

FISCAL YEAR **2023**

July 1, 2022 – June 30, 2023

nco   
national council on aging®

# Annual Report





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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**Elizabeth Palmer**, Chief Marketing Officer, Corebridge Financial

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

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

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

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# NCOA Executive Team

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**Brenda Sulick**  
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(March - June 2023)

**Alicia Waller**  
Chief People Officer  
(July - December 2022)

**Donna Whitt**  
Chief Financial Officer  
(July - December 2022)



# Health

## 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 FY23:

- 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 35 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, 11,658 people in 1,172 community-based CDSME workshops.
- 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 building blocks of developing or participating in a community care hub to strategies for effective fund development to support evidence-based programs. The Center also hosted monthly Grand Rounds webinars focused on best practices for virtual implementation of programs.

## Falls Prevention

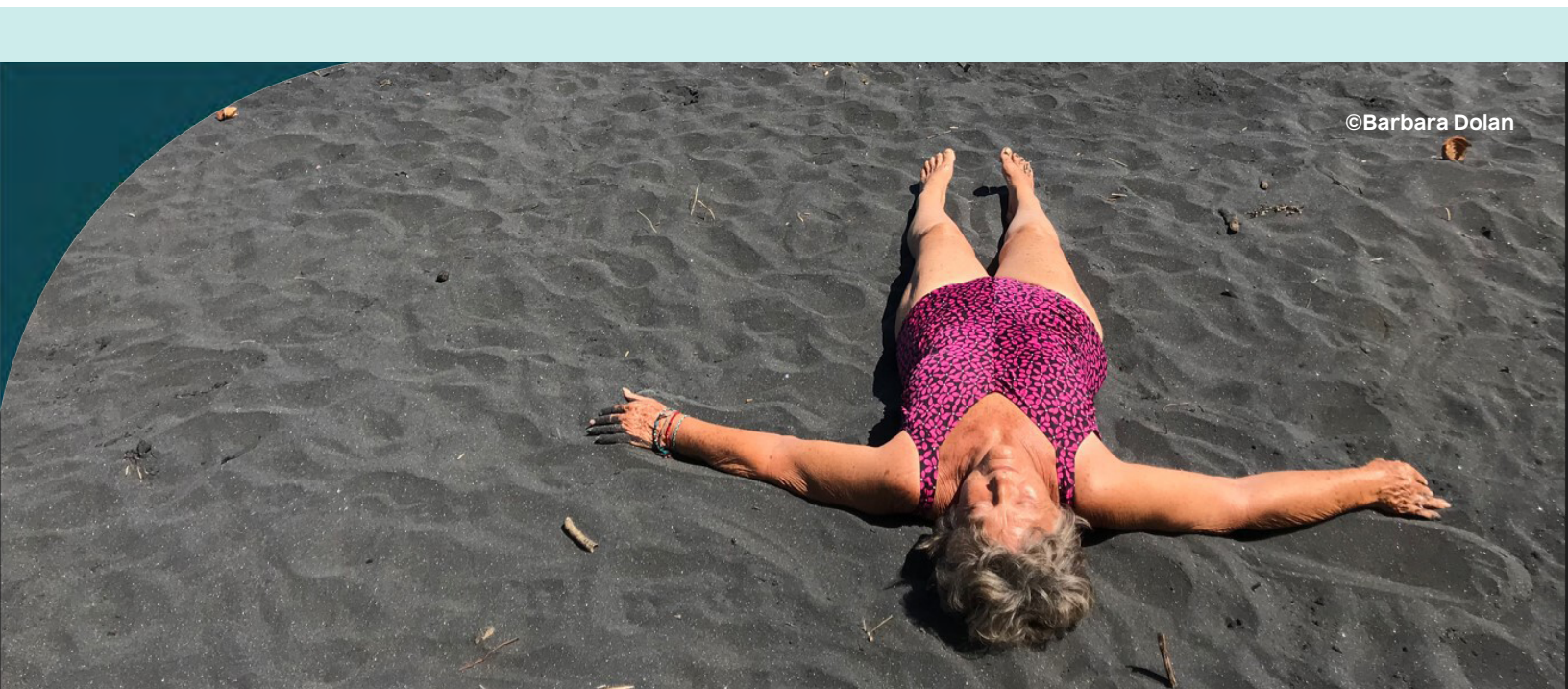
The NCOA National Falls Prevention Resource Center supports the implementation, dissemination, and sustainability of evidence-based falls prevention programs and strategies across the nation to reduce the incidence of falls among older adults and adults with disabilities. The Center increases public 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 national organizations and state coalitions on falls prevention charged with promoting effective strategies to prevent falls and fall-related injuries. In FY23:

