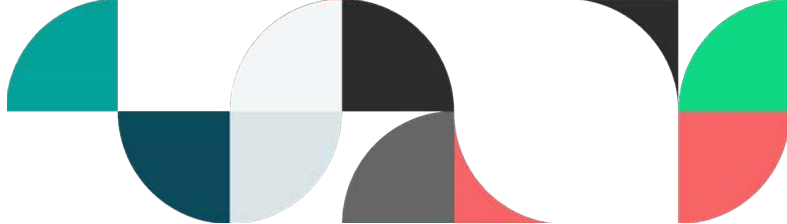


FISCAL YEAR **2021**



# Annual Report

July 1, 2020 – June 30, 2021



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**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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## Officers and Board (2020– 2021)

### BOARD OF DIRECTORS

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#### Treasurer and Secretary

**Sunder Joshi**, (Retired) Former Chief Administrative Officer & Chief Financial Officer, American Heart Association

#### Members

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**Heather Dupré**, Adjunct Professor, University of Colorado Leeds School of Business

**Kathy Greenlee**, President & CEO, Greenlee Global, LLC

**Lynn Fields Harris**, President, Commonwealth Consultants, Inc.

**DeDe Priest**, President, LDP Consulting

**Somava Saha**, Founder and Executive Lead, Well-being and Equity (WE) in the World

**June Simmons**, President & CEO, Partners in Care Foundation

**Jeffrey Sonnenfeld**, Senior Associate Dean for Leadership Studies, Lester Crown Professor in the Practice of Management, Yale University

**Faye Wattleton**, Co-Founder and Director, EeroQ Hardware Incorporated

**Connie Weaver**, Chief Marketing Officer, Equitable

**Carol Zernial**, Executive Director, WellMed Charitable Foundation

**Peter Ziebelman**, Managing Director and Co-Founder, Palo Alto Venture Partners

#### NCOA Executive Team

**Ramsey Alwin**, President & CEO

**Ken Bracht**, Chief Marketing and Business Development Officer

**Saeed Elnaj**, Vice President, Information Technology and Chief Information Officer

**Josh Hodges**, Chief Customer Officer

**Kristen Kiefer**, Chief Administrative Officer

**Donna Whitt**, Senior Vice President and Chief Financial Officer

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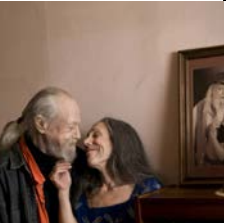
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# Accomplishments

## 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 to help older adults and adults with disabilities live longer, healthier lives. In FY21, the NCOA National Chronic Disease Self-Management Education Resource 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 47 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.
- Managed the largest CDSME program database in the U.S. During this time period, 13,328 people in 33 states participated in community-based and virtual CDSME programs. States partnered with 232 community organizations to host 1,659 CDSME workshops at 419 unique implementation sites.
- 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.
- 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. In FY21, the National Falls Prevention Resource Center:

- Provided leadership, expert guidance, and resources to support 37 state 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 14,228 participants in 1,346 evidence-based falls prevention workshops.
- 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 also leads the Falls Free® Initiative, which includes 70 members from national organizations and state coalitions on falls prevention charged with promoting effective strategies to prevent falls and fall-related injuries. In FY21:

- NCOA and the Falls Free Initiative led the 13th annual Falls Prevention Awareness Week (FPAW) and celebrated over a decade of empowering older adults with the confidence to protect themselves from fall-related injuries. National 2020 FPAW awareness and media efforts reached an estimated 380 million people. At the state and community level, State Falls Prevention Coalitions members reached 29 million individuals through education, awareness, and advocacy efforts, as well as falls risk screenings and falls prevention programs. NCOA surveyed state FPAW participation and published the results in an impact report.



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## 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 older adults enroll in programs that pay for health care, prescriptions, food, utilities, and other daily expenses. In FY21.

- NCOA supported 87 Benefits Enrollment Centers (BECs) that help low-income Medicare beneficiaries access all the benefits they may be missing. The BECs helped 162,264 people submit 276,207 applications for benefits worth over \$450 million.
- BenefitsCheckUp® (BenefitsCheckUp.org), NCOA's free online tool that connects individuals to benefits programs, helped 432,336 people enroll in public and private benefits worth an estimated \$1.23 billion.
- NCOA's Center for Benefits Access provided resources and technical support to states that receive Medicare Improvements for Patients and Providers Act



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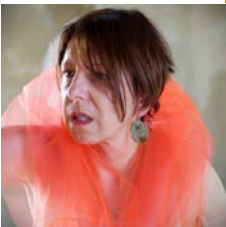
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(MIPPA) funding to help low-income individuals apply for Medicare subsidies. MIPPA grantees assisted 85,984 people with Extra Help/Low Income Subsidy (LIS) and Medicare Savings Programs (MSP) applications.

