



CANDIDATE OPPORTUNITY STATEMENT

Our mission is to assist participants in maintaining independence, dignity, health & well-being by providing comprehensive nutrition services and helping ease social isolation.

Meals on Wheels of Mercer County (MOWMC) seeks a Chief Executive Officer (CEO) to lead one of the region's most vital and respected hunger relief organizations for seniors. For fifty years, MOWMC has been a valued and dependable source of meals to homebound members of our community. Our mission is about much more than food. Nutritional needs, dietary concerns, and social interaction are all part of the meals on wheels circle of support. Our volunteers and staff all know *the power of a knock*. An experienced staff is complemented by a corps of 350 volunteers who last year delivered 95,000 meals to nearly 600 participants across Mercer County. The work ahead will require a CEO who can bring vision, critical thinking and heart to the position and be a strong, inclusive manager.

What follows is a high level summary of MOWMC for potential candidates to review in advance of submitting a formal application. Also included is a summary of desired qualifications and an outline of the MOWMC search timing and process.

[Meals on Wheels Mercer County |](#)

Application Deadline: January 24, 2025

WHO SHOULD APPLY

Desired job qualifications include a bachelor’s degree with relevant experience in nonprofit management, experience working within a social service environment, and an informed understanding of MOWMC’s community service area and partners. A comprehensive job description is located at [Meals on Wheels Mercer County](#)..

REQUIRED SKILLS

- Seasoned manager and team builder
- Sound fiscal management and proven fundraising skills
- Dedication to MOWMC mission and inspirational leader
- Strategic problem solver and clear decision-maker
- Responsible steward of the organization’s reputation and effective partner to the Board
- Collaborative partner to MOWMCs community of donors, funders, trustees, and providers

The position reports to the Board of Trustees

Compensation range: \$100,000-\$115,000

WORKING SEARCH TIMELINE

December 30, 2024	Application Opens
January 24, 2025	Application Deadline
By February 7	Semi-Finalist Interviews
By February 21	Finalist Interviews
By February 24	Selection of candidate presented to board
By March 10	Start Date

SEARCH PROCESS AND APPLICATION REQUIREMENTS

Applications should include the following information. Incomplete applications will not be reviewed.

1. Cover letter discussing your interest and unique qualifications for the position
2. Current resume
3. Names, addresses, phone numbers and email addresses for three references (We will obtain permission before contacting your references)

These materials should be submitted online to Search@Mealsonwheelsmercer.org **before the deadline of January 24, 2025**. Receipt of all applications will be confirmed. Finalists will be invited to meet with the MOWMC board and staff in February. **No calls, please.**

MOWMC SNAPSHOT

Founded	1973
Administrative Offices	320 Hollowbrook Dr, Ewing, NJ 08638
Service Region	Mercer County, NJ
Annual Meal Distribution	95,000 meals to nearly 600 individuals
Active Volunteers	350
Staff	8 employees (plus 5 independent contractors for work including HR, grant writing, accounting, and dietician)
2025 Operating Budget	\$1.6 million
Government Funds	\$400,000 (25% of annual income)
Reserve Fund	\$1 million
Governance	12 active trustees and 3 emeritus trustees
Strategic Planning	2025-2030 Strategic Plan is in draft form

WHO WE SERVE

Meals on Wheels of Mercer County serves homebound seniors who are 60 years and older. Many of our participants are unable to cook or shop for themselves due to the onset of a debilitating disease or another life change situation that makes them homebound. Often these older adults are "invisible" in the community and vulnerable to food insecurity. We provide a

significant number of subsidies for those who cannot afford the cost of our meals. Additional data related to the participants that are served can be found below:

- 43% are over 80
- 54% are either below the poverty line, or vulnerable to it
- 50% have been on the program for over 1 year
- 56% live alone; many with no family members in the area
- 68% are Veterans served
- 61% are female; 39% are male

STAFFING

The Chief Operating Officer (COO) is currently serving as the Interim CEO. She oversees a staff of seven including several independent contractors. In addition to the Interim CEO, the full time staff include the Director of Program Services, Director of Volunteer Service, Program Services Coordinator, Community Outreach Coordinator, Administrative Services Manager, and the Development Manager. Part time employees include two couriers. Additional contract services are provided for human resources, dietician, payroll, website, social media marketing. The Interim is responsible for daily operations oversight and reports to the Board.