- The Center provided leadership, expert guidance, and resources to support 34 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 8,337 participants in 589 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 15th annual Falls Prevention Awareness Week (FPAW), empowering older adults with the confidence to protect themselves from fall-related injuries across 48 states. National FPAW awareness and media efforts reached an estimated 513 million individuals. At the state and community level, the State Falls Prevention Coalitions members reached 2 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 a compendium of activities.

## Senior Centers

NCOA's National Institute of Senior Centers (NISC) is an expanding network that strengthens senior centers' impact by promoting best practices, peer networking, advocacy, research, training, and skills development. In FY23:

- NCOA continued to develop the Modernizing Senior Centers Resource Center (MSCRC) through a cooperative agreement with ACL. The MSCRC provides leadership, training, technical assistance, peer networking, and a clearinghouse of best practices. As part 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.
  - In partnership with a lead researcher, published a report based on an environmental scan of senior centers that creates a blueprint for modernization. Supported NCOA's Age+Action Conference with a dedicated senior center track attended by 205 senior center professionals supported by 132 registration scholarships.
  - Continued to support senior centers with resources, webinars, online conversations, and best practices. NCOA created and shared 13 videos with the network featuring messaging about the variety of opportunities to be discovered in senior centers. The videos had almost 60,000 views with an above average 5% engagement rate. NCOA's Senior Center Month toolkit had an increase of 60% in pageviews.
- As part of a broad engagement strategy to expand the senior center network, NISC moved to a free Affiliate Membership model with 65% growth.
- Thirteen senior centers completed National Senior Center Accreditation, a self-guided and peer-reviewed process that is ending this year to provide an opportunity to broaden the reach.
- NCOA recognized 15 winners in the annual NISC Programs of Excellence and established a searchable clearinghouse for best practices.
- Through the NISC Leadership Collaborative and events like the Older Americans Act Notice of Proposed Rulemaking, NCOA leveraged the senior center network for information from the field.
- As part of the Vaccine Uptake Initiative, NCOA awarded contracts to 150 senior centers to support COVID and flu vaccinations in their communities.



## Vaccines

In December 2022, NCOA was awarded a \$50 million grant from ACL to lead a nationwide campaign to ensure older adults and people with disabilities get the latest COVID and flu vaccines. The grant was the largest in NCOA history and came at a time when the majority of seasonal flu and COVID deaths were among older adults, and COVID vaccine rates were low. In FY23:

- NCOA selected 180 grantees in 38 states, Washington, D.C., and Puerto Rico through a three-phased review panel process.
- Staff supported grantees via onboarding sessions, data collection trainings, regional office hours, and one-on-one technical assistance sessions.
- NCOA developed and released a Take Action Toolkit for grantees that included messaging and creative marketing materials that had been tested with the target audience.
- The initiative resulted in:
  - **1,318** first doses of the COVID vaccine
  - **1,223** flu vaccines
  - **5,223** second (or later) doses of the COVID vaccine
  - **4,765** supportive services such as transportation and scheduling

## 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: 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 FY23:

- NCOA expanded Aging Mastery to 819 sites in 39 states, serving over 1,262 older adults.
- As of June 2023, a total of over 32,726 people had participated in AMP classes, and more than 14,234 had received Aging Mastery Starter Kits.

