

**2009**  
**Chief Executive Officers Year End Report**  
**1330 Band Road, Rosenberg, Texas 77471**

The year 2009 was filled with great challenges and notable successes; especially the celebration of providing services to seniors for over 35 years. I am pleased to have this opportunity to share some of the year's highlights for Fort Bend Seniors Meals on Wheels (FBS) and to extend our gratitude to everyone who has contributed as a volunteer, employee, board member, funder or donor.

## Statistics

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### *Programs/Clients*

1. The growth in our meal service was substantial in 2009 resulting in no wait list and completion of Phase III to serve meals seven days per week. Overall, our meals increased by 16.5 percent (204,673 units) from 2008 (175,663 units).
2. Also we had a 10 percent increase in rides from the previous years. We continue to contract transportation service through Fort Bend County Public Transportation. Although we continue to have complaints from clients on poor customer service from the County's contracted transportation company, we have made every attempt to resolve these problems and will continue working with the County to improve services. Presently, there is no alternate transportation available. The County receives all federal and state dollars directly earmarked for public transportation, which puts them in the driver's seat. However, a transportation feasibility study is currently being conducted to determine the best approach to resolving the problems at hand.
3. The majorities of FBS recipients' lives at or below poverty level, are frail due to poor health, and are isolated. FBS serves meals to an ethnically diverse population, with nearly 45 percent of all clients who are Anglo, 35 percent African American, 15 percent Hispanic and 5 percent Asian. Approximately 85 percent of the clients served are 75 years of age or older with at least one activity of daily living limitation.

4. As the demand for our services increases, our employees and volunteers continue to respond to the need delivering more than 204,673 meals in 2009. Even as the number of requirements and challenging client circumstances continued to rise, no request was denied. Our active volunteer corps of 727 individuals contributed 12,697 hours of service, primarily in meal delivery. We are proud of our employee and volunteer teams; their commitment, talents and dedication to service are distinguishing factors in the success of FBS.

## Accomplishments:

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### *Increased and Diversified Funding*

1. 2009 was also the first year FBS employed a grant writer to assist in increasing and diversifying our funding sources to cover the growing needs in the community. Throughout last year, numerous grant applications were successfully submitted to well-respected foundations such as Meadows Foundation, Sterling-Turner and Houston Endowment which lead to a 45 percent increase over grant funds in previous years.
2. Although our annual fundraising events net approximately \$117,000, our budget goal was not reached, partly because of the poor economy. However, the new director of development had the opportunity to evaluate the events and is making a number of changes, such as the number of events we may successfully develop. Also, throughout 2009 she had many opportunities to develop relationships with our current supporters and establish new relationships which will be beneficial in 2010.
3. One of our accomplishments in 2009 was the implementation of our donor web base software and on-line donation. FBS can officially receive donations on line that are directly deposited into our account. In addition we have a donor base that will be used as a check and balance against our quick books accounting as required by our auditors.
4. Change of Guard: After 10 years serving as chairman and board member of FBS, Karyn Dean stepped down and David Vasquez was appointed our new board chairman. Karyn's efforts created stability within the agency which helped to establish the integrity that exists for the agency today. Our new chairman's responsibility is to lead the agency into the 21st century with the first priority to develop a marketing campaign that will put Fort Bend Seniors in the spotlight that will increase support and establish us as the number one Meals on Wheels agency in the area. In addition, two new board members were appointed: Rick Forlano and Cindy Garza—who are committed to the mission of the organization in serving the seniors in our community. The current board members support the mission of the organization and are committed to the strategic plan to move the agency forward.

### *Marketing, Community and Public Relations*

As we focused on our the 2009/2010 Strategic Plan Priority I “ Buy In Campaign” we continue to raise the agency to the next level to be the premier meals on wheels organization in the community and one of the model meal programs in the nation.

One of our most exciting accomplishments was the production of our first FBS video professionally created by Professional Tributes. This video has been uploaded on our website, YouTube, Face Book and Twitter to educate the community about senior hunger. The video is being used at every opportunity to spread our mission. This video could not have been done without the generous support of New First Bank.

Other marketing goals accomplished were in the social media areas of Face Book, Twitter, FBS website, and YouTube. The information is updated weekly with new happenings that include our volunteers and supporters.

The fact that our Director of Development has the professional skills to implement the social media and numerous press releases to keep FBS in the forefront with minimal cost incurred has benefited FBS.

### *Information Technology*

A new server was purchased to replace the older model as well as upgraded software which was installed on all computers. One of the benefits of the server and software allows for secure back-up of documents. This investment was inevitable.

Additionally, FBS entered into contract with Accessible Solutions, a web-based client management database, to replace the current database. The new system will reduce overtime, duplication of reports, provide more accurate routing forms for meal delivery, and generate needed reports.

### *Financial Stability*

In spite of the economic challenges that we all anticipated and experienced in 2009, it has been an incredible year for FBS; with a substantial amount of funds going into 2010. Maintaining the financial stability of the agency by closely watching our cash flow and remaining fiscally conservative is attributed to the team approach of staff, board, and recipients. I am in awe of all that we have accomplished this year, from increasing grant/foundation & program revenue to meeting our clients’ needs, changing payroll companies to reduce cost and reduce health benefit cost, to on-line banking, on-line donations, and establishing a debit card account to reduce cost and become more efficient.

As we continue to expand our meal program and other programs it behooves us to foresee and implement procedures and policies before they are required. Therefore to meet the requirement of the new IRS Form 990 and the 33 Principles of Good Governance & Ethical Practices several policies were adopted for our Financial Policies and others will be adopted as needed. Whereas others are just beginning to implement these policies and procedures we are almost complete. These policies (Whistle Blowers, Record Retention and Destruction Policy, Form 990, Emergency Reserve and others) strengthen our internal controls.

Finally, last but certainly not least for the first time in our history we completed our first 2008 Annual Report which has been uploaded to our website. This report is also a requirement as part of the new Form 990 and our sponsorship packets.

## Summary

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If we are to complete our 2009/2010 Strategic Plan Priorities (Buy in Campaign, Meals on Wheels Certification, increase volunteers, board assessment, increase funding) before the end of 2010, we must continue at the same pace and keep the momentum going. Furthermore, the overall financial position of the organization remains strong. We are in excellent financial condition to continue our mission.

We will, however, continue to be challenged by the growing demand for our services. Yet, I am confident as we move through 2010 and forward, we will continue to meet our set goals which include increasing funding from all sources. Presently, we have the resources to weather any gaps and evolve into a stronger organization.

Respectfully submitted,

Manuela H Arroyos  
Chief Executive Officer  
Fort Bend Seniors Meals on Wheels