Colorful cards with local artists’ paintings bring donations to Meals on Wheels of the Greater Lynchburg Area
“We are trusted to be good stewards of the money we receive and to feed as many people as possible with it. Part of our responsibility is to control costs. FreeColorPrinters helps us to do that.”

Lisa Schafer
Executive Director
Greater Lynchburg Area

Background
The Meals on Wheels (MOW) concept was originated by The Red Cross in London, England shortly after World War II. Meals on Wheels of the Greater Lynchburg Area was incorporated in 1974, and is one of over 5,000 MOW programs in the U.S. that provides healthy meals, friendly smiles, and warm reassurance to homebound individuals. Today, more than 950 volunteers provide over 61,000 meals a year to Lynchburg area residents in need. Each weekday, MOW volunteers prepare and deliver up to 300 nutritious, affordable home-cooked meals. MOW meal recipients are greeted by friendly, supportive volunteers within the comfort of their own homes.

Challenge
Each meal costs about $3.65, but since many recipients are unable to pay for their meal and would otherwise go hungry, MOW must consistently generate funds to deliver on its promise to the community. Meals are paid for through MOW fundraising drives and events, grant programs and other sources, including: the faith community, civic organizations, corporations, individuals, and private foundations. MOW also receives funding as a United Way Agency and is a member of the National Association of Meals Programs.

Prior to becoming a FreeColorPrinters member, MOW outsourced the printing of all its fund raising and program materials to local printers. This became prohibitively expensive, especially for the note cards with color reproductions of local artists’ paintings MOW depends on for a steady stream of contributions.

Solution
When Lisa Schafer, Executive Director, heard about Xerox FreeColorPrinters at a United Way directors meeting, her goal was to find out if it would reduce her high outsourced printing bills. Once enrolled in the program, her team began to experiment with their Phaser color printer to produce customized note cards, door and car windshield hangers, calendars, motivational flyers, golf tournament invitations, meal recipient forms and handbooks, letterhead, and more. Now, MOW prints all of their materials in-house and has drastically reduced outsourced printing costs. “Before the program, we outsourced everything or printed things in black and white because we couldn’t afford color. Now I don’t outsource anything. It’s all done here on our two Phasers.”

Industry: Non-Profit

Challenge
- Continuously fund regular meals for those who can’t afford to pay
- Reduce mounting outsourced printing costs
- Improve image, awareness and card sales to increase donations

Solution
- Brought all outsourced printing in-house
- College graphic design students revamped materials for free
- Local company donated paper and card stock

Benefits
- Vivid, eye popping color print quality sells more cards
- Brightens MOW’s image and improves name recognition
- Money saved in outsourced printing costs funds more meals

Over 10,000 non-profits and religious organizations participate in the Xerox FreeColorPrinters program. To find out if you qualify visit www.freecolorprinters.xerox.com or call 1-800-201-7868. When applying enter code: 771771.

* Must print 2,000+ pages per month (4 reams) and spend $125+ per month on color printing.