

FISCAL YEAR 2022



# Annual Report

July 1, 2021 – June 30, 2022



© Mark Holley



© Michael Paras



© Connie Springer

**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.

© 2023 National Council on Aging. All Rights Reserved.

## Officers and Board (2021– 2022)

### BOARD OF DIRECTORS

#### Chair

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

#### Treasurer and Secretary

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

#### Members

**Phil Buchanan**, President, The Center for Effective Philanthropy

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

**David Markiewicz**, (Retired) Former Executive Vice President, Greater Southeast, American Heart Association

**Elizabeth Palmer**, Chief Marketing Officer, AIG Life & Retirement

**Martha Pelaez**, Retired, Former Regional Advisor on Aging Pan American Health Organization/World Health Organization (PAHO/WHO)

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

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

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

**Cheryl Woodson, MD**, Principle, Dr. Cheryl E. Woodson, LLC

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

#### NCOA Executive Team

**Ramsey Alwin**, President & CEO

**Alfreda Davis**, Chief of Staff

**Karen Davis**, Chief Development & Marketing Officer

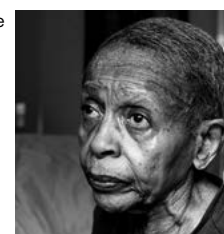
**Josh Hodges**, Chief Customer Officer

**Kristen Kiefer**, Chief Advocacy & Engagement Officer

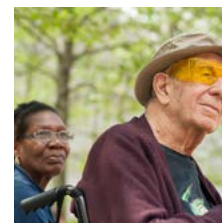
**Donna Whitt**, Chief Financial Officer



© Steve White



© Alex Eggleston



© Ellen Jacob



© Bozena Pilat



© Joseph Bui

# 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 FY22:

- 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 48 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, 13,083 people in 34 states participated in a community-based CDSME program. States partnered with 184 community organizations to host 1,095 CDSME workshops at 399 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 strategies for effective fund development to support evidence-based programs. The Center hosted monthly "Grand Rounds" webinars focused on strategies for virtual implementation of programs.
- The Center led several initiatives focused on supporting community-based organizations in creating partnerships with health care entities, including an intensive learning collaborative focused on network development.

# Contents

- Health 3
- Economic Security 4
- Public Policy & Advocacy 6
- Senior Centers 7
- Aging Mastery 8
- Financial Highlights 10
- Supporters 14

## 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 70 national organizations and state coalitions on falls prevention charged with promoting effective strategies to prevent falls and fall-related injuries.

In FY22:

- The Center provided leadership, expert guidance, and resources to support 41 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 16,777 participants in 1,671 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 14th annual Falls Prevention Awareness Week (FPAW) and celebrated over a decade of empowering seniors with the confidence to protect themselves from fall-related injuries. National 2021 FPAW awareness and media efforts reached an estimated 313 million. At the state and community level, the State Falls Prevention Coalitions members reached 903,000 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 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

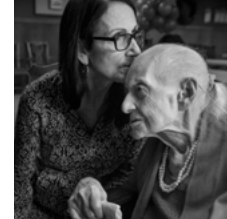
NCOA helps qualified seniors to enroll in programs that pay for health care, prescriptions, food, utilities, and other daily expenses.

In FY22

- NCOA supported 85 Benefits Enrollment Centers (BECs) that help low-income people with Medicare access all the benefits they may be missing. The BECs helped 176,175 people submit 347,549 applications for benefits worth over \$592 million.



© Connie Springer



© Michael McFadden



© Nina Weinberg



© Hannah Latham



© Mark Coggins



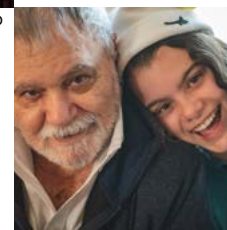
© Sonya Tanae



© Ellen Jacob



© Shoshana Fink



© Lisa Winner

- BenefitsCheckUp® (BenefitsCheckUp.org), NCOA's free online benefits screening service, helped 340,555 people enroll in public and private benefits worth an estimated \$975 million. At the end of FY22, NCOA launched a modernized version of the screening tool that makes it easier for users to access program information and application assistance.
- NCOA's Center for Benefits Access provided resources and technical support to states that receive Medicare Improvements for Patients and Providers Act (MIPPA) funding to help low-income individuals apply for Medicare subsidies. MIPPA grantees assisted 70,161 individuals with Extra Help/Low Income Subsidy (LIS) and Medicare Savings Programs (MSP) applications between July 1, 2021, and June 30, 2022.
- As part of the Senior SNAP Enrollment Initiative funded by the Walmart Foundation, 40 community organizations assisted 24,949 low-income seniors in applying for the Supplemental Nutrition Assistance Program (SNAP).
- In partnership with GreenPath Financial Wellness, our Benefits Helpline—a toll-free number for BenefitsCheckUp users to receive additional information and screening assistance—fielded 5,530 calls and screened 2,018 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 FY22:

- SCSEP served 4,540 participants who provided over 2.6 million hours of community service.
- The program placed 517 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.