- As part of the Senior SNAP Enrollment Initiative funded by the Walmart Foundation, 40 community organizations assisted 20,173 low-income older adults in applying for the Supplemental Nutrition Assistance Program (SNAP).
- In partnership with GreenPath Financial Wellness, NCOA launched the Benefits Helpline, a toll-free number for BenefitsCheckUp users to receive additional information and screening assistance. Since launching in April 2021, the Helpline fielded over 1,000 calls and screened 267 older adults for benefits.

## Mature Workers

NCOA is a national sponsor of the Senior Community Service Employment Program (SCSEP), funded through the U.S. Department of Labor. In FY21:

- SCSEP served 4,093 participants who provided over 1.6 million hours of community service.
- The program placed 392 trained participants in jobs.

## Economic Security

NCOA offers comprehensive, person-centered economic assistance to struggling older adults, as well as community financial education workshops and online tools. In FY21, work began on Age Well Planner, a new digital tool to assist older adults with planning their retirement journey and ensuring they can meet their goals for healthy aging.

NCOA also educates older adults on how to choose the best Medicare plan for their situation and make the most of their health care coverage. In FY21:

- More than 725,805 individuals learned about Medicare coverage and costs through NCOA's educational web content.
- Over 4,700 people had the opportunity to receive professional counseling by a licensed Medicare 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 FY21:

- Meverse mortgage counselors across the country used NCOA's Financial Interview Tool (FIT) to conduct 1,150 FIT reviews to help older adults gauge the suitability of home equity conversion mortgage (HECM) loans



## PUBLIC POLICY

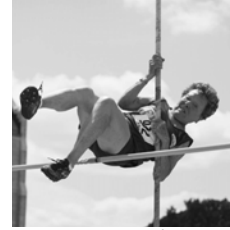
NCOA is a national voice for older adults and the organizations that serve them. Our goal is to protect and strengthen major public programs, particularly for older adults who are struggling. In FY21, NCOA:

- Joined with key coalition partners to secure additional COVID-19 pandemic relief via the American Rescue Plan to invest \$12.7 billion in Medicaid home and community-based services (HCBS), enabling more low-income older adults and people with disabilities to receive care at home with their families instead of in nursing homes. This provided a 10% boost in the federal contribution to states. The advocacy effort was led by the Disability and Aging Collaborative—a coalition NCOA formed and co-chairs. The law also provided \$1.4 billion for Older Americans Act (OAA) programs and resources, including a new \$44 million investment in healthy aging. NCOA also advocated for House-passed proposals to:
  - Further increase the Medicaid match to 14%
  - Provide an additional 10% for Medicaid HCBS
  - Increase SNAP benefits by 15% and raise the minimum monthly benefit from \$16 to \$30
  - Significantly expand OAA relief funding to address more programs, including \$10 million for health promotion and disease prevention programs
  - Secure \$20 billion for improving vaccine administration and distribution across the country and \$50 billion for testing, contact tracing, and manufacturing of personal protective equipment
- Led advocacy efforts that successfully increased annual funding for Medicare low-income outreach and enrollment efforts from \$37.5 million to \$50 million for the next three years. This included a \$3 million increase for each of the next three years for NCOA's Center for Benefits Access.
- 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 Programs, and the Social Services Block Grant. Final FY21 appropriations held the line on aging services programs, with modest increase in some of the core OAA programs.

## SENIOR CENTERS

NCOA's National Institute of Senior Centers (NISC) strengthens senior centers by promoting best practices related to programs and service delivery, peer networking, advocacy, research, and the nation's only national standards and accreditation program. In FY21, NISC:

- Celebrated and sponsored the annual National Senior Center Month in September with the theme Senior Centers: Delivering Vital Connections, reflecting their critical role in meeting community needs during the pandemic.



