

FISCAL YEAR **2020**



Annual Report

July 1, 2019 — June 30, 2020



nco
national council on aging



The National Council on Aging (NCOA) is the national voice for every person's right to age well. We believe that how we age should not be determined by gender, color, sexuality, income, or zip code. Working with thousands of national and local partners, we provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security. Founded in 1950, we are the oldest national organization focused on older adults.

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Accomplishments

HEALTH

Through a national network of community partners and online tools, NCOA delivers comprehensive, integrated services that improve the health of millions of older adults.

Chronic Disease

NCOA's National Chronic Disease Self-Management Education (CDSME) Resource Center works to increase access to, and use of, CDSME and other evidence-based programs (EBPs) to help older adults and adults with disabilities live longer, healthier lives. In FY20:

- The Center continued to provide leadership, guidance, and technical assistance to support state and community-based organizations across the U.S. in expanding CDSME programs and embedding them in the nation's health and long-term services and supports systems. This included support of 39 CDSME grantees funded by the U.S. Administration for Community Living/ Administration on Aging (ACL/AoA) through the Prevention and Public Health Fund, part of the Affordable Care Act.
- The Center managed the largest CDSME program database in the U.S. During this time period, 20,840 people in 34 states and the District of Columbia participated in a community-based CDSME program. States partnered with 394 community organizations to host 1,846 CDSME workshops at 1,416 unique implementation sites.
- The Center continued to serve as a national clearinghouse to disseminate new resources, information, and successful practices to support CDSME programming, including monthly newsletters and webinars, website resources, and presentations at national conferences.
- The Center hosted educational webinars for professionals in the aging and public health fields focused on topics ranging from the role of community health workers in offering evidence-based programs, to strategies for

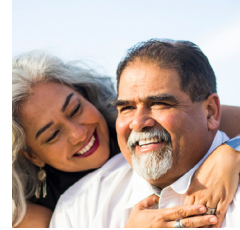
addressing behavioral health topics in community-based settings, and new programs that meet ACL's evidence-based criteria. Furthermore, at the start of the COVID-19 pandemic, the Center hosted a webinar on implementing evidence-based programs by phone or videoconference with over 1,000 attendees. Weekly webinars were implemented to share best practices across community-based organizations for transitioning from in-person to virtual programs in real time.

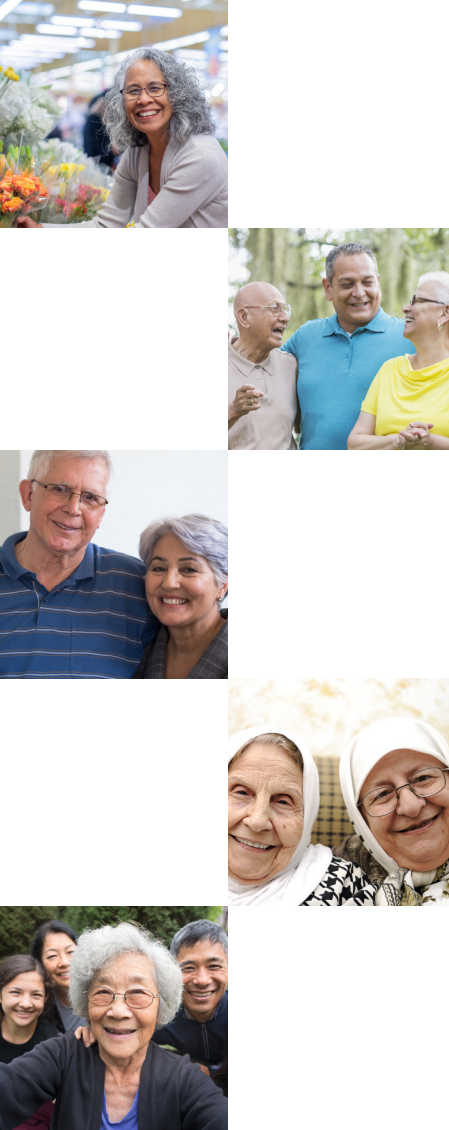
- The Center led several initiatives focused on supporting community-based organizations in creating partnerships with health care entities, including intensive learning collaboratives focused on network development and opportunities for partnership with Medicare Advantage plans.