Age Well Planner is a trusted resource for older adults to plan their retirement journey and ensure they can meet their goals for healthy aging. It offers assessment tools, personalized resources, and access to expert help.

Since fall 2021, NCOA and Avast have reached 1.1 million older adults and their caregivers with valuable content on how to protect themselves from online scams. The first phase of the partnership included co-developed educational content around cybersecurity, phishing, and tech support scams. Together, NCOA and Avast developed six articles, three webinars, and one video, all of which were distributed and promoted through NCOA's website and social media channels.

## 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 FY22:

- More than 501,773 individuals learned about Medicare coverage and costs through NCOA's educational web content on Age Well Planner.
- Over 2,700 individuals had the opportunity to receive professional counseling by a licensed Medicare advisor from a trusted partner that meets NCOA's Standards of Excellence.

## 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 FY22, NCOA:

- Secured the inclusion of NCOA priorities in Build Back Better FY22 reconciliation legislation [passed by the House in November](#), including:
  - Reforms to make Medicare prescription drugs more affordable and expand Medicare coverage for hearing aids and audiology services. Prescription drug provisions include a \$2,000 cap on out-of-pocket spending, as well as Health & Human Services Secretary negotiations on a range of drugs. An historic \$150 billion investment in home and community-based services (HCBS), still sufficient to permanently increase the federal contribution to states for these services by about 6% and enable states to increase wages and benefits for home care workers. The HCBS Money Follows the Person Program and spousal impoverishment protections would also be made permanent.
  - Continued and new support for aging services, including for the Older Americans Act's Senior Community Service Employment Program (SCSEP); the Research, Demonstration, and Evaluation Center; Supportive Services, with language targeting senior centers; Nutrition Programs; the National Family Caregiver Support Program; and more. The reauthorization of the Elder Justice Act was also included, proposing significant new resources.
- Secured historic investments for falls prevention in House-proposed FY23 appropriations legislation, led by a new champion appropriator.
- Obtained substantial funding for aging services in House- and Senate- proposed FY22 appropriations bills; however, the [scaled-back legislation ultimately enacted](#) provided for small increases, including \$1 million for the Medicare State Health Insurance Assistance Program (SHIP).



- Led advocacy and policy development efforts that resulted in the introduction of the Supporting Older Workers Act, of which some proposals were included in the House-passed Workforce Innovation and Opportunity Act reauthorization, and contributed significant efforts to House passage of the Protecting Older Workers Against Discrimination Act (POWADA) and the Protect Older Job Applicants Act (POJA).
- Secured historic investments thanks to a new Congressional champion in falls prevention in the [House Committee approved FY23 appropriations legislation](#), which not only proposes doubling existing programs at the Administration for Community Living (ACL) and the Centers for Disease Control and Prevention (CDC), but also calls for first-time funding for the ACL Interagency Coordinating Committee on Healthy Aging and Age-Friendly Communities and the Research, Demonstration and Evaluation Center. Other proposed investments in NCOA priorities include a \$5 million increase for SHIP and a \$45 million increase for SCSEP.
- NCOA played a leadership role in working with CMS and congressional offices on improving access to Medicare Savings Program (MSP) low-income protections. We helped CMS to organize community stakeholder engagement efforts to improve MSP outreach and enrollment, and participated in House briefings on legislation to improve Medicare low-income protections.
- NCOA led efforts for the 68-member Leadership Council of Aging Organizations (LCAO) to identify legislative priorities for improving access to behavioral and mental health services for older adults and advocate with key members of Congress for their adoption. NCOA took over as Chair of the coalition in June for a period of one year.