## Financial Security

### Benefits Access

NCOA helps qualified older adults and individuals with disabilities enroll in programs that pay for health care, prescriptions, food, utilities, and other daily expenses. In FY23:

- 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 over 174,000 people submit over 268,000 applications for benefits estimated to be worth over \$588 million.
- 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 over 71,000 individuals 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, 24 community organizations assisted over 8,700 low-income older adults in applying for the Supplemental Nutrition Assistance Program (SNAP).

### Direct Care Workforce

In response to a growing shortage of skilled direct care workers, NCOA received ACL funding to establish the Direct Care Workforce Strategies Center. The Center aims to build national capacity to support community living by providing resources, technical assistance, and training to state systems to improve recruitment, training, and retention of the nation's direct care workforce. In FY23:

- NCOA led a consortium of nine partner organizations to conduct an environmental scan of the direct care workforce crisis. The scan included a robust literature review; in-depth interviews with stakeholders in 16 states to determine critical success factors around the recruitment, retention, and training of the direct care workforce; interviews with direct care workers; a landscape analysis of employer models; discussions with service recipients and family caregivers; and ongoing analysis of critical policy drivers influencing states.

### Mature Workers

NCOA is a national sponsor of the Senior Community Service Employment Program (SCSEP), funded through the U.S. Department of Labor. In FY23:

- SCSEP served 4,537 participants who provided over 2.4 million hours of community service.
- The program placed 429 trained participants in jobs.

# Public Policy and Research

## 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 FY23, NCOA:

- Led the advocacy efforts to include improvements in low-income assistance for Medicare beneficiaries. Starting in 2024, the Part D Low-Income Subsidy (LIS, or Extra Help) further reduces out-of-pocket costs for beneficiaries with incomes between 135-150% of the federal poverty level by eliminating “partial” subsidies and replacing them with much more generous “full” subsidies. This provision will particularly help low-income Black and Hispanic Medicare beneficiaries, who are more likely than white beneficiaries to have incomes in this range.
- Played a leadership role on a provision to cap Medicare out-of-pocket costs for insulin at \$35 per month.
- Played a leadership role in eliminating the current 5% coinsurance for high, catastrophic annual drug costs, which could be difficult to afford for those needing to take expensive drugs, or those with chronic conditions who need to take a significant number of different drugs. The provision ensures that annual prescription drug out-of-pocket cost sharing will be no higher than \$2,000. Beneficiaries will also have the option to break that amount into more affordable monthly payments.
- Secured historic investments in final FY23 appropriations legislation thanks to a new Congressional champion of falls prevention. These included doubling existing programs at ACL and the Centers for Disease Control and Prevention (CDC); providing first-time funding for the ACL Interagency Coordinating Committee on Healthy Aging and Age-Friendly Communities and the new Research, Demonstration and Evaluation Center; and a \$1.5 million increase for Health Promotion and Disease Prevention. Other proposed investments in NCOA priorities included a \$2 million increase for the Medicare State Health Insurance Assistance Program (SHIP).
- Helped to shape and promote the introduction of the Senior Hunger Prevention Act by Sen. Bob Casey, D-Pa., and Rep. Suzanne Bonamici, D-Ore., which contains NCOA priorities for the nutrition title of the 2023 Farm Bill debate, many from lessons learned from our SNAP grantee work. Outreach included facilitating dialogues with other aging and nutrition stakeholders to build support for the legislation.
- Released the results of NCOA's first annual What Women Say™ survey, which showed that half of U.S. women ages 25+ are struggling financially today, and 90% or more support bipartisan policy solutions to help.

## Digital Engagement

NCOA's digital properties are designed to reach the largest number of people possible to help them age well. In FY23:

- NCOA's flagship website (ncoa.org) educated 4.3 million people on essential topics including economic security and healthy aging.
- BenefitsCheckUp® connected 4 million people with benefits assistance programs and resources.
- NCOA launched two new tools—the Job Skills CheckUp and Budget CheckUp—which together had 8,000 completions.