GOVERNANCE

The Board of Trustees is responsible for the fiscal and strategic oversight of MOWMC and for hiring the CEO. The Executive Committee includes the Board President, Vice President, Treasurer, Secretary, and the chairpersons of the standing committees and meets monthly. The full Board meets quarterly. Trustees serve in elected terms of membership and regularly attain 100% participation in annual giving. In addition to the Executive Committee, active board committees include: Governance; Finance and Investment; Development; Diversity, Equity, and Inclusion; and Strategic Planning. The CEO is responsible for the ongoing support of the board in ways that strengthen each member's understanding and investment in the ongoing work of MOWMC.

FINANCE AND DEVELOPMENT

MOWMC has a diversified revenue stream. The 2025 operating budget has been approved by the board and projected revenue includes approximately 35% (\$575,000) from individuals, 35% (\$500,000) from a combination of corporate and foundation grants and 25% (\$400,000) from government funds. A 2025 projected increase in funds from private donations and foundations is based in part on new strategies employed in 2024. A priority for the incoming CEO is to grow

relationships with funders, particularly individual donors. The balance includes contributions from civic organizations, participant revenue, and special events.

Expenses, as with most nonprofits, includes a significant investment in salaries and benefits (53% - \$730,000) for the staff who keep MOWMC running with efficiency. The second largest expense is food (44% - \$709,000). The balance of costs are spread along office expenses, fundraising, and volunteer support.

The board engages an outside firm to conduct an annual independent audit of its finances.

STRATEGIC PLANNING

MOWMC began the development of a new five year strategic plan in 2024 with adoption expected during 2025. The planning process is being managed by the Br'Island Group, LLC consulting firm..

STRENGTHS

MOWMC has a number of distinct strengths. It is a trusted, respected provider of meals in Mercer County and has been for 50 years. No one in need is ever turned away and meals are delivered five days every week to nearly 600 participants.

Making this possible is a well-seasoned staff and a dedicated corps of 350 volunteers who contribute 14,930 volunteer service hours equating to \$447,153 of staff time. Meals are dependably delivered 52 weeks a year. In addition, MOWMC relies on community deliverers from a variety of community service organizations, sororities, faith-based institutions and schools.

MOWMC has a diversified source of funding that includes: public funding through Community Development Block Grants (CDBG), Older Americans Act Funds (OAA) through the Mercer County Office on Aging, and through NJEDA Sustain & Serve; Foundation with funding from 14 private foundations including the Bunbury Fund of the Princeton Area Community Foundation, Sands Foundation, and the Wawa Foundation; and through corporate sponsors who are active in both financial support, including matching gift programs, and volunteerism.

Finally, the board and staff are eager to explore new opportunities for food delivery, develop new systems to measure and evaluate services, and build/strengthen relationships with our partners and funders.

CHALLENGE AND OPPORTUNITY

MOWMC sees much opportunity to expand its reach in municipalities that include Hamilton, Robbinsville, Hopewell, and border communities in Burlington County. MOWMC also sees

opportunities to bring new partnerships into our work, ones that can align our work with hospitals as they discharge patients and ones that can strengthen our commitment to bringing meals to an even more inclusive array of community members.

Primary challenges include recruiting to a shrinking pool of volunteers and finding ways to build new funding relationships and steward existing funders in ways that are meaningful and long lasting.

NON-DISCRIMINATION POLICY

Meals on Wheels of Mercer County has a policy of non-discrimination in all programs and services. No one shall be excluded on the basis of race, color, national origin, sex, sexual orientation, religion, age, marital status, veteran and military status or disability unless required by the eligibility guidelines for services.

###