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- Led online conversations, provided pandemic-related resources, and shared best practices to support senior centers during the COVID-19 pandemic.
- Celebrated 19 senior centers' completion of the National Senior Center Accreditation process, a self-guided and peer reviewed process that ensures a senior center meets the highest standards of practice, and established an online portal for engagement, simplifying the process and creating data and best practice collection capacity.
- Selected 14 winners for the annual NISC Programs of Excellence Awards, which identify, celebrate, and promote outstanding senior center programming.
- Convened a NISC Leadership Collaborative, mobilizing the network with representatives from across the nation.
- Co-created a toolkit for senior centers to incorporate ridesharing into community transportation strategies through an initiative with Lyft and senior center partners, informed by a multi-site pilot.

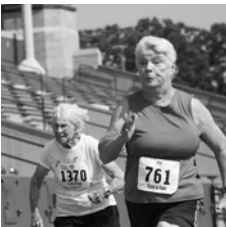
## AGING MASTERY®

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. Since the program's inception:

- More than 27,825 people have participated in AMP classes, and 13,666 have received Aging Mastery Starter Kits.

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 FY21, NCOA:

- Served 3,596 older adults in the Aging Mastery Program.
- Expanded Aging Mastery by 107 sites in three additional states. The program now has 750 sites in 38 states.



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# Financial Highlights

Fiscal Year 2021 was a larger investment year financially for NCOA. The net operating change in Unrestricted Net Assets (before Pension Plan related adjustments) was a loss of \$1,310,201, which is \$1,130,259 greater than the prior year's loss of \$179,942.

The bulk of the net investment was \$1.45 million for new digital offerings on NCOA's Age Well Planner, including Medicare education. NCOA created Age Well Planner to provide a trusted resource for adults to plan their retirement journey and ensure they can meet their goals for healthy aging. While NCOA's federal programs were relatively safe from pandemic-related financial impacts, we did experience significant impacts in our ability to solicit non-federal funding in FY21. Funders prioritized direct COVID-related activities over other considerations, and the pandemic impacted individual giving campaigns.

As per accounting rules, NCOA is required to make annual, non-operating adjustments related to the recognition of the NCOA Pension Plan liabilities. For FY21, this adjustment was a positive \$687,759 compared to the negative \$851,040 in FY20, due mostly to the substantial market value growth of the funded investment balances. The volatility in the pension-related adjustments each year is driven by market conditions, as well as the impact of changing 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 \$622,442 from (\$417,645) at the end of FY20 to (\$1,040,087) at the end of FY21.

The operating revenues for FY21 amounted to \$57.8 million, a 2% decrease from the prior year amount. In FY21, federal grants accounted for 85% of 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.

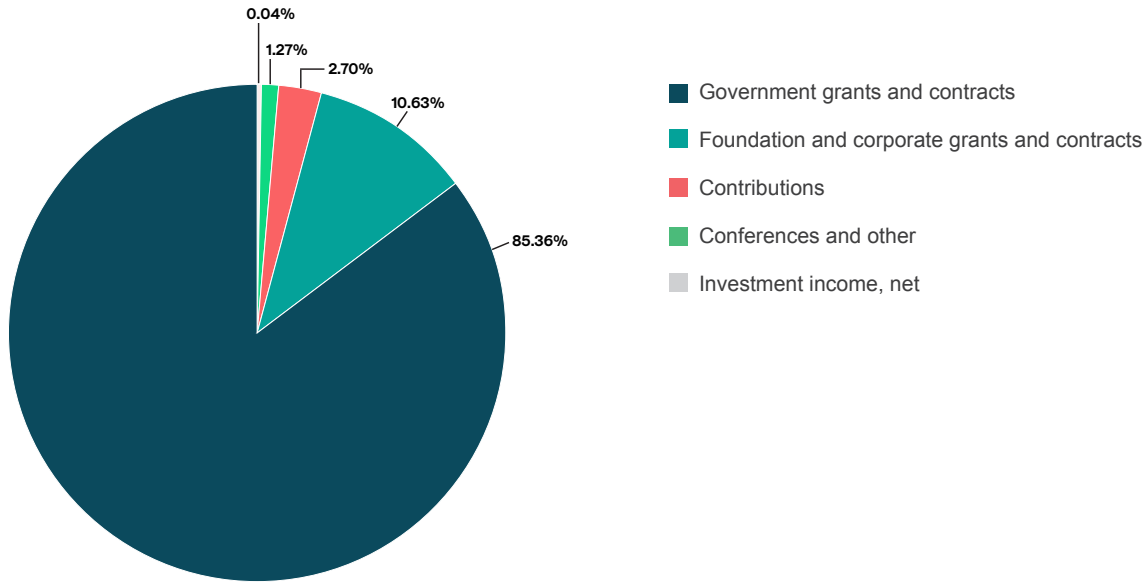
In addition to the Unrestricted Net Asset changes (how NCOA manages our current year funding), we also have some multi-year Restricted Awards that carry over across fiscal years. We measure the change in Restricted Net Assets as well—the difference between the total new restricted awards received and the values of those used in the current fiscal year. For FY21, NCOA had a net decrease in Restricted Net Assets of \$3,549,206.