- More than 36,000 individuals completed the Falls Free CheckUp™ to understand their risk of falling and steps to reduce that risk.
- NCOA Adviser brought informational content to 3.7 million people, and 63,800 people saved \$22.8 million on products and services to help them age well.

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# Financial Highlights

Fiscal year 2023 was a good year financially for NCOA. The net operating change in Unrestricted Net Assets (before Pension Plan related adjustments) was a loss of \$557,629, which reflected an intention to invest in key operational areas to build capacity for future performance.

NCOA was able to capitalize on new funding opportunities for COVID vaccine promotion work that brought in additional revenues above expectations. The operating revenues for FY2023 amounted to \$72.1 million, which was a 3% increase from the prior year. In FY2023, federal grants accounted for 90% of the total operating revenues. As in previous years, NCOA continued to maximize resources used to support the organization's core mission, expending 94% of its operating resources on direct programs.

NCOA is required to make annual, non-operating adjustments related to the recognition of the NCOA Pension Plan liabilities. For FY2023, this adjustment was a positive \$408,183 compared to a positive \$363,329 in FY2022. 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 Nonoperating Income in the Consolidated Statement of Changes in Net Assets included in this report.

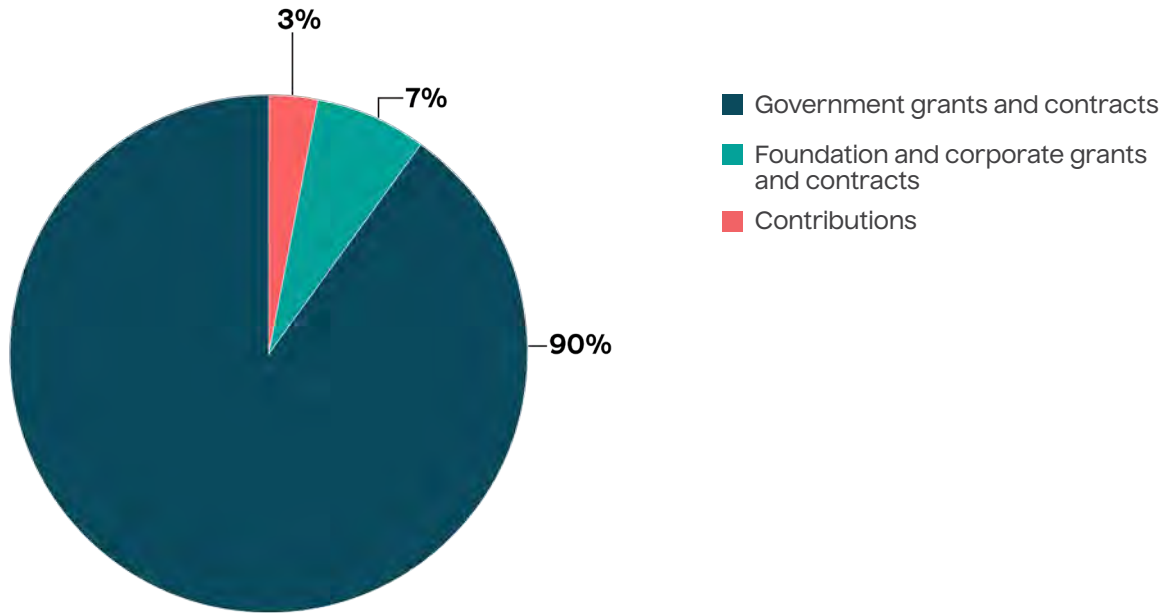
With these results, the total Unrestricted Net Assets decreased in FY2023 by \$149,446 compared to an increase of \$8,463,834 in FY2022. The majority of the increase in FY2022 was attributable to a generous \$8 million unrestricted gift from MacKenzie Scott.

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 FY2023, we had a net decrease in Restricted Net Assets of \$2,323,504 to \$2,395,324. The decrease reflects the expected work performed related to the restricted net assets during the year, and the remaining balance provides a source of funding for future program services.