Falls Prevention

The NCOA National Falls Prevention Resource Center supports the implementation, dissemination, and sustainability of evidence-based falls prevention programs and strategies across the nation to reduce the incidence of falls among older adults and adults with disabilities. The Center increases public awareness and educates consumers and professionals about the risks of falls and how to prevent them, and serves as a national clearinghouse of tools, best practices, and other information on falls prevention. NCOA also leads the Falls Free® Initiative, which includes 22 national organizations and 43 state coalitions on falls prevention charged with promoting effective strategies to prevent falls and fall-related injuries. In FY20:

- The Center provided leadership, expert guidance, and resources to support 32 state and tribal grantees with implementing, scaling, and sustaining evidence-based falls prevention programs. The Center managed the largest falls prevention program database in the U.S. The grantees enrolled 22,878 participants in 1,850 evidence-based falls prevention workshops.
- The Center developed resources for older adults, caregivers, and professionals to increase public awareness about falls and to connect older adults with evidence-based falls prevention programs in their community.
- NCOA and the Falls Free® Initiative led the 12th annual Falls Prevention Awareness Day (FPAD) and celebrated a decade of empowering seniors with the confidence to protect themselves from fall-related injuries. National 2019 FPAD awareness and media efforts reached an estimated 300 million. At the state and community level, the State Falls Prevention Coalitions members reached 1.5 million individuals through education, awareness, and advocacy efforts, as well as falls risk screenings and falls prevention programs. NCOA surveyed state FPAD participation and published the results in a compendium of activities.





ECONOMIC SECURITY

NCOA boosts the economic security of millions of vulnerable, low-income older adults through our online tools and a national network of community partners.

Benefits Access

NCOA helps qualified seniors to enroll in programs that pay for health care, prescriptions, food, utilities, and other daily expenses. In FY20:

- NCOA supported 87 Benefits Enrollment Centers (BECs) that help low-income people with Medicare access all the benefits they may be missing. The BECs helped 157,524 people submit 203,120 applications for benefits worth an estimated \$509 million.
- BenefitsCheckUp® (BenefitsCheckUp.org), NCOA's free online benefits screening service, helped 484,017 people enroll in public and private benefits worth an estimated \$1.3 billion.
- NCOA's Center for Benefits Access provided resources and technical support to states helping low-income individuals apply for benefits that make Medicare affordable. States assisted over 115,008 Medicare beneficiaries with submitting applications for the Medicare Part D Low-Income Subsidy (Extra Help) and Medicare Savings Programs.
- As part of the Senior SNAP Enrollment Initiative funded by the Walmart Foundation, 26 community organizations assisted 34,473 low-income seniors in applying for the Supplemental Nutrition Assistance Program (SNAP).

Mature Workers

NCOA is a national sponsor of the Senior Community Service Employment Program (SCSEP), funded through the U.S. Department of Labor. In FY20:

- SCSEP served 4,949 participants who provided over 1.6 million hours of community service.
- The program placed 688 trained participants in jobs.

Economic Security

NCOA offers comprehensive, person-centered economic assistance to struggling seniors, as well as community financial education workshops and online tools. In FY20:

- With support from The Henry and Marilyn Taub Foundation, NCOA and its community Economic Security Center partners assisted 200 clients in getting on a path to economic security.

- Over 1,423 unique users took an assessment on NCOA's EconomicCheckUp® (EconomicCheckUp.org), a free online consumer resource that enables older adults to find benefits, discover budgeting solutions, access employment and training, and explore using home equity.
- Work began on Age Well Planner, a new digital tool that incorporates resources from EconomicCheckUp® and My Medicare Matters® to assist older adults with planning their retirement journey and ensuring they can meet their goals for healthy aging.

