW volunteers deliver, but also many complementary goods and services.

One of the most successful components of this initiative has been co-branded delivery vans. Meals on Wheels maintains a fleet of more than 20 vans that deliver approximately 3,200 meals to 1,600 clients, 5 days a week throughout Baltimore City and the 6 surrounding counties. As part of a negotiated community partnership arrangement, MOW will cover one of its delivery vans with a vehicle wrap that will display the community partner's logo for one year. This is a great opportunity for MOW's community partners to be recognized for several hours per day each workday in designated high-traffic travel areas by the general public and by MOW clients and volunteers. A sample van wrap from one of our community partners is shown below:



There are also several other ways in which MOW could help your business, and vice-versa. To further the mission of Meals on Wheels, we welcome the opportunity to discuss with you how your business and MOW could leverage each other's strengths by working together. To learn more, please contact **Debbie Brown** by phone at **(443) 573-0929** or by e-mail at **brown@mowcm.org**.