

# Subaru 50 Cars for 50 Years Vehicle Donation

---

*Meals On Wheels America*

## ***BASIC OVERVIEW***

---

Subaru of America and Meals on Wheels America have been proud partners for nine years through the Subaru Share the Love Event. During that time, Subaru of America has contributed more than \$12 million to the Meals on Wheels movement—*that's the equivalent of more than 1.7 million nutritious meals, friendly visits and safety checks* to the seniors you serve in communities nationwide.

And now, Subaru of America is proudly celebrating its 50th anniversary through another act of service—**they are donating fifty (50) 2018 Subaru Outbacks to selected Meals on Wheels programs**. Whether you have previously participated in the Subaru Share the Love Event or not, this is an incredible opportunity for your program to build capacity, enhance the volunteer experience and ensure that seniors are receiving the daily visit they so deserve.

Information about the 2018 Subaru Outback (MPG, price, cargo, etc.) is not yet available to the public. However, you can learn more about the 2017 Subaru Outback **HERE**.

All vehicles will be delivered to Member's nearest Subaru retailer or Regional Zone Office no later than January 1, 2018, with donation roll-out beginning in September 2017. Vehicle will arrive wrapped with Meals on Wheels America and Subaru Loves to Help co-branding. Wrap designs and any re-wrap designs will be provided by Subaru of America.

Subaru of America is interested in providing vehicles to a broad range of Meals on Wheels America Member programs in terms of geography, size and level of experience participating in Subaru events. As a result, Meals on Wheels America will seek to award vehicles to programs from a mix of rural, suburban and urban areas; small, medium, and large programs; and programs both with and without existing relationships with a Subaru retailer.

Per Subaru's restrictions, no more than three (3) Member programs within a single state may receive a donated vehicle.

### **Confidentiality Disclaimer**

Please do **NOT** share any information about the Subaru of America's 50 Cars for 50 Years Vehicle Donation Program until given explicit permission from Meals on Wheels America. This includes the media, organization stakeholders (e.g. clients, volunteers, supporters), external contacts and/or your local Subaru retailer. The program will be announced publicly later this summer, after the application and selection process are complete. Any advance disclosure of information about Subaru 50 Cars for 50 Years will disqualify a Member from consideration.

**Applications must be submitted no later than 5:00 p.m. ET, Tuesday, July 11, 2017.**

Announcements to all applicants will be made on, or around, July 28, 2017 (date subject to change).

If you have any questions, please reach out to Eric Hardman, Grants Program Administrator, at (571) 339-1605 or [grants@mealsonwheelsamerica.org](mailto:grants@mealsonwheelsamerica.org).

### **Project Name\***

*(e.g. "Organization Name - 50 Cars")*

*Character Limit: 200*

## **ELIGIBILITY REQUIREMENTS**

---

### **Eligibility Requirements to Apply:**

- Program must be a dues-paying Meals on Wheels America Member in good standing at the time they submit their application.
- Per Subaru of America's geographical restrictions in association with this gift, Members in the state of Hawaii and outside of the United States are not eligible to apply.
- Members must determine whether there are any legal or regulatory prohibitions that would prevent their organization from receiving a vehicle.

### **Eligibility Requirements to Receive a Vehicle:**

Subaru of America is interested in providing vehicles to a broad range of Meals on Wheels America Member programs in terms of geography, size and level of experience participating in Subaru events, like Share the Love. As a result, Meals on Wheels America will seek to award vehicles to programs from a mix of rural, suburban and urban areas; small, medium, and large programs; and programs both with and without existing relationships with a Subaru retailer. Per Subaru of America's restrictions, no more than three (3) Member programs within a single state may receive a donated vehicle.

- Program must be a dues-paying Meals on Wheels America Member in good standing at the time of receipt of the vehicle, and must maintain their membership for three (3) consecutive years following receipt of the vehicle. Recipients will have the option to pay for three (3) years of Membership in advance, locking in the current annual rate.
- Member must be able to pick up vehicle at either their closest Subaru retailer or Regional Zone Office.

- Member must publicly display the Meals on Wheels America Member badge with the current year on their website, or have adopted the brand.
- Member must provide service area zip codes to Meals on Wheels America.
- Member shall be responsible for all registration and titling fees and costs, sales taxes (if applicable) and the placement of insurance on the vehicle.

### **Terms and Conditions\***

Upon receipt of the vehicle, the Member must agree to the following **Terms and Conditions**.

I have authority to act on behalf of the applicant, and hereby agree to these terms and conditions.

## ***VEHICLE MAINTENANCE REQUIREMENTS***

---

Upon receipt of the vehicle, Member agrees:

- Vehicle must be used primarily for delivery of meals to Meals on Wheels clients by program staff and/or volunteers.
- Member shall be responsible for the payment of all taxes, registration, and associated delivery and licensing fees.
- Member shall comply with all vehicle registration and insurance laws and regulations in accordance with state requirements.
- Member is responsible for regular maintenance of the vehicle (gas, oil, tire pressure, etc.). Service and repair at an authorized Subaru retailer is strongly encouraged.
- Any repairs necessary due to damage or excessive wear and tear are the responsibility of the Member.
- Vehicles will be delivered by Subaru of America wrapped with the Meals on Wheels America logo and the Subaru Loves to Help brand. Member is responsible for maintaining the wrap. Should the wrap be damaged or become worn, Member shall notify Meals on Wheels America. Subaru of America and Meals on Wheels America, at their discretion, retain the right to require that Member's vehicle be re-wrapped or unwrapped.