Medicare

NCOA educates older adults on how to choose the best Medicare plan for their situation and make the most of their health care coverage. In FY20:

- More than 679,130 individuals learned about Medicare coverage and costs through our educational service My Medicare Matters (MyMedicareMatters.org).
- Over 161,981 individuals used two screening tools on the site and had the opportunity to receive professional counseling by a licensed benefits advisor from a trusted partner that meets NCOA's Standards of Excellence.

Home Equity

For over a decade, NCOA has helped older adults learn how they can tap their home equity wisely to stay healthy and independent longer. In FY20, NCOA:

- Distributed 8,120 copies of NCOA's reverse mortgage consumer booklet, Use Your Home to Stay at Home®.
- Reverse mortgage counselors across the country used NCOA's Financial Interview Tool (FIT) to conduct 1,971 FIT reviews during counseling. FIT is a mandatory part of HUD's HECM counseling and helps seniors to better assess the suitability of these loans. Counselors also completed 25,778 specialized BenefitsCheckUp screenings to identify benefits that could supplement or replace the resources provided by a reverse mortgage.

PUBLIC POLICY

- NCOA is a national voice for older adults and the organizations that serve them. Our goal is to protect and strengthen major public programs, particularly for disadvantaged and vulnerable older adults. In FY20, NCOA:
- Joined with key coalition partners to secure initial COVID-19 pandemic relief funding for Older Americans Act (OAA) nutrition programs and supportive





services and increase federal Medicaid matching funds to states by 6.2%. We also advocated for House-passed proposals to further increase the Medicaid match to 14%; provide an additional 10% for Medicaid home and community-based services (HCBS); increase SNAP benefits by 15% and raise the minimum monthly benefit from \$16 to \$30; and significantly expand OAA relief funding to address more programs, including \$10 million for health promotion and disease prevention programs.

- Successfully mobilized national, state, and local partners to counter Administration proposals to eliminate or cut multiple investments in aging services, including SCSEP, Falls Prevention, CDSME, Medicare State Health Insurance Assistance Program, and Social Services Block Grant. Our advocacy resulted in House proposals to increase many aging services programs, particularly a \$5 million increase for SCSEP and a \$2 million increase for SHIP.
- Continued our historic leadership role on OAA reauthorization. Each of our priorities, including the creation of a new Innovation Center and enhanced healthy aging provisions, were included in the legislation enacted in March 2020.
- Led the effort, including drafting a letter signed by 35 national aging organizations, to increase and make permanent expiring funding for community-based efforts to improve access to benefits by finding and enrolling low-income Medicare beneficiaries in support programs that make health care more affordable and provide greater economic security.
- Working closely with the disability community through our Disability and Aging Collaborative, successfully garnered strong bipartisan support to enact legislation extending expiring Medicaid home and community-based services Money Follows the Person and spousal impoverishment protection programs.
- Worked to ensure the medical expense tax deduction was not repealed, which would have harmed millions of older Americans with high medical expenses.
- Through our Improving Medicare Markets Initiative collaborative efforts, worked with diverse groups and the Centers for Medicare and Medicaid Services to adopt several recommended improvements to the Medicare Plan Finder website, which is the primary tool used for beneficiaries to select Medicare coverage plans each year.
- Worked with CMS to improve rules and guidance for Medicare Advantage Special Supplemental Benefits for the Chronically Ill.

SENIOR CENTERS

NCOA's National Institute of Senior Centers (NISC) strengthens senior centers by promoting best practices, advocacy, research, and the nation's only national standards and accreditation program. In FY20, NISC:

- Celebrated 50 years of service and sponsored the 40th annual National Senior Center Month in September.
- Granted National Senior Center Accreditation to 20 senior centers, a rigorous process that ensures a senior center meets the highest standards of practice. Accreditation status lasts for five years.
- Selected 16 winners for the annual NISC Programs of Excellence Awards, designed to honor and promote outstanding senior center programming.
- Supported NCOA's Age+Action Conference in June 2020.

