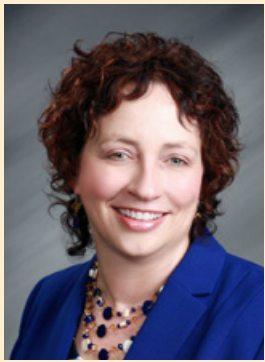




2023 Annual Report

USAging
Leaders in Aging Well at Home



Pam Curtis

*President, USAging, and
CEO, Senior Resources
of West Michigan*



Sandy Markwood

Chief Executive Officer

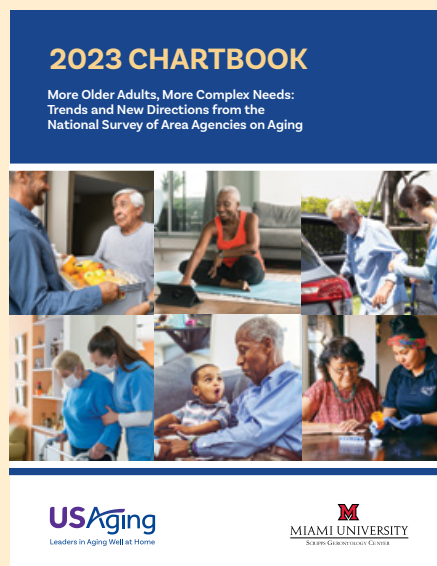
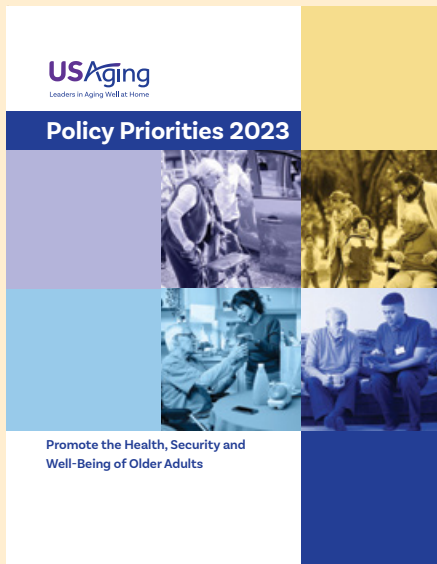
2023 was an incredible year of growth for USAging and our members—Area Agencies on Aging (AAAs) and Title VI Native American Aging Programs (Title VI programs).

We continued to tackle the most pressing issues facing older adults, people with disabilities and caregivers. In 2023, we offered resources and training for members, established new partnerships, and expanded and adapted programs to better meet the needs of our members and the people they serve.

Whether addressing older adults' complex health and social engagement needs, supporting people living with dementia, carving out new roles for AAAs in the housing sector or addressing equity and accessibility, USAging is dedicated to supporting the success of our members through advancing public policy, sparking innovation, strengthening the capacity of our members, raising their visibility and working to drive excellence in the fields of aging and home and community-based services (HCBS). Our passion for supporting our members shows in every project we lead, every policy we advance and every public appearance we make.

Our 2023 **Policy Priorities** were bold and focused: we championed the ability of older adults and people with disabilities to live well at home and in the community, and ensured that federal policymakers understand the critical role our members play in making this possible at the local level. While Congress was unable to advance policies matching our bold requests this year, we have laid the groundwork for future campaigns on HCBS funding, the caregiving workforce, Older Americans Act reauthorization and much more. In 2023, the Biden Administration frequently asked for public comments and promulgated many rules to advance its agenda. Our policy prowess allowed us to respond to these requests on a wide range of issues, from the Older Americans Act to HCBS access to how Medicare can address health-related social needs. And we used our responses to highlight the critical role the Aging Network, and especially our members, plays in all of these arenas.

Thanks to a fantastic response rate to our 2022 AAA National Survey (74 percent), the **Research** team, with ACL funding, developed several new publications showcasing the many ways AAA services, programs and partnerships are growing and evolving. Our members can use the findings, data and graphics from the 2023 Chartbook, **More Older Adults, More Complex Needs: Trends and New Directions from the National Survey of Area Agencies on Aging**, and accompanying fact sheets on AAA programs and partnerships for social engagement and for housing and homelessness-related



services. We also provided members with state data reports, a key findings slide deck, and a Research Insight on workforce challenges and strategies. In addition, we conducted the triennial Title VI Native American Aging Program Survey and look forward to sharing the results in 2024!