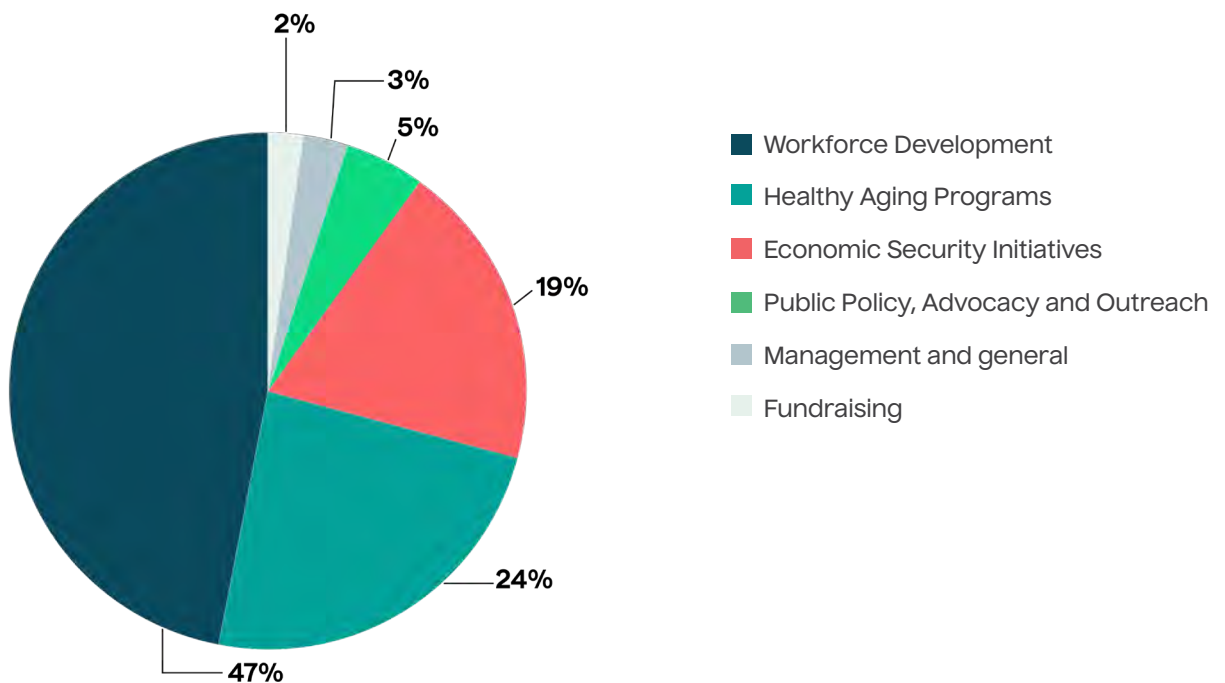
NCOA's Statement of Financial Position remains strong, showing total Net Assets at the end of FY2023 of \$9,669,625. The net assets are fully liquid and available to support programs and operations as needed.

The following charts present the highlights of revenue and expenditure distributions by categories for FY2023. Full Audited Financial Statements for FY2023 and for prior years are available on NCOA's website at [www.ncoa.org](http://www.ncoa.org).