AGING MASTERY®

NCOA created Aging Mastery to help older adults build their own playbook for aging well. Aging Mastery comes in two formats: Aging Mastery Program® (AMP) classes and a self-directed Aging Mastery® Starter Kit. Both versions provide a comprehensive and fun approach to positive aging by focusing on key aspects of health, finances, relationships, personal growth, and community involvement. Central to the Aging Mastery philosophy is the belief that modest lifestyle changes can produce big results. Mastery comes from turning these lifestyle changes into habits that lead to improved health, stronger economic security, enhanced well-being, and increased societal participation. In FY20, NCOA:

- Expanded Aging Mastery to 652 sites in more than 35 states serving over 3,596 older adults.
- As of June 2020, over 18,344 individuals had participated in AMP classes and 28,784 have received Aging Mastery Starter Kits.



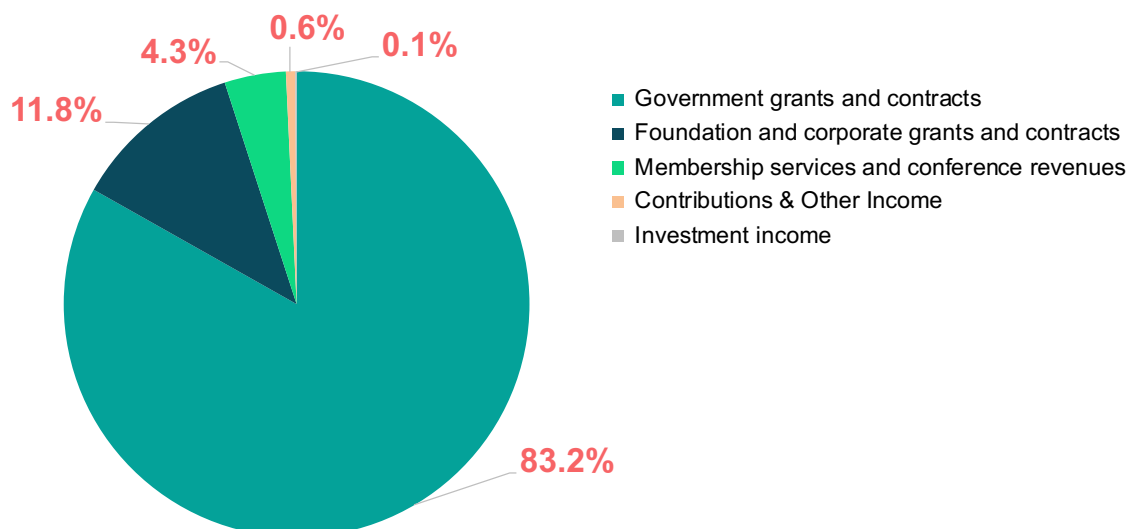
Financial Highlights

Fiscal Year 2020 was a small investment year financially for NCOA. While overall revenues grew by \$162,000, the operating expenses grew by \$432,000. The net operating change in Unrestricted Net Assets (before Pension Plan related adjustments) was a loss of \$179,942, which is \$276,000 lower than the prior year's surplus of \$95,611.

In FY20, the largest area of growth was in our Age Well Planner and My Medicare Matters® area, which increased by \$1.1 million. We also had increases of \$556,000 in our Aging Mastery Program®, \$300,000 in Estate Giving, and \$153,000 in NISC/External Relations programs. However, these increases were mostly offset by reduced funding of \$863,000 in corporate support, \$533,000 in federal support, \$355,000 in BenefitsCheckUp sponsorships, and \$120,000 in Policy sponsorships. In FY20, NCOA continued with investments for a few key areas, where funding raised did not support the cost levels, including Public Policy and Advocacy.