Much of our **Aging and Disability Business Institute's** work in 2023 centered on the health care contracting networks that many of our members are building in their communities and states. In spring 2023, in partnership with Scripps Gerontology Center at Miami University, we released a new report, ***Lifting the Veil: How Networks Form, Operate, Struggle and Succeed***, that highlights the diverse ways that networks of AAAs and community-based organizations (CBOs) are operated and managed. We also released a ***Network Member Checklist*** to help CBOs understand how local networks operate. And we published numerous resources on how to become a Community Care Hub (CCH), considerations for network formation and operation, and the important role that CCHs play as the contracting and administrative leads for networks of social service providers. In addition, we were excited to secure a \$12 million cooperative agreement with ACL to establish a Center of Excellence to Align Health and Social Care. This will enable us develop, expand, connect and support sustainable, high-functioning Community Care Hubs—and the networks of downstream providers that they lead—through infrastructure funding, technical assistance and multi-level capacity-building efforts that promote systems change.

Responding to our members' feedback on the ongoing urgency of addressing social isolation and loneliness, USAging identified best practices, created new resources for the field and offered training and technical assistance opportunities for the Aging Network to promote social engagement. In 2023, through the ACL-funded **National Resource Center for Engaging Older Adults (engAGED)**, USAging produced a best practices compilation, online safety fact sheets and consumer materials. In addition, we continued to grow the **Social Engagement Innovations Hub**, which hosts more than 80 examples of replicable social engagement programs, and conducted multiple webinars and presentations. In USAging's role as the administrator of the Coordinating Center for the **Commit to Connect** initiative, a federal contract funded by ACL, we supported an online **networking hub** of social engagement leaders and innovators, offered webinars and peer exchanges and convened communities of practice, most recently focused on measurement and evaluation. engAGED and Commit to Connect also co-hosted the Social Engagement Virtual Summit, reaching more than 1,200 participants.



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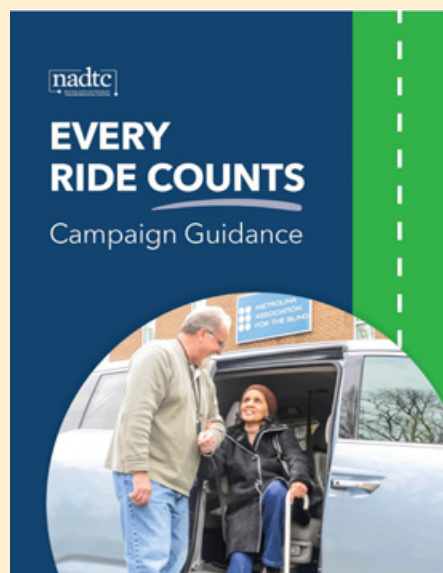
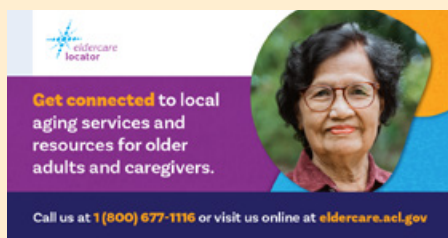
USAging is the most incredible membership organization I have ever been a part of—and that's because it delivers so much value. In addition to an inspiring annual conference, as a USAging member I have access to helpful webinars, the latest advocacy updates, local and national events, and a team of true experts on a range of issues. I cannot imagine being able to run and support a successful local Area Agency on Aging without the support, leadership, guidance and innovation of USAging.”

**-Megan Walton, CEO,
Southern Maine Agency on Aging**

engAGED
The National Resource Center
for Engaging Older Adults



Commit to Connect



Both the **Eldercare Locator** and the **Disability Information and Access Line (DIAL)** continued their groundbreaking work reaching more older adults, people with disabilities and caregivers by expanding accessibility features, marketing, outreach, partnership and demographic-data collection. DIAL, initially established in 2021 as a national hotline to help people with disabilities access COVID-19 vaccinations, now also connects people with a broad range of community supports. It has launched a first-of-its-kind **website** enabling people with disabilities to find local services and resources by ZIP Code. Importantly, we made strides in customer service with the addition of accessible communication options (text, online chat and American Sign Language direct video conferencing) and quality assurance features for both call centers. Funded by ACL and the CDC, the call centers' close partnerships with the Aging Network, disability community, information and referral network and other USAging programs remain central to their success. This ensures that each call center is on the cutting edge in their respective field, responsive to the needs of their unique populations and able to reflect the progress and challenges through demographic-data reporting. In the fall, USAging launched major marketing campaigns to support **DIAL** and the **Eldercare Locator**. And the Eldercare Locator **2023 Home for the Holidays** initiative focused on the importance of older adults staying healthy this winter season by getting needed vaccines.

