

Proclamation

Whereas, Rosemary Carol Reilly was born on September 9, 1945 in Amarillo, Texas where her father was stationed with the Navy after WWII. Her family moved to Alameda when she was a baby. Rosemary attended Franklin Elementary School and St. Joseph's Elementary School, graduated Alameda High School in 1963, and attended Monterey Peninsula College and the University of San Francisco; and

Whereas, after raising two children, Rosemary became a consultant for Bay Area public relations and political campaigns. In 1990 she joined the Board of Directors of Alameda Meals on Wheels (AMOW) and, shortly thereafter, agreed to step in as Executive Director on a “temporary” basis. Rosemary quickly realized the need to increase program revenues to be able to serve more clients, especially those who couldn’t afford the cost of their meals. Applying the principles of political fundraising she had learned in her previous career, Rosemary started a newsletter, launched a fundraising-by-mail campaign, and organized annual yard party fundraisers which eventually morphed into the well-attended annual Community Faire & Wine Tasting event; and

Whereas, for the past 30 years, as a result of Rosemary’s hard work, dedication and compassion, AMOW has enhanced the lives of thousands of our Alameda neighbors, by allowing them to age in place, or recover from illness or injury in their own homes, by delivering regular, nutritious meals; and

Whereas, Rosemary’s exemplary interpersonal skills have helped AMOW thrive, as demonstrated by her ability to recruit and motivate more than 150 exceptional and dedicated volunteers; and

Whereas, in 2004, Rosemary added the “Friendly Visitors” program to AMOW to address the isolation many AMOW clients were experiencing. “Friendly Visitors” matches a volunteer with a recipient for weekly visits, further enhancing many lives; and

Whereas, Rosemary has always looked for ways that Alameda Meals on Wheels could better serve the needs of the Alameda community. From compassionately communicating with clients and their families, interacting with local police, fire and Adult Protective Services, as needed, seeking fundraising opportunities, and interacting with volunteers, she has grown AMOW into a vital community resource; and

Whereas, Rosemary Reilly is truly a community treasure. After serving as Executive Director of Alameda Meals on Wheels for the past 30 years, Rosemary is retiring. We thank her profusely for her service to our community and wish her all the best in her well-deserved retirement.

Now, therefore be it resolved, that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda, do hereby proclaim Tuesday, June 2, 2020 as

Rosemary Reilly Day

in the City of Alameda and encourage all residents to be inspired by, and emulate the selfless compassion for others, translated into action, demonstrated by Rosemary Reilly.



Marilyn Ezzy Ashcraft
Mayor