As per accounting rules, NCOA is required to make annual, non-operating adjustments related to the recognition of the NCOA Pension Plan liabilities. For FY20, this adjustment was a larger negative \$851,048 compared to the negative \$362,064 in FY19. The volatility in the pension-related adjustments each year is driven by market conditions, as well as the impact of changing

2020 Revenues as Percent of Total



discount rates and actuarially based mortality tables used to measure the unfunded liabilities. With these results, the total Unrestricted Net Assets decreased by a net \$1,031,000 from \$613,000 at the end of FY19 to (\$418,000) at the end of FY20.

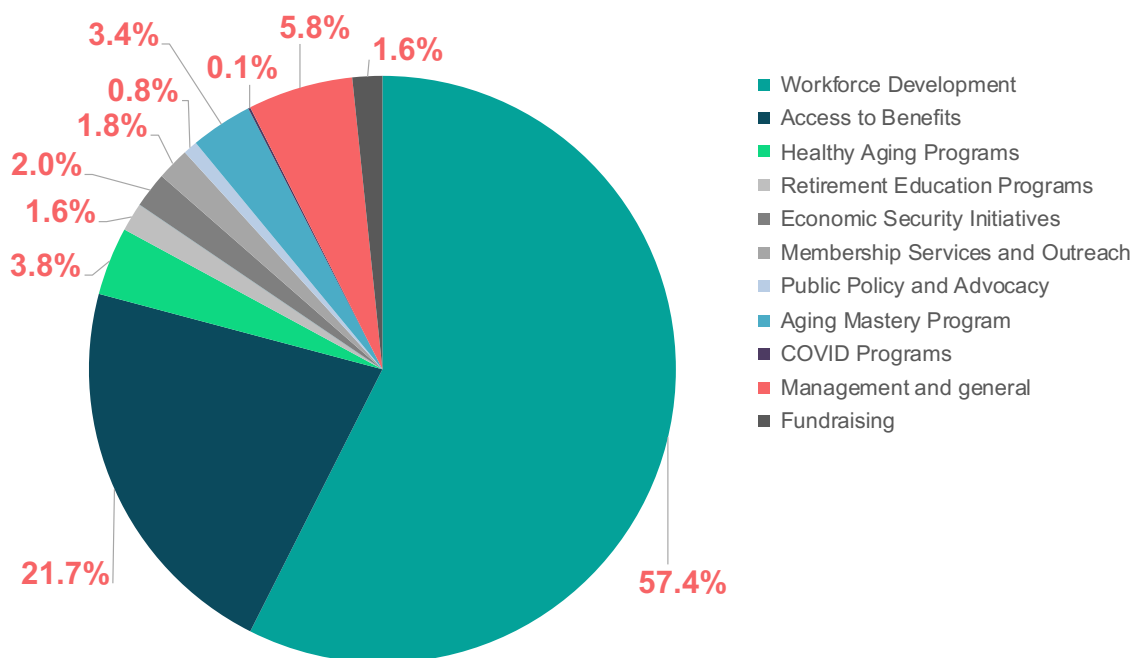
The operating revenues for FY20 amounted to \$58.9 million, which was a 0.3% increase from the prior year amount. In FY20, federal grants accounted for 83.2% of the total revenues. As in previous years, NCOA continued to maximize resources used to support the organization's core mission, expending 93% of its operating resources on direct programs.

In addition to the Unrestricted Net Asset changes (how NCOA manages our current year funding), we also have some multi-year Restricted Awards that carry over across fiscal years. We measure the change in Restricted Net Assets, as well, as the difference between the total new restricted awards received and the values of those used in the current fiscal year. For FY20, the net increase in Restricted Net Assets was \$815,259.

Total Net Assets of NCOA at the end of FY20 amounted to \$6,804,975 as shown on the following charts.

