



March for Meals 2026



Meals on Wheels Ontario Providers Toolkit

February 2026

Prepared and supported by the
Ontario Community Support Association (OCSA)
(416) 256-3010 | 1-800-267-6272
www.ocsa.on.ca | www.mealsonwheels.ca

OCSA
Ontario Community
Support Association

March for Meals 2026: More than a Meal

Campaign Overview

March for Meals is about more than raising awareness, it's about showing the true value of Meals on Wheels in communities across Ontario.

Meals on Wheels supports seniors and people with disabilities to remain safe, nourished, and connected at home. Every delivery provides more than a meal — it includes a friendly visit and a vital safety check.

Together, these supports help:

- Reduce isolation
- Support independence
- Prevent avoidable health crises
- Ease pressure on hospitals and long-term care

March for Meals is our opportunity to share this story, locally and provincially, in a positive, community-focused way. By participating, you help demonstrate that Meals on Wheels is not an optional service, but an essential part of Ontario's community care system.

Every story shared, every delivery highlighted, and every conversation started helps strengthen awareness and understanding of this vital service.





March for Meals

Each year, Meals on Wheels providers across Ontario take part in March for Meals, an annual campaign that raises awareness and strengthens community engagement with Meals on Wheels programs across North America.

OCSA leads the Ontario campaign by providing resources—like this toolkit—to help providers amplify shared advocacy priorities, including growing demand for services, volunteer recruitment, and the funding challenges facing community-based care, while highlighting the essential role Meals on Wheels plays in supporting independence and wellbeing.

This year, the provincial March for Meals campaign is sponsored by apetito. From coast to coast, apetito supports Meals on Wheels programs across Canada, helping deliver nutritious meals where they are needed most. Together with 90+ partners, apetito serves some of Canada's most vulnerable community members to support independence and health while delivering on quality with care.

Community Champions Week

Some Meals on Wheels (MOW) programs take part in initiatives like Community Champions Week to raise awareness and engage the community.

During this week, providers are encouraged to invite their local mayor, fire department (which can also assist with fire safety checks), or other community champions—such as MPPs, local celebrities, athletes, and influencers—to deliver meals, advocate for seniors, attract media attention, and highlight the impact of Meals on Wheels.

This year, Community Champions Week will take place from March 23–27, 2026.





Key Moments

March for Meals takes place throughout the month, with opportunities to participate at different points.

Key Moments to Highlight

- March 1 – March for Meals begins
- March 1–15 – Share stories, photos and impact from your program
- March 23–27 – Community Champions Week
- End of March – Thank volunteers, staff and Community Champions

Demonstrating Your Local Impact

You don't need formal data or reports to share the impact of Meals on Wheels. What you see every day matters. Use the table below to capture how Meals on Wheels makes a difference in your community:

Service Area	What We See Locally
Nutrition	
Isolation	
Safety	
System Impact	

These examples can help inform conversations with community members, media, and local leaders during March for Meals.

How members can participate

March for Meals is flexible — you can participate in ways that make sense for your organization and capacity.

- Share a photo, story, or message about Meals on Wheels in your community
- Invite a Community Champion to join a meal delivery
- Use the social media, media, and messaging tools included in this toolkit
- Post your activities on [**CareExchange**](#) to inspire and connect with other members
- Amplify online: Use the hashtag **#MarchforMeals2026** to connect your posts to the provincial campaign

Whether you share one post or host a Community Champion delivery, your involvement helps strengthen the collective impact of March for Meals across Ontario.

More Resources

- [Campaign Planning Guide](#)
- [Meals on Wheels Key Messages](#)
- [Press Release template and Media Alert](#)
- [Social Media images for download](#)
- [Editable Social Media images](#)
- [Sample Social Media Copy](#)



Credits

A special thanks to our official March for Meals sponsor, [apetito](#).

Thank you to all Meals on Wheels providers for participating in this year's campaign, and to the organisations who shared photos, videos, and other resources in support of March for Meals. Your contributions help showcase the impact of Meals on Wheels across Ontario.

About OCSA

The Ontario Community Support Association represents more than 200 not-for-profit organizations providing home care and community support services across the province. OCSA members deliver essential services that help people live independently, age at home, and reduce pressure on hospitals and long-term care.



Membership matters because a stronger, united sector means better care, greater impact, and a louder voice for the communities we serve.

Visit us at www.ocsa.on.ca, www.mealsonwheels.ca or follow us on social:

[LinkedIn](#)

[X](#)

[Facebook](#)