

Marcia Stein

Citymeals-on-Wheels  
355 Lexington Avenue  
New York, NY 10017-6603



**Urgent: Holiday Meals Needed**

611-173669-0711  
CITYMEALS ON WHEELS  
Thanksgiving Placemat  
#10 c

pgs: 10

Let our homebound seniors know they are not alone.



Marcia Stein  
Executive Director

## HAPPY THANKSGIVING

When you sign the enclosed placemat, we will deliver it for Thanksgiving -- accompanied by a turkey dinner with all the trimmings -- to a homebound senior citizen here in New York City. Knowing that you care will mean so much to someone who is old and alone this Thanksgiving.

But first, read the shocking facts about the lack of food and nutrition in our elderly community.

Dear Friend:

Imagine being old and alone in New York at any time of year -- but especially during the holidays. All too often, this is the loneliest time of the year for elderly shut-ins who have outlived friends and loved ones. Citymeals-on-Wheels is committed to making sure that no homebound elderly New Yorker will go without a meal this Thanksgiving, or any holiday throughout the year.

Thousands of older people live right here in New York City -- not in retirement centers or nursing homes, but still in their own apartments. They've managed to do what most of us want to do as we age: maintain our dignity and independence, for as long as possible.

But many of these seniors develop permanent or temporary conditions -- a broken hip, blindness, severe arthritis -- that keep them from going out on their own. And it's to these shut-ins that Citymeals-on-Wheels delivers nutritious meals.

Citymeals-on-Wheels -- with the support of thousands of New Yorkers like you -- helps our elderly neighbors by bringing meals to 18,000 doorsteps each week. Meals that they are too old or frail to shop for or prepare. Meals that many of them can't otherwise afford. Meals brought by a friendly visitor.

Meals that literally save lives.

At least half of those we serve live below the poverty line, which means they live on only \$9,400 a year. All are chronically disabled. And almost all live alone.

355 Lexington Avenue    New York, New York    10017-6603    (212) 687-1234



disabilities has made it impossible for them to shop and cook for themselves.

- Imagine spending Thanksgiving alone with only dry packaged food to eat because you can't cook; in fact, your hands are so impaired by arthritis that you can't even use a can opener.
- Just imagine living on the fourth floor of a walk-up with dark narrow stairs. Imagine your fear of falling if you have poor eyesight and osteoporosis.
- Imagine the terror of venturing out onto icy streets in the winter, when a fall can have devastating consequences.
- Imagine saving milk and bread from Friday's lunch just to have something to eat on Saturday.

Just imagine!

Well, the founders of Citymeals-on-Wheels did imagine what it would be like to go without decent food for days -- especially over weekends and holidays. That's why Gael Greene, James Beard and I decided to take action some 26 years ago.

While the government provided weekday meals, these frail elders had nothing to eat on weekends, holidays and in emergencies. Today, Citymeals-on-Wheels fills this terrible gap by providing weekend and holiday meals, supplemental weekday meals for at-risk seniors, and emergency food packages -- all thanks to the generous support of friends like you.

And that's why we are asking you to join us today. We urgently need your support. Your gift of only \$36 will provide six meals to older New Yorkers in need. And if you can give more, that's wonderful. If you give less, that's all right too.

All gifts are meaningful. Going without decent food, even for one or two days in a row, is far too long. That's why I'm counting on your contribution.

In addition, we hope you will sign the enclosed Thanksgiving placemat, so that a frail neighbor will know that someone is thinking of them during the holidays.

You see, loneliness is as great a problem as hunger for many of our meal recipients. They are alone here in New York City, friends and family gone.

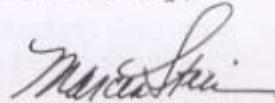
As much as they need nourishing food, they also need to know that someone still cares about them.

That's why your signed placemat will mean so much to someone who is old and alone this Thanksgiving. If you would like to write a short note on the placemat, it would be appreciated. But even if you can't think of just the right thing to say, please don't let that keep you from signing the placemat and sending your much-needed gift.

We have promised these deserving elders that there are people out there who care about them. Please let one of those people be you.

Thank you and my best wishes to you and yours for a Happy Thanksgiving.

Sincerely,



Marcia Stein  
Executive Director

P.S. Remember 100% of your gift goes to the preparation and delivery of food. Our program is so cost-effective that home-delivered meals for a year are less than the cost of a single day of intensive care in the hospital!

P.P.S. Someone else wants to say thank you, too. Please read 82-year-old Rose's note.

At Times it  
is hard for me to  
go shopping & at my  
Income (low see) buying  
goodies is not on the  
shopping list.  
Thank you for being  
so thoughtful and  
considerate to people who  
need to be remembered.  
Gratefully,  
Rose

## THANKSGIVING GIFT FORM

Yes, please use **100% of my enclosed contribution** to provide food and friendship to New York City's homebound elderly. Please deliver the **placemat** I have signed with Citymeals' Thanksgiving Dinner.

- \$36 Six meals to a homebound elderly New Yorker
- \$54 One month of weekend meals plus a holiday meal
- \$108 18 holiday meals: Serves festive dinners on holidays throughout the year
- \$240 Four Emergency Food Packages: 77 non-perishable items in each box
- \$516 86 weekend plus holiday meals for an elderly New Yorker
- \$\_\_\_\_ Other Amount

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NEW YORK, NY [REDACTED]



Please make checks payable to:

**Citymeals-on-Wheels**

355 Lexington Avenue

New York, NY 10017

[www.citymeals.org](http://www.citymeals.org)

Your donation is 100% tax-deductible.

*Remember, 100% of your gift will be used to provide hand-delivered meals to New York's homebound elderly. Thanks to designated grants that cover our administrative and fundraising costs, every penny you give will help feed people. Thank you for giving generously.*



Citymeals-on-Wheels meets the Better Business Bureau's Wise Giving Alliance Standards. For a copy of our annual report, write to us or to the New York State Attorney General's Charities Bureau, Attn: FOIL Officer, 120 Broadway, New York, NY 10271.



HAPPY THANKSGIVING



*Please enjoy this special holiday meal with our best wishes.  
Greetings from your friends at Citymeals-on-Wheels  
and*

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NAME AND GREETING



Postage  
Required  
Post Office will  
not deliver  
without proper  
postage.

CITYMEALS-ON-WHEELS  
CHURCH STREET STATION  
PO BOX 4007  
NEW YORK NY 10261-4007

Dept. HA8X



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