The following charts present the highlights of the revenue and expenditure distributions by categories for FY20. Full Audited Financial Statements for FY20 and for prior years are available on NCOA's website at www.ncoa.org.

2020 Expenses by Category



NCOA Consolidated Statement of Changes in Unrestricted Net Assets

		2020	2019
Government grants and contracts	83.2%	\$49,040,505	\$49,515,711
Foundation and corporate grants and contracts	11.8%	6,977,617	6,972,538
Membership services and conference revenues	4.3%	2,510,524	1,901,168
Contributions & Other Income	0.6%	381,275	335,141
Investment income	0.1%	53,079	76,902
Total revenue and other support		\$58,963,000	\$58,801,460
Operating Expenses:			
Workforce Development	57.4%	\$33,969,501	\$33,492,291
Access to Benefits	21.7%	12,836,346	13,679,575
Healthy Aging Programs	3.8%	2,224,898	2,592,698
Retirement Education Programs	1.6%	936,534	742,501
Home Equity Programs	0.0%	-	210,610
Economic Security Initiatives	2.0%	1,156,845	901,085
Membership Services and Outreach	1.8%	1,065,696	764,757
Public Policy and Advocacy	0.8%	463,676	579,658
Aging Mastery Program	3.4%	2,017,021	1,965,425
COVID Programs	0.1%	71,743	-
Management and general	5.8%	3,428,608	3,053,198
Fundraising	1.6%	972,074	724,051
Total Operating Expenses		\$59,142,942	\$58,705,849
Net Operating (Unrestricted) Results		(\$179,942)	\$95,611
Other Comprehensive Income (Loss)		(851,040)	(362,064)
Net Change in Unrestricted Net Assets		(\$1,030,982)	(\$266,453)
Unrestricted Net Assets at Beginning of Year		613,337	879,790
Unrestricted Net Assets at End of Year		(\$417,645)	\$613,337

NCOA Consolidated Statement of Financial Position for the Year Ended June 30, 2020

Assets

Cash and cash equivalents	5,416,952
Cash restricted for grants and contracts	44,816
Grants and contributions receivable, net	3,453,110
Amounts due from subgrantees and federal agencies	3,961,049
Prepaid expenses and other assets	357,464
Investments:	
Investments in marketable securities-FJC	2,633,594
Investments in marketable securities-Fidelity	135,513
Total investments	2,769,107
Property and equipment, net	652,425
Total assets	16,654,923

Liabilities and net assets

Accounts payable and accrued expenses	4,573,462
Deferred rent	969,119
Accrued pension cost	4,307,367
Total liabilities	9,849,948

Net assets (deficit):

Beginning net assets without donor restrictions	613,337
Change in net assets without donor restrictions	(1,030,982)
Ending net assets without donor restrictions	(417,645)
Beginning net assets with donor restrictions	6,407,361
Change in net assets with donor restrictions	815,259
Ending net assets with donor restrictions	7,222,620
Total net assets	6,804,975

Total liabilities and net assets	16,654,923
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FY 2020 Supporters

Foundations

Anthem Foundation
 H & M Taub Foundation
 Health Foundation for Western and Central New York
 Next50
 The Harry & Jeanette Weinberg Foundation
 The Margaret A. Cargill Foundation
 The Smith Charitable Trust
 WellMed Charitable Foundation

Government

U.S. Administration for Community Living
 U.S. Centers for Medicare & Medicaid Services
 U.S. Department of Labor
 U.S. Social Security Administration

Corporations

Aetna Inc.
 Amgen
 Anthem Inc.
 Aon Hewitt Navigators
 Bank of America
 Benefits Data Trust
 Capital One Investment
 Centene
 ChopChop Family
 Cigna
 Consumer Cellular
 EPIC/Magellan Health Systems
 EyeCare America
 Fresh Baby
 GaitBetter
 Genesus
 Geri-Fit Company LLC
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Humana
 Kaiser Foundation Health Plan
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 NRTC on Blindness & Low Vision
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