The **National Aging and Disability Transportation Center (NADTC)**, which USAging co-administers with Easterseals with funding from the Federal Transit Administration, continued its work on diversity, equity and inclusion in multiple ways. NADTC developed four **transportation equity briefs**, supported the work of seven grantees to develop accessible transportation solutions addressing the mobility needs of underserved and marginalized older adults and people with disabilities, held a discussion with Title VI programs on "Transportation Challenges in Indian Country," and convened a national symposium in partnership with six communities to support their work on transportation equity. As a partner in the new ACL-funded **Accessible Transportation Resource Center (ATRC)**, USAging continued to support inclusive transportation planning and began building a National Accessible Transportation Accelerator Network (NATAN).

Recognizing the importance of safe, affordable and accessible housing with appropriate services, USAging is pleased to be one of two partners administering the ACL-funded **Housing and Services Resource Center (HSRC)**. This year, we produced three new short educational **videos** about affordable housing basics and organizations in that network. HSRC conference and webinar presentations and partnership



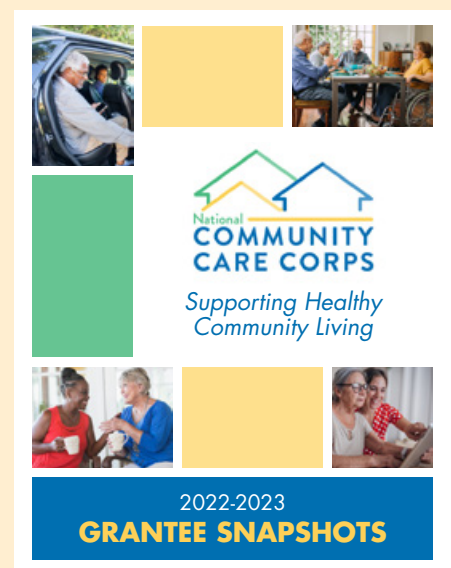
snapshots showcased AAAs' growing role in tackling housing instability and homelessness. AAAs can use an all-new HSRC **action guide** to build partnerships with the housing sector for home modifications. And this fall, we launched the HSRC's accelerator for state Medicaid leaders to enhance design and implementation of housing-related services and benefits.

In its inaugural year, the **Aging and Disability Vaccination Collaborative (ADVC)** engaged aging and disability organizations to get shots in arms and provide an array of vaccination education and promotion activities in creative, non-clinical and accessible community-based settings. The ADVC is made possible by a \$75 million ACL grant and is currently working with more than 1,600 organizations in 42 states and one territory. Additionally, the ADVC deployed a **national media campaign** that uses TV, radio and digital advertisements to direct consumers to a landing page allowing them to search for **local grantees**. This new resource also leverages USAging's Eldercare Locator and DIAL national call centers to provide information about ADVC grantee vaccine clinics to callers. These internal and external partnerships ensure that diverse and underserved populations can receive information, education and vaccines from trusted, community-based partners that ensure messages are appropriate for older adults and people with disabilities.

To build community support for the dementia-friendly services our members provide and to assist the millions of people living with dementia in the community, we administer **Dementia Friendly America (DFA)**. DFA continued to expand in 2023, growing to more than 150,000 Dementia Friends across the country and more than 400 dementia-friendly community initiatives across 43 states.

Given the workforce shortages affecting communities around the country, it's more important than ever to support unpaid caregivers. Two USAging programs address the needs of caregivers who are essential for many older adults and people with disabilities to live at home. USAging is one of three partners administering the ACL-funded **National Community Care Corps**, which awards grants to support innovative programs for volunteers to assist caregivers, older adults and people with disabilities with non-medical needs. To highlight their achievements, USAging published the third installment of **Grantee Snapshots**. The next group of 30 grantees has been selected and we look forward to sharing their work next year!

USAging is also a proud partner in the **Grandfamilies & Kinship Support Network: A National Technical Assistance Center**, funded by ACL and led by Generations United, which increases the capacity across sectors, including aging, to





serve and support kinship or grandfamilies. In 2023, USAging provided technical assistance and published two new resources—one introducing professionals in other systems to the **kinship supports** available in the Aging Network and the other highlighting the latest kinship data, case examples and resources available for the Aging Network.

And, of course, in addition to the above highlights, we provided ongoing training and best practices in new and familiar ways. Our **USAgging Leadership Institute** graduated 42 new leaders in 2023, with thanks to its sponsors WellSky and TRIO Community Meals, and we recognized 50 programs from member agencies in our **Aging Innovations and Achievements Awards**, thanks to support from caregiving.com and Cumulus. This is in addition to scores of webinars and the popularity of our new technical assistance option of “office hours,” which allow for a just-right-sized group of professionals to get the guidance and support they need.