## SENIOR CENTERS

NCOA's National Institute of Senior Centers (NISC) is a program with an expanding network that strengthens senior centers' impact by promoting best practices, peer networking, advocacy, research, training, and skills development. In FY22:

- NCOA was awarded a cooperative agreement with the Administration for Community Living to establish the Modernizing Senior Centers Resource Center (MSCRC). The MSCRC provides leadership, training, technical assistance, and peer networking, and a clearinghouse of best practices. As part of the establishment of the MSCRC, NCOA:
  - Convened an Advisory Committee of national leaders to guide the development of the MSCRC and shape the conversation about modernization of senior centers.
  - Partnered with a lead researcher to conduct an environmental scan of senior centers
  - Supported NCOA's Age+Action Conference with a dedicated senior center track and a combination of paid and complimentary registrations, resulting in 342 total senior center affiliated registrants (an increase of 267% over last year)

- Continued to support senior centers as they navigated the shifts in the pandemic with resources, online conversations, and best practices. NCOA created and shared two videos with the network with messaging around re-engagement of older adults in senior centers
- As part of a broad engagement strategy to expand the senior center network, NCOA moved to a free Affiliate Membership model with NISC with 38% growth.
- Celebrated seven senior centers' completion of the National Senior Center Accreditation, a self-guided and peer reviewed process using an online portal for engagement, simplifying the process and creating data and best practice collection capacity.
- Recognized 14 winners in the annual NISC Programs of Excellence Awards, which identify, celebrate, and promote outstanding senior center programming.

## 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 FY22, NCOA:

- Expanded Aging Mastery to 804 sites in 39 states serving over 2,807 older adults.
- As of June 2022, a total of over 31,464 people had participated in AMP classes, and more than 14,160 had received Aging Mastery Starter Kits.



## 2022 Photography Award Winner “About These Fingernails” Cynthia Abatt



# Financial Highlights

Fiscal year 2022 was a very good year financially for NCOA. The net operating change in Unrestricted Net Assets (before Pension Plan related adjustments) was a surplus of \$8,100,505, which is a substantial improvement over the prior year's loss of \$1,310,201.

The majority of the net surplus was attributable to a generous \$8 million unrestricted gift from MacKenzie Scott. Even excluding the \$8 million gift, NCOA ended the fiscal year with a \$100,000 surplus, which reflects our efforts to manage expenses wisely to ensure investments in programs provided maximum impact. Also, NCOA was able to capitalize on additional funding opportunities for COVID vaccine promotion work that brought in additional revenues above expectations. The operating revenues for FY2022 amounted to \$69.7 million, which was a 21% increase from the prior year. In FY2022, federal grants accounted for 78% of total revenues. As in previous years, NCOA continued to maximize resources used to support the organization's core mission, expending 95% of its operating resources on direct programs.

A major program accomplishment achieved during FY2022 was the launch of the next generation of the BenefitsCheckUp tool that included updates and new features for a more effective and easier-to-use tool.

As per accounting rules, NCOA is required to make annual, non-operating adjustments related to the recognition of the NCOA Pension Plan liabilities. For FY2022, this adjustment was a positive \$363,329 compared to a positive \$687,759 in FY2021, due mostly to increased discount rates. The plan assets market value change was a net loss of 11%, with most of the loss related to the June investment performance. 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. This adjustment is reflected as Other Comprehensive Income in the Consolidated Statement of Changes in Net Assets included in this report.

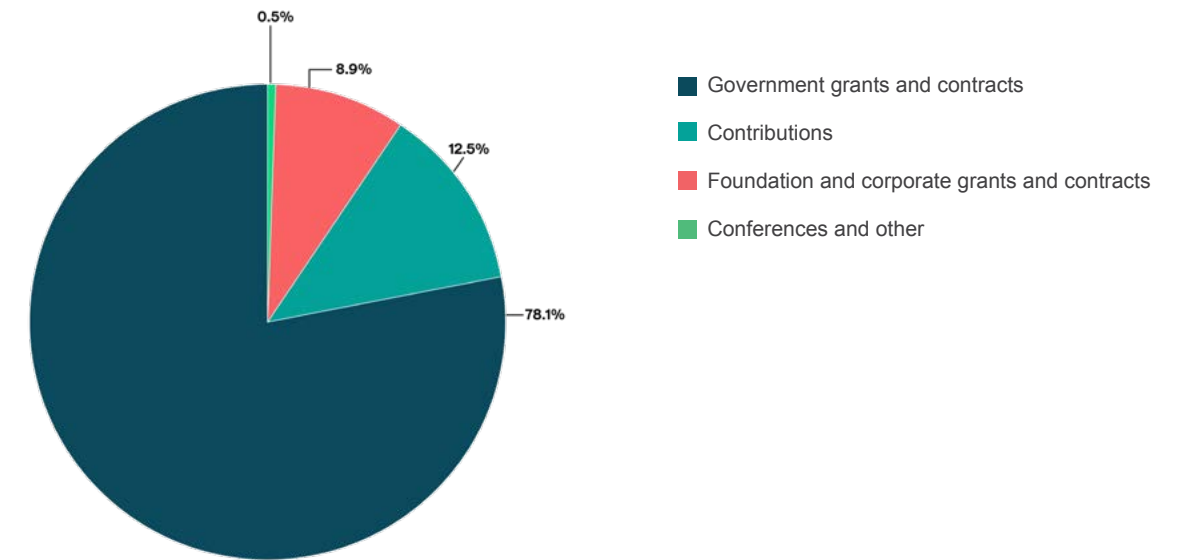
With these results, the total Unrestricted Net Assets increased from \$1,040,087 at the end of FY2021 to \$7,423,747 at the end of FY2022.

