

Bonanza Marketing & Grant/Charitable Funding Opportunities As a My25/Mainstay Customer

APPLIES TO OUR NONPROFIT & FOR-PROFIT HUMAN SERVICES PROVIDER SUBSCRIBERS

Your My25 story is compelling. It's what funders, stakeholders, constituents, and community partners are looking for, and we know how to script it (no charge!).

We help our subscribers (you!) bolster their brands and/or secure charitable donations and grant funds as a result of the outcomes—synergistic with value-based reimbursement and managed care objectives—Mainstay's My25 resources are facilitating for you (and the nation's most progressive providers in 30 states):

- Improved health and elevated person-centered choice for people supported
- Reduced, associated expenses regarding food, labor, PRNs, acute care, prescription medications, and risk & compliance-related
- Increased opportunities for people supported regarding jobs and community involvement (healthier consumers are more likely to embrace the opportunities outside their front door—and stick with them)

All of the above are measurable, top-priority outcomes that funders and stakeholders insist upon today. The frosting on this fundable cake is that improving the health and quality of life for people with disabilities resonates so loudly and clearly because reducing overweight status and diabetes confounds the mainstream. Wellness sells...well. And unlike some providers, you're not just trying to cleverly position yourself as health-centric because it's marketing gold and the buzz in the industry; you're actually achieving it.

As you know by now, we're not some run-of-the-mill menu company. Changing up longstanding mealtime habits and routines among both staff and people supported takes tailored resources; stick-to-it grit (holding staff and house managers accountable as you do, which many organizations steer clear of when it comes to mealtime); respectful and responsive collaboration; and ongoing engagement, education & enthusiasm. Together, we've been doing exactly this as we've rolled up our sleeves to create impactful, sustainable change.



Take the logical, next step. Let us help you (no charge!) organize your health improvement story to attract funders and bolster your brand...improving health being something a number of other providers are failing at or ignoring. You have a strategic, differentiable advantage.

Costly overweight status, diabetes, and poor quality of life are daily being demonstrated as unnecessary—and in most cases singularly tied to eating the wrong foods in the wrong amounts—for a majority of people supported. As a result, providers are increasingly being held accountable. And rewarded many times over when on the plus side of today's most pressing expectations.

Reversing the subpar, costly status quo is quickly becoming priority one. You're leading the pack by recognizing that a strategic initiative and partnership centered around food and mealtime are moving the needles in the right direction as far as improving health and associated expense reductions.

YOUR MY25 STORY IS COMPELLING, AND WE KNOW HOW TO SCRIPT IT.