And finally, in 2023, there was tremendous interest in our in-person training events, including a crowd of 150+ advocates who came to Washington, DC, for our **Aging Policy Briefing** in April. In July, our **48th Annual Conference and Tradeshow** in Salt Lake City drew more than 1,300 participants and offered incredible learning opportunities for a wide array of aging leaders.

As we reflect on the past year, we pause to thank our members, partners, funders and other stakeholders who share our passion for helping older adults and people with disabilities live with optimal health, well-being, independence and dignity in their homes and communities.

At USAging, we strive to do all we can do to support the nation’s AAAs, Title VI programs and the older adults, people with disabilities and caregivers they serve. We will continue that charge in 2024!

Pam Curtis

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*President, USAging, and
CEO, Senior Resources of West Michigan*

Sandy Markwood

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*Chief Executive Officer
USAging*

Consolidated Statement of Activities For the Year Ended December 31, 2022

Revenue and Support

Federal and Non-Federal Grants/Contributions/In-Kind Contributions	\$13,734,551
Membership Dues	1,391,123
Conferences/Seminars and Trainings	1,197,115
Contract Revenue and Other Income	1,604,309
Total support and revenue	17,927,098

Expenses

Program services

Services for the Aging	13,051,971
Public Policy/External Affairs/Communications and Outreach	893,517
Conferences/Seminars and Trainings	1,028,262
Total program services	14,973,750

Supporting services

Management and General	1,125,235
Membership and Fundraising	348,142
Total supporting services	1,473,377

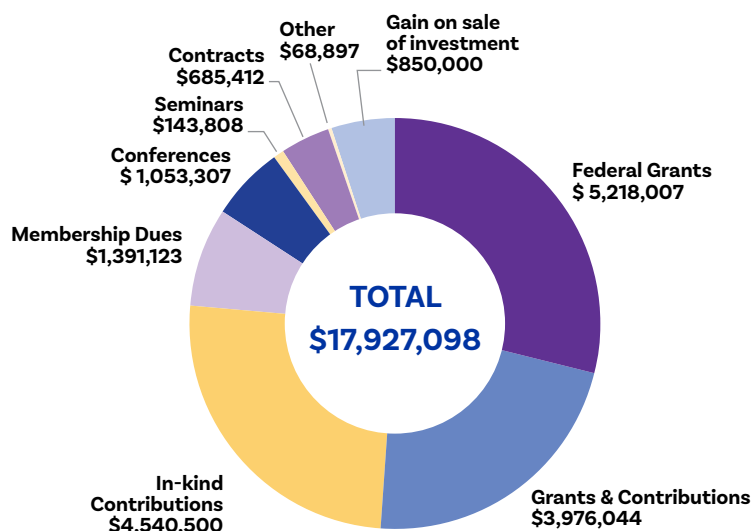
Total expenses **16,447,127**

Change in net assets **1,479,971**

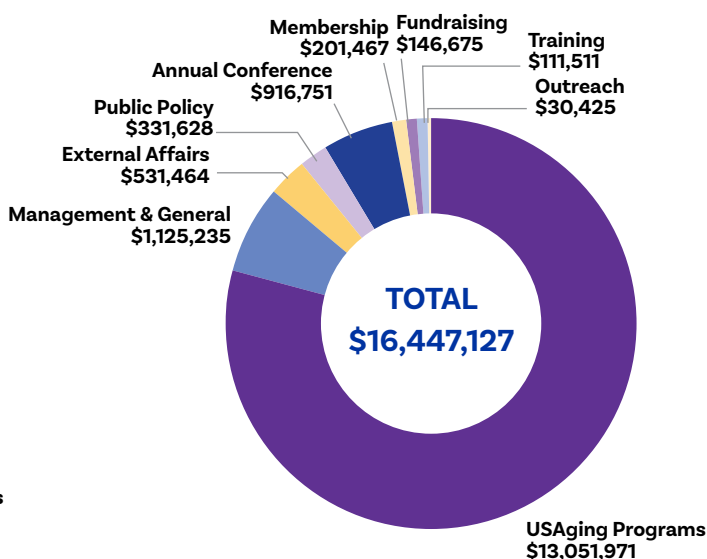
Net assets, beginning of the year **1,092,716**

Net assets, end of year **\$2,572,687**

Total Revenue & Support



Total Expenses



Get to know our leadership:

Board of Directors

Staff Member Listing

Learn more about
USAging



USAging

Leaders in Aging Well at Home

USAging

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