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 FY2022, NCOA had a net increase in Restricted Net Assets of \$1,045,414 to \$4,718,828. This increase indicates that our pipeline for future work continues to grow and provides a source of funding for future program services.

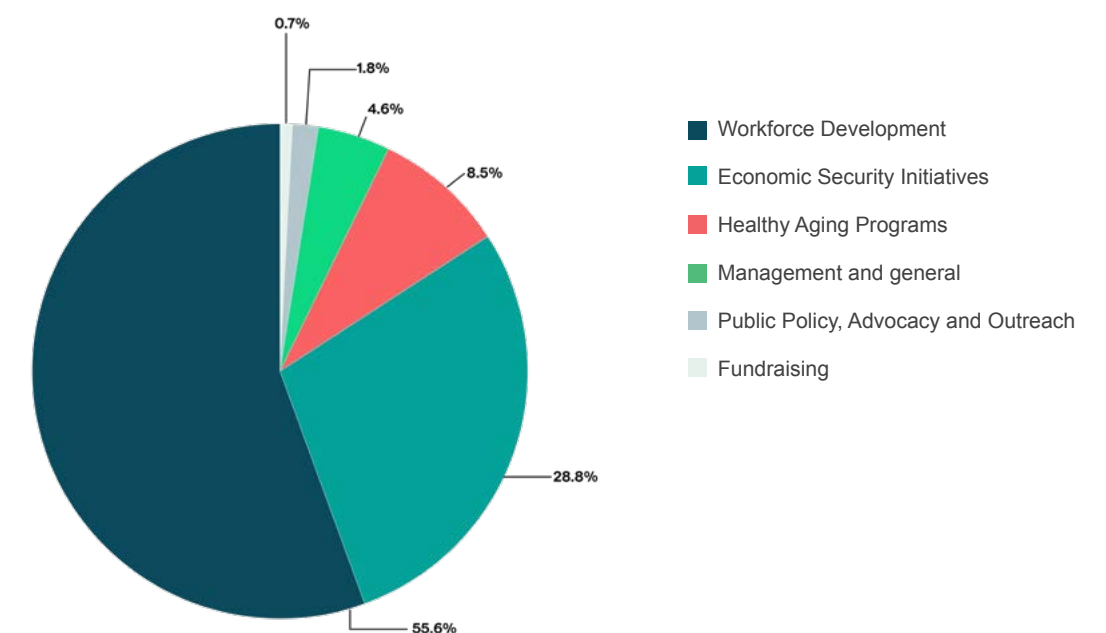
NCOA's Statement of Financial Position remains strong, showing total Net Assets at the end of FY2022 of \$12,142,575. The net assets are fully liquid and available to support programs and operations as needed.

The following charts present highlights of the revenue and expenditure distributions by categories for FY2022. Full Audited Financial Statements for FY2022 and for prior years are available on NCOA's website at [www.ncoa.org](http://www.ncoa.org).