Total Net Assets of NCOA at the end of FY21 amounted to \$2,633,327 as shown on the following charts.

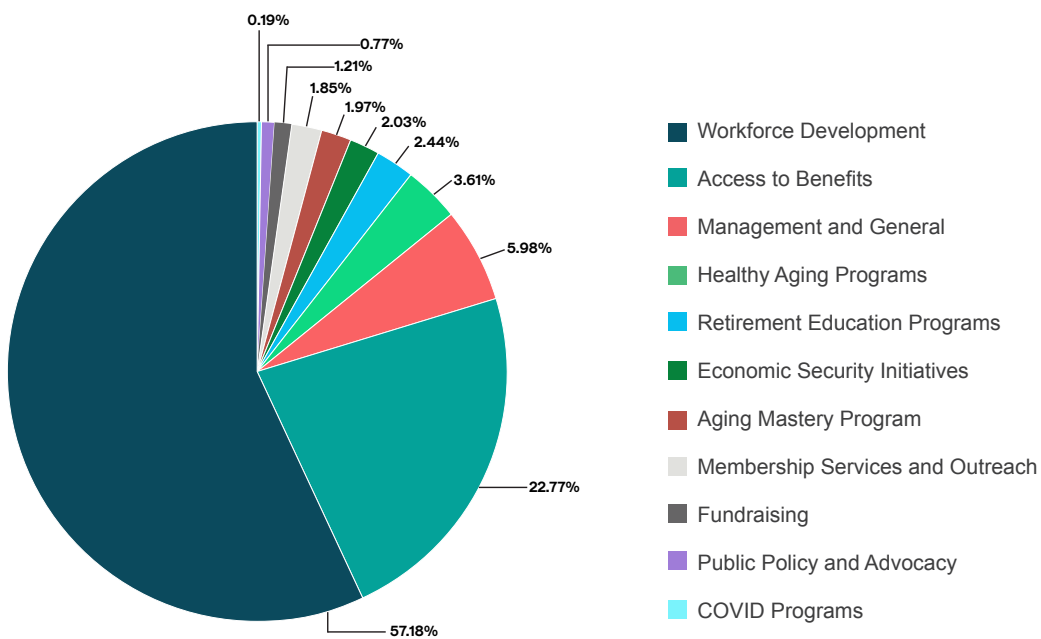
The following charts present the highlights of the revenue and expenditure distributions by categories for FY21. Full Audited Financial Statements for FY21 and for prior years are available on NCOA's website at [www.ncoa.org/page/finances](http://www.ncoa.org/page/finances).



## 2021 Revenues as Percent of Total



## 2021 Expenses by Category



## NCOA Consolidated Statement of Changes in Unrestricted Net Assets

		2021	2020
Government grants and contracts	85.4%	\$49,337,708	\$49,040,505
Foundation and corporate grants and contracts	10.6%	6,145,950	6,977,617
Conference & other	1.3%	736,230	2,510,524
Contributions	2.7%	1,557,815	381,275
Investment income, net	0.0%	<u>24,506</u>	<u>53,079</u>
<b>Total revenue and other support</b>		<b>\$57,802,209</b>	<b>\$58,936,000</b>
<b>Operating Expenses:</b>			
Workforce Development	57.2%	\$33,799,694	\$33,969,501
Access to Benefits	22.8%	13,459,206	12,836,346
Healthy Aging Programs	3.6%	2,133,567	2,224,898
Retirement Education Programs	2.4%	1,439,947	936,534
Home Equity Programs	0.0%	-	-
Economic Security Initiatives	2.0%	1,199,039	1,156,845
Membership Services and Outreach	1.9%	1,095,214	1,065,696
Public Policy and Advocacy	0.8%	457,440	463,676
Aging Mastery Program	2.0%	1,167,287	2,017,021
COVID Programs	0.2%	109,916	71,743
Management and general	6.0%	3,532,933	3,428,608
Fundraising	1.2%	<u>718,167</u>	<u>972,074</u>
<b>Total Operating Expenses</b>		<b>\$59,112,410</b>	<b>\$59,142,942</b>
<b>Net Operating (Unrestricted) Results</b>		<b>(\$1,310,201)</b>	<b>(\$179,942)</b>
Other Comprehensive Income (Loss)		(687,759)	(851,040)
<b>Net Change in Unrestricted Net Assets</b>		<b>(\$622,442)</b>	<b>(\$1,030,982)</b>
Unrestricted Net Assets at Beginning of Year		(417,645)	613,337
<b>Unrestricted Net Assets at End of Year</b>		<b>(\$1,040,087)</b>	<b>(\$417,645)</b>

See complete set of Audited Financial Statements with accompanying footnotes and disclosures at NCOA's website [www.ncoa.org/page/finances](http://www.ncoa.org/page/finances).

