



Million Lives Improved

Impact Report

Ramsey Alwin

President and CEO



We Did It—Thanks to You

On behalf of older Americans, thank you. With your support, we have achieved our social impact goal of improving the lives of 40 million people. Reaching this incredible milestone once felt daunting. But working together, we made the impossible possible. We gave 40 million older Americans what they deserve—health, economic well-being, and dignity.

Now we're aiming even higher. Our new mission is to create the conditions for all to age well today and into the future. We have set our sights on changing systems, so everyone has access to the resources needed to age well. This bold goal demands bold partners—like you. Join us in making aging well a right for all.



Who We Are

The National Council on Aging 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 economic well-being. Founded in 1950, we are the oldest national organization focused on older adults.



Our Vision

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



Our Mission

Create the conditions for all to age well today and into the future



THE POWER OF PARTNERSHIPS



We really centered around a shared vision of helping Americans age well with dignity and also the resources that they need. Together, we're not just partners. We're building a force of change."

- Kristi Martin Rodriguez, Senior Vice President, Nationwide Financial Marketing



NCOA is an organization that's laser focused on its mission. It's intentional about the initiatives and partnerships that it enters into. That intentionality is combined with a willingness to think in big and bold ways."

- Mary O'Donnell, President, RRF Foundation for Aging



We appreciate NCOA for working to ensure that benefits, which are intended to help people age with health, dignity, and community engagement, are not left on the table. Thank you for working to create a culture where older adults are valued for all their years of service and hard work."

- Julia Stoumbos, Program Director, Aging in Place, The Henry and Marilyn Taub Foundation



STORIES OF IMPACT



David

David, age 75, was a veteran living with a disability. He had no access to a computer or the internet. Unsure of how to apply for the Supplemental Nutrition Assistance Program (SNAP), he reached out to a local NCOA partner who sent him a copy of the SNAP application and helped him complete and submit his paperwork. David was approved for \$86 per month, saving him hundreds on groceries each year.



Deborah

Deborah found health and hope at an NCOA workshop on managing diabetes. "I felt alone in this disease since I was 50 years old. Now at 72, I am finally able to connect with other people who want to do more than struggle in isolation. Your leadership gave us all the hope of understanding, a wide range of tools, and connection with a community of caring people."



Karyl-Ann

Following a rent increase, Karyl-Ann was at risk of losing her housing. By chance, she learned about NCOA's Senior Community Service Employment Program. She enrolled in paid job training at the local Emergency Management System, and her confidence and skills grew. A year later, she was hired as the full-time secretary.

2020-2025 Highlights

40 Million Lives Improved

Empowering Older Adults



\$3.4B

in estimated
value of benefits
applications submitted



460,000

older adults assisted
with receiving COVID
or flu vaccines



148,000

people saved over
\$63M on products and
services to age well



98,000

people participated in
chronic disease and falls
prevention workshops



10,000

older workers
trained for jobs

Strengthening Communities



\$263M

in grants awarded to
community-based
organizations



12M

community service
hours logged



150,000

hours of technical
assistance provided
to local nonprofits



3,300

senior center
affiliates

Advocating for Change



\$2.4B

in funding secured to
help 240,000 older adults
reenter the workforce



\$323M

in funding secured to
provide unbiased
Medicare counseling to
10.2M individuals



\$250M

in funding secured
to help connect 28M
individuals to benefits
programs



Our Reach: 9.3M website visitors | 295K social followers



*Numbers reflect 2020-2025 and include both social impact and reach metrics

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 proven to improve the health and well-being of participants
- Completed an educational program to improve health or financial security
- Preserved or enhanced the ability to age in place
- Directly benefited from a policy change that would not have happened without NCOA's leadership and advocacy

OUR SOCIAL IMPACT

