



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. 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



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



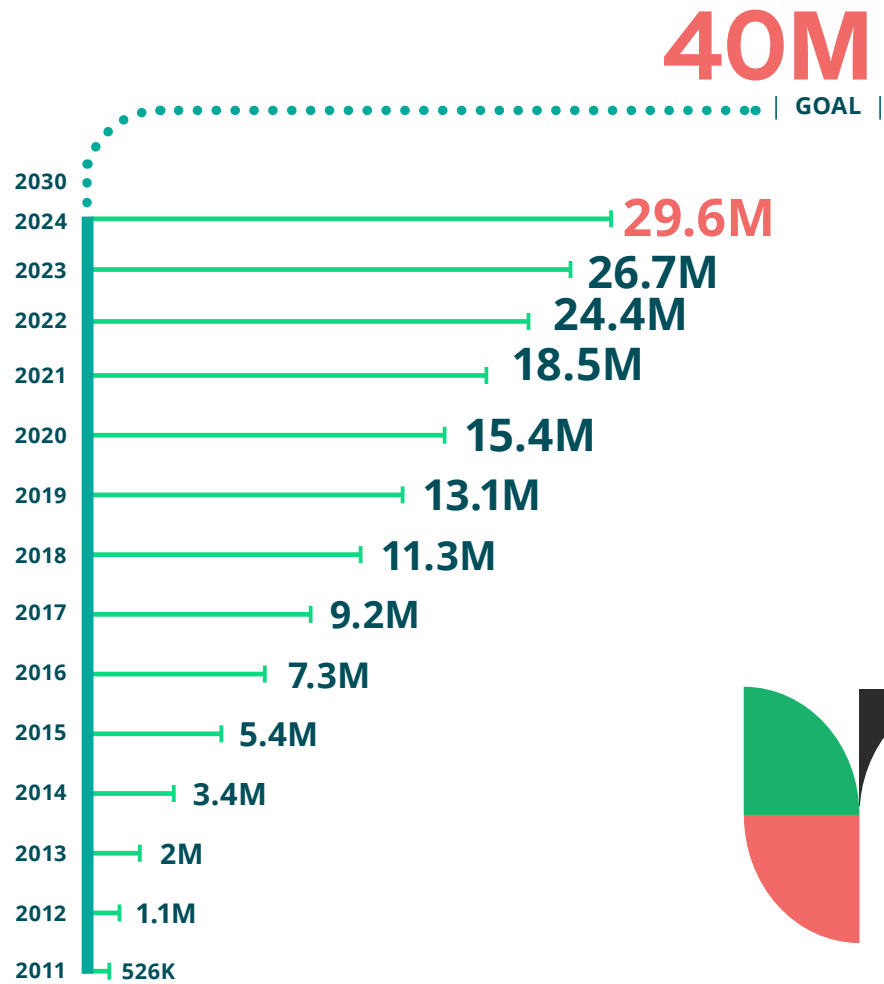
**Ramsey Alwin**  
President and CEO

## 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



## 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.