## ***REPORTING AND STORYTELLING REQUIREMENTS***

---

Upon acceptance of receipt of vehicle, Member agrees that it will:

- Attend the **2017 Meals on Wheels Annual Conference and Expo** and participate in a Subaru Storytelling Ideation Session, to be jointly facilitated by Subaru of America and Meals on Wheels America. Please note that no funding for Conference participation will be provided by Meals on Wheels America or Subaru of America, and the responsibility to send a representative to the Annual Conference is solely on the recipient. Member must register and pay for the Annual Conference and Expo. Member will be eligible to receive the early-bird registration rate of \$475.00.
- Provide their logo and a minimum of twelve (12) stories, with accompanying photos and/or videos from program leadership, volunteers, and/or seniors (a minimum of one story required from each audience) sharing the impact of the donated vehicle. Members are required to submit a minimum of one (1) story per quarter (approximately every three (3) months, for three (3) years after donation receipt). Content and visual assets will be submitted via **Subaru.com/lovepromise**. (Please note - stories can be in a variety of forms, including a short blurb from the program, along with specific quotes and photos from individuals. More details on story requirements can be found in the Meals on Wheels America Online Grants Management System.)

Additional stories submitted each quarter, or after the three (3) year period, are welcome and encouraged.

- Provide detailed reporting on estimated quantified impact of donated vehicle (e.g., meals delivered, seniors served, volunteers recruited, etc.). Data will be submitted in the initial Application and in twelve (12) Quarterly Reports, to be submitted approximately every three (3) months, for the next three (3) years following receipt of the vehicle. The Quarterly Reports must be submitted through Meals on Wheels America's Online Grants Management System.
- Within three (3) months of receipt of the vehicle, promote the impact of the donated vehicle through their communications channels—including, but not limited to:
  - Submitting one (1) Press Release to a minimum of three (3) local media outlets
  - Submitting one (1) Media Alert about the local Vehicle Donation Event to three (3) local news outlets. Event details and guidance to be provided to vehicle recipients at a later date.
  - Hosting volunteer opportunities for Subaru retailer, if available
- Post on Social Media across Facebook, Twitter and Instagram, depending on which accounts Member owns, approximately every three (3) months, for the next three (3) years:
  - Minimum of twelve (12) Facebook posts (if organization has account)
  - Minimum of twelve (12) Tweets (if organization has account)

- Minimum of twelve (12) Instagram posts (if organization has account)

Additional posts submitted each quarter, or after the three (3) year period, are welcome and encouraged.

## GRADING CRITERIA

---

Subaru of America is interested in providing vehicles to a variety of different types of Meals on Wheels programs in terms of geography, size and past experience with Subaru. As a result, Meals on Wheels America will seek to award vehicles to programs from a mix of rural, suburban and urban areas; programs with small, medium, and large senior nutrition budgets; and programs both with and without existing relationships with a Subaru retailer.

In addition, applications will be scored based on the following criteria:

- Demonstrated need for a donated vehicle and opportunity for use (be descriptive, compelling and creative in your narrative.)
- Ability and willingness to share compelling impact stories with local community.
- Ability to partner with Subaru retailer, regardless of whether or not relationship currently exists. (Please note that an inability to partner with a Subaru retailer is not a disqualifier.)

**Please Note:** Incomplete answers may be a reason for disqualification of your application. Meals on Wheels America will make the final decisions as to the selection of those eligible Members that will be awarded vehicles. All selection decisions of Meals on Wheels America are final and are not appealable. Other terms and conditions may apply. Void where prohibited.

## APPLICATION QUESTIONS

---

### Geographical Location\*

My program is predominantly:

Rural  
Urban  
Suburban

### Senior Nutrition Budget Size\*

My program's senior nutrition budget size is:

Less than \$500,000  
Between \$500,000 and \$1,999,999

Greater than \$2,000,000

**Meal Delivery\***

Who delivers meals at your program?

- Volunteers
- Staff
- Both

**Delivery Mileage - Total\***

What is the total mileage, per month, of all of your delivery routes combined?

*Character Limit: 15*

**Delivery Mileage - Average\***

What is the average mileage, per month, that a single volunteer/staff drives?

*Character Limit: 15*

**Vehicle Fleet\***

Does your program currently have a fleet of vehicles?

- Yes
- No

If you answered "Yes," how many?

*Character Limit: 15*

**Closest Subaru Retailer\***

Approximately how many miles is the closest Subaru retailer to your administrative office?  
(Click **HERE** to find your local Subaru retailer)

*Character Limit: 15*

**Subaru Retailer Relationship\***

Do you currently have a relationship with a local Subaru retailer?

- Yes
- No

If you answered "Yes," please identify the Subaru retailer.

*Character Limit: 250*

If you answered "No," please provide a brief explanation.

*Character Limit: 250*

**How might a donated vehicle support your program?\***

Be descriptive and compelling in your narrative, as if you were telling a story to a local reporter.

See **Grant Application Example here.**

*Character Limit: 2000*

**Number of Meals - Actual\***

How many meals does your program deliver, on average, per month?

*Character Limit: 15*

**Number of Meals - Estimated\***

How many additional meals (estimated) could your program deliver, on average, per month with the addition of a donated vehicle?

*Character Limit: 15*

**Number of Seniors Served - Actual\***

How many seniors does your program serve, on average, per month?

*Character Limit: 15*

**Number of Seniors Served - Estimated\***

How many additional seniors (estimated) could your program serve, on average, per month with the addition of a donated vehicle?

*Character Limit: 15*

**Impact Stories\***

What communications channels can you share these impact stories through? Examples could include: social media, email, web, community events and gatherings, local media, engaging champion, etc. Please be creative and specific.

See ***Grant Application Example here.***

*Character Limit: 2000*

**Commitment\***

Is your program willing to commit to all of the requirements above, in addition to sharing compelling stories from your leadership, volunteers and clients?

Yes

No