



nco 
national council on aging®

Impact Report

Fiscal Year 2024

WHO WE ARE

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.

STORIES OF IMPACT



Clementine, Georgia

Clementine was determined to learn. Through NCOA’s job training program, she mastered office software and embraced new responsibilities with gusto. The new skills paved the way to a permanent position as an administrative assistant. “I never thought I would learn so much about technology at my age. I have been able to open many more doors of opportunity for myself,” Clementine said.



Larry, Kentucky

Larry had \$1,200 in debt from cancer. An NCOA benefits counselor discovered he was eligible for the Medicare Savings Program. The counselor helped him enroll and instructed his debtors to resubmit their claims for coverage. Larry was able to begin radiation treatment without fear of being denied coverage. “Y’all saved my life. I couldn’t have done this by myself,” Larry said.



Pam, South Dakota

A medical exam revealed Pam was at high risk for serious rheumatoid arthritis symptoms. She decided to join a proven exercise program at a local NCOA partner. She learned healthy habits that she practiced regularly. Ten years later, the same medical exam showed Pam had reversed the deterioration. “The exercise and nutrition counseling have made a difference in my well-being,” she said.

Fiscal Year 2024 Highlights

2.9 Million Lives Improved

Empowering Older Adults



\$668M

in public assistance applications submitted



442,955

older adults received COVID or flu vaccines



45,931

individuals saved \$19.6M on products and services to age well



43,092

people participated in chronic disease and falls prevention workshops



4,258

older workers trained for jobs

Strengthening Communities



\$64.6M

in grants awarded to community-based organizations



2.3M

community service hours logged



47,150

professionals participated in e-learning



25,300

hours of technical assistance provided to local nonprofits



2,700

senior centers enrolled as affiliates

Advocating for Change



\$62.5M

in funding secured for Medicare low-income benefits outreach



300,000

individuals received an expanded subsidy to help pay for their Medicare prescription drug coverage



70,393

messages sent to Congress by 22,449 advocates



200

individuals from 37 states held 139 meetings on Capitol Hill in one day



Our Vision

A just and caring society in which each of us, as we age, lives with dignity, purpose, and security



Our Mission

Improve the lives of millions of older adults, especially those who are struggling



Our Goal

Impact the health and economic security of 40 million older adults by 2030, especially women, people of color, LGBTQ+, low-income, and rural individuals



Our Reach: 8.8M website visitors | 257K social followers



Ramsey Alwin
President and CEO



A History of Impact

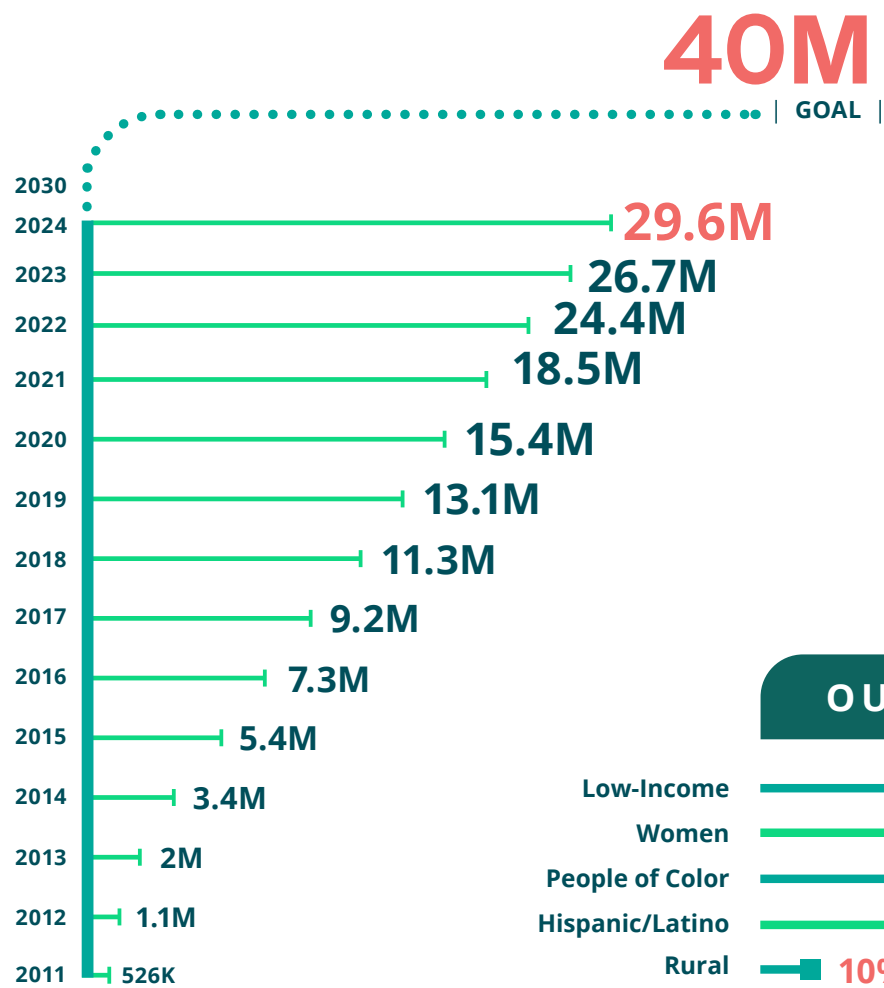
In 2025, NCOA celebrates 75 years of service to older adults. As the country's first national organization focused on aging, our history of success drives our bold vision for the future. We're building a society where every one of us has the resources to age well. And that includes you. Please join our mission to ensure a secure future for all.

TRACKING OUR IMPACT

In reporting our social impact, we count individuals served by NCOA and our partners who:

- Realized a reduction in expenses and/or increase in income
- Completed an evidence-based program that has been proven to improve health and well-being
- Preserved or enhanced the ability to age in place
- Completed an educational program to increase or improve health or financial security
- Directly benefited from a policy change that would not have happened without NCOA's leadership and advocacy

OUR SOCIAL IMPACT



OUR TARGET POPULATIONS