## 2023 Revenues as Percent of Total



## 2023 Expenses by Category



# NCOA Consolidated Statement of Financial Position for the Year Ended June 30, 2023

<b>Assets</b>	
Cash and cash equivalents	\$ 1,192,870
Cash restricted for grants and contracts	43,079
Accounts receivable, net	492,147
Grants and contributions receivable, net	345,863
Amounts due from subgrantees and federal agencies	5,200,020
Prepaid expenses and other assets	375,828
Investments:	
Investments in marketable securities-FJC	2,826,836
Investments in marketable securities-Fidelity	7,925,064
Total investments	10,751,900
Operating lease right of use assets, net	4,921,908
Property and equipment, net	500,169
<b>Total assets</b>	<b>\$ 23,823,784</b>
<b>Liabilities and net assets</b>	
Accounts payable and accrued expenses	4,543,427
Advances to subgrantees	1,742,098
Deferred revenue	761,692
Operating lease liabilities, net	5,854,861
Accrued pension cost	1,252,081
<b>Total liabilities</b>	<b>14,154,159</b>
<b>Net assets (deficit):</b>	
Beginning net assets without donor restrictions	7,423,747
Change in net assets without donor restrictions	(149,446)
<b>Ending net assets without donor restrictions</b>	<b>7,274,301</b>
Beginning net assets with donor restrictions	4,718,828
Change in net assets with donor restrictions	(2,323,504)
<b>Ending net assets with donor restrictions</b>	<b>2,395,324</b>
<b>Total net assets</b>	<b>9,669,625</b>
<b>Total liabilities and net assets</b>	<b>\$ 23,823,784</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

	2023	2022
<b>Revenue and other support:</b>		
Government grants and contracts	\$ 64,744,112	\$ 54,443,375
Foundation and corporate grants and contracts	5,109,803	6,200,832
Contributions	872,514	8,682,118
Conferences and other	616,624	337,877
Investment income, net	<u>761,211</u>	<u>11,437</u>
<b>Total revenue and other support</b>	<b>\$ 72,104,264</b>	<b>\$69,675,639</b>
<b>Operating Expenses:</b>		
<b>Workforce Development</b>	\$34,482,259	\$34,244,067
<b>Healthy Aging Programs</b>	17,675,543	4,854,712
<b>Economic Security Initiatives</b>	13,768,675	17,869,183
<b>Public Policy, Advocacy and Outreach</b>	1,861,076	1,375,390
<b>Management and general</b>	3,663,371	2,814,128
<b>Fundraising</b>	<u>1,210,969</u>	<u>417,654</u>
<b>Total Operating Expenses</b>	<b>\$72,661,893</b>	<b>\$61,575,134</b>
<b>Net Operating (Unrestricted) Results</b>	<b>(\$557,629)</b>	<b>\$8,100,505</b>
Nonoperating Income	408,183	363,329
<b>Net Change in Unrestricted Net Assets</b>	<b>(\$149,446)</b>	<b>\$8,463,834</b>
Unrestricted Net Assets at Beginning of Year	7,423,747	(1,040,087)
<b>Unrestricted Net Assets at End of Year</b>	<b>\$ 7,274,301</b>	<b>\$ 7,423,747</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 2023 Supporters

## Corporations

Advanced Technology Alliance/Lyft  
Aetna  
Alight (formerly Aon Hewitt Navigators)  
Amgen U.S.  
Ask Chapter  
Bank of America Foundation  
Blue Cross Blue Shield Association  
Blue Cross Blue Shield Kansas City  
Blue Cross Blue Shield Universal  
Cambia Health Foundation  
Canary Health  
Centauri Health Solutions, Inc.  
Corebridge Financial  
CVS/Aetna  
Fidelity Health Insurance Services  
Humana  
IBM  
Johnson & Johnson  
Loeb Enterprises/Ready Set Care  
Magellan Health  
Medicare Choice Group  
Molina Health  
Nationwide Financial Services, Inc.  
Novo Nordisk  
Principle Business Enterprises, Inc./  
Gelok International Corp.  
Three Ships  
Walmart Foundation  
Zelle

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American Academy of Ophthalmology/  
Eyecare America  
Benefits Data Trust  
Cleveland Clergy Alliance  
Community Wealth Partners/  
Community of Practice  
Daedalus Foundation  
Garrett Family Ever Forward Foundation  
Heritage for the Blind, Inc.  
Ho Chen Family Foundation  
Kay Family Foundation  
National Opinion Research Center at  
the University of Chicago  
Society for Public Health Education  
The Henry and Marilyn Taub Foundation  
The Retirement Research Foundation

## Government

Administration for Community Living  
Cuyahoga County Department of Senior  
& Adult Services  
Health Resources & Services Administration  
Substance Abuse and Mental Health  
Services Administration  
U.S. Department of Labor