## 2022 Revenues as Percent of Total



## 2022 Expenses by Category



## NCOA Consolidated Statement of Financial Position for the Year Ended June 30, 2022

<b>Assets</b>	
Cash and cash equivalents	\$ 4,833,949
Cash restricted for grants and contracts	54,314
Grants and contributions receivable, net	860,183
Amounts due from subgrantees and federal agencies	5,238,979
Prepaid expenses and other assets	378,786
Investments:	
Investments in marketable securities-FJC	2,718,498
Investments in marketable securities-Fidelity	<u>7,209,946</u>
Total investments	9,928,444
Operating lease right of use assets, net	5,515,996
Property and equipment, net	654,977
<b>Total assets</b>	<b>\$ 27,465,628</b>
<b>Liabilities and net assets</b>	
Accounts payable and accrued expenses	\$ 6,690,566
Operating lease liabilities, net	6,476,599
Accrued pension cost	2,155,888
<b>Total liabilities</b>	<b>15,323,053</b>
<b>Net assets (deficit):</b>	
Beginning net assets without donor restrictions	(1,040,087)
Change in net assets without donor restrictions	8,463,834
<b>Ending net assets without donor restrictions</b>	<b>7,423,747</b>
Beginning net assets with donor restrictions	3,673,414
Change in net assets with donor restrictions	1,045,414
<b>Ending net assets with donor restrictions</b>	<b>4,718,828</b>
<b>Total net assets</b>	<b>12,142,575</b>
<b>Total liabilities and net assets</b>	<b>\$ 27,465,628</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 Changes in Unrestricted Net Assets

		2022	2021
<b>Revenue and other support:</b>			
Government grants and contracts	78.1%	\$ 54,443,375	\$ 49,337,708
Contributions	12.5%	8,682,118	1,557,815
Foundation and corporate grants and contracts	8.9%	6,200,832	6,145,950
Conferences and other	0.5%	337,877	736,230
Investment income, net	0.0%	<u>11,437</u>	<u>24,506</u>
<b>Total revenue and other support</b>		<b>\$ 69,675,639</b>	<b>\$57,802,209</b>
<b>Operating Expenses:</b>			
Workforce Development	55.6%	34,244,067	\$33,799,694
Access to Benefits	26.4%	16,243,422	13,459,206
Healthy Aging Programs	7.9%	4,854,712	2,133,567
Retirement Education Programs	1.0%	642,278	1,439,947
Economic Security Initiatives	1.4%	876,892	1,199,039
Membership Services and Outreach	0.8%	505,526	1,095,214
Public Policy and Advocacy	0.8%	483,944	457,440
Aging Mastery Program	0.6%	385,920	1,167,287
COVID Programs	0.0%	-	109,916
Research	0.2%	106,591	-
Management and general	4.6%	2,814,128	3,532,933
Fundraising	0.7%	<u>417,654</u>	<u>718,167</u>
<b>Total Operating Expenses</b>		<b>61,575,134</b>	<b>59,112,410</b>
<b>Net Operating (Unrestricted) Results</b>		<b>8,100,505</b>	<b>(1,310,201)</b>
Other Comprehensive Income (Loss)		363,329	687,759
<b>Net Change in Unrestricted Net Assets</b>		<b>(\$622,442)</b>	<b>(622,442)</b>
Unrestricted Net Assets at Beginning of Year		(1,040,087)	(417,645)
<b>Unrestricted Net Assets at End of Year</b>		<b>\$ 7,423,747</b>	<b>\$ (1,040,087)</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).

## FY 2022 Supporters

### Corporations

3 Ships  
 Aetna  
 Aon Hewitt Navigators  
 Amgen U.S.  
 Arnold Ventures  
 Avast Software  
 Bank of America Foundation  
 BCBS  
 Benefits Data Trust (BDT)  
 Canary Health  
 Centene Corporation  
 Community Wealth Partners  
 CVS/Aetna  
 EPIC/Magellan Health Systems  
 EyeCare America (American Academy of Ophthalmology)  
 Family Carer/Loeb  
 Heritage for the Blind  
 Human Arc/Centauri  
 Humana  
 IBM  
 Johnson & Johnson  
 Lyft  
 Medicare Choice Group  
 Molina Health  
 National Opinion Research Center  
 Nationwide Financial Services, Inc.  
 Novo Nordisk  
 OAMHAD  
 Pfizer  
 Walmart Foundation

### Foundations

The Henry and Marilyn Taub Foundation  
 The Harry and Jeanette Weinberg Foundation  
 The Margaret A. Cargill Foundation  
 The Retirement Research Foundation  
 Public Health Institute/CDC RISE  
 Public Health Institute/HRSA  
 National Alliance for Hispanic Health  
 The Hartford Foundation

### Government

U.S. Administration for Community Living  
 U.S. Department of Labor  
 Cuyahoga County Department of Senior & Adult Services



© Cynthia Abatt



© Ellen Jacob



© Mark Coggins

**ncoa**  
 national council on aging

ncoa.org | @NCOAging

251 18th Street South, Suite 500  
 Arlington, VA 22202