## NCOA Consolidated Statement of Financial Position for the Year Ended June 30, 2021

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### Assets

Cash and cash equivalents	2,938,813
Cash restricted for grants and contracts	43,598
Grants and contributions receivable, net	942,559
Amounts due from subgrantees and federal agencies	3,289,720
Prepaid expenses and other assets	207,861
Investments:	
Investments in marketable securities-FJC	2,685,182
Investments in marketable securities-Fidelity	196,728
Total investments	2,881,910
Property and equipment, net	552,554

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<b>Total assets</b>	<b>10,857,005</b>
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### *Liabilities and net assets*

Accounts payable and accrued expenses	4,213,071
Deferred rent	853,863
Accrued pension cost	3,156,744

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<b>Total liabilities</b>	<b>8,223,678</b>
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### *Net assets (deficit):*

Beginning net assets without donor restrictions	(417,645)
Change in net assets without donor restrictions	(622,442)
<b>Ending net assets without donor restrictions</b>	<b>(1,040,087)</b>
Beginning net assets with donor restrictions	7,222,620
Change in net assets with donor restrictions	(3,549,206)
<b>Ending net assets with donor restrictions</b>	<b>3,673,414</b>

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<b>Total net assets</b>	<b>2,633,327</b>
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<b>Total liabilities and net assets</b>	<b>10,857,005</b>
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See complete set of Audited Financial Statements with accompanying footnotes and disclosures at NCOA's website [www.ncoa.org/page/finances](http://www.ncoa.org/page/finances).

# FY 2021 Supporters

## Foundations

Anthem Foundation  
Health Foundation for Western and Central New York  
H & M Taub Foundation  
The Margaret A. Cargill Foundation  
Next50  
Retirement Research Foundation

## Government

U.S. Administration for Community Living  
U.S. Department of Labor

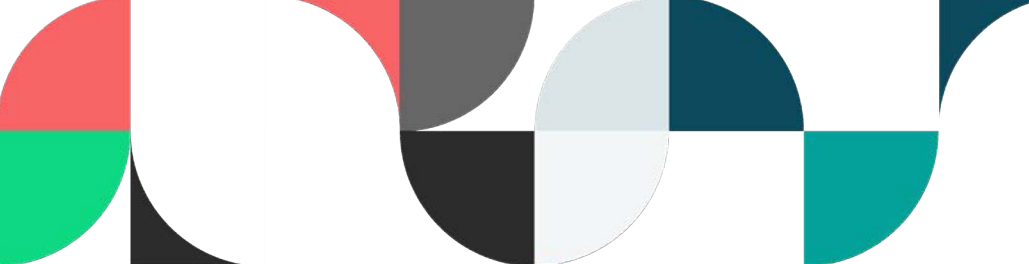
## Corporations

Amgen U.S.  
Aon Hewitt Navigators  
Avast Software  
Bank of America Foundation  
Benefits Data Trust  
BioTech Inc.  
Canary Health  
Capital One Investment  
Centene Corporation  
Community Wealth Partners  
CVS/Aetna  
EPIC/Magellan Health Systems  
EyeCre America (American Academy of Ophthalmology)  
GetSetUp Inc.  
Google LLC  
Heritage for the Blind  
Human Arc/Centauri  
Humana  
Johnson & Johnson  
Loeb  
Medicare Choice Group  
Molina Health  
National Opinion Research Center  
Nationwide Financial Services Inc.

Novartis  
Novo Nordisk  
Primetime Partners  
Verizon  
VW Group of America  
Walmart Foundation

## Other Supporting Partners

Boston University School of Social Work:  
Center for Aging & Disability Education  
& Research (CADER)  
Cuyahoga County Department of Senior  
& Adult Services  
National Association of Area Agencies  
on Aging  
University of Southern California  
Pharmaceutical Research & Manufacturers  
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