



USAging 2021 Annual Report

Leaders in Aging Well at Home



Mary Ann Spanos
President



Sandy Markwood
Chief Executive Officer

2021 was an extraordinary year.

Still in the grip of the COVID-19 pandemic, and tackling the next phase of vaccines and boosters, yet strengthened by successfully adapted and flexible aging services, federal relief funding to assist older adults and caregivers, and rapidly changing technological resources, USAging members went to extraordinary lengths to help older adults, people with disabilities and caregivers maintain their health, wellness and independence amidst turbulent times.

As the national membership association representing and supporting Area Agencies on Aging and advocating for Title VI Native American Aging Programs, USAging also had an extraordinary year!

In fact, in a time of great change, we started the year with our historical name, the National Association of Area Agencies on Aging, then unveiled our new name, **USAging**, in the summer. Our new name was met with widespread acclaim from our members and supporters, as it better represents what our members and we do—and where we are collectively headed.

Logos aside, **USAging followed the lead of our members and expanded, adapted and innovated in 2021. Read on for the highlights!**

Our intense **advocacy** efforts of 2020 continued full force in 2021 as we fought for COVID-19 relief funding via the Older Americans Act and for other key programs that touch the lives of older adults. The \$1.43 billion in total supplemental funds secured for OAA are not only historic, they prioritized OAA Title III B Supportive Services for addressing social isolation, vaccine information and access, and typical services in greater demand due to the pandemic, reflecting the way you have addressed the new and evolving needs of older adults and our 2021 **Policy Priorities**.

\$1.434
billion in additional
Older Americans Act
funding secured



2021 POLICY PRIORITIES
Promote the health, security
and well-being of older adults

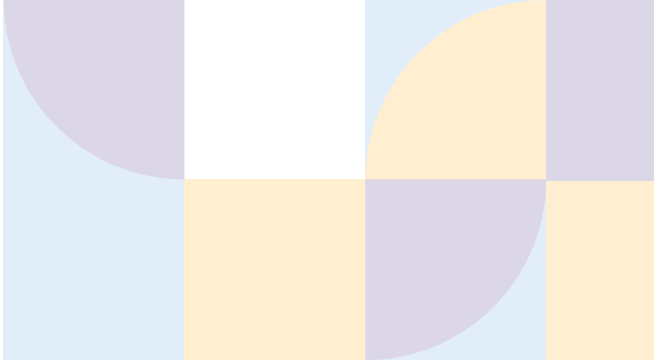




With our members pivoting to helping older adults and caregivers access **vaccines** at the beginning of 2021, USAging fought for additional resources to support our network’s critical public health work. As a result, the Centers for Disease Control and Prevention provided \$100 million to the U.S. Administration for Community Living (ACL), in recognition of the on-the-ground work being done by the aging and disability networks to help people successfully schedule and access life-saving vaccines. While most of the resources went to the field, USAging was also tasked with expanding our ACL-funded national call center, the **Eldercare Locator**, to provide additional hands on deck to help older adults find local vaccine support resources—which is usually our members!

Given our national Information and Referral expertise and infrastructure acquired through 30 years of administering the Eldercare Locator for the Administration on Aging, ACL engaged us to work with seven key disability organizations to stand up the **Disability Information and Access Line (DIAL)**, a national call center supporting people with disabilities in accessing COVID-19 vaccines and booster shots. To this end, we significantly increased the capacity of our national call center to be able to field up to one million COVID-19-related calls from older adults and people with disabilities in 18 months.

And in the second half of the year, we began supporting 21 AAAs with grants to provide outreach to communities with low vaccination rates—thanks to funding from the U.S. Health Resources and Services Administration as part of the Public Health Institute’s **Communities RISE Together** campaign. Many of the resources developed in this campaign—including guidance on promoting vaccination during Medicare Open Enrollment in partnership with the National SHIP Technical Assistance Center—have proved valuable to all AAAs and Title VI programs.




888.677.1199
Disability Information & Access Line
Your primary vaccine access resource

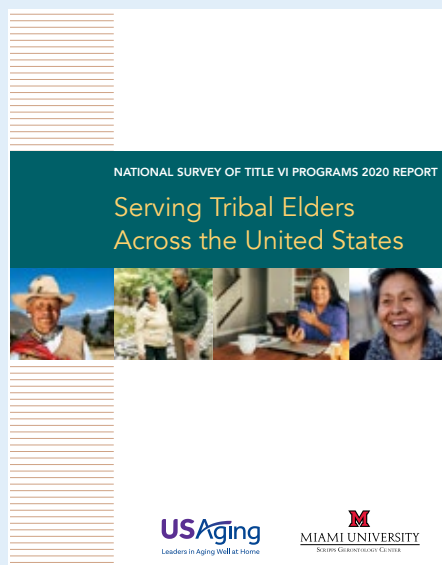




During year two of the pandemic, social isolation continued to be a major issue for older adults that professionals in aging needed to address. To connect the Aging Network with best practices to address social isolation, **engAGED: The National Resource Center for Engaging Older Adults** launched the **Innovations Hub**, which contains more than 40 examples of replicable programs to inspire and inform social engagement efforts. engAGED, our project with ACL, also released **new resources**, including a **consumer-friendly technology booklet** and a **data brief publication** to equip the Aging Network with tools and information to promote social engagement.

In other timely issues, in 2021 our **Research team**, with ACL funding, used short, topical polls and surveys to help USAging keep a pulse on the continuing impacts of COVID-19 on the Aging Network. We presented the results of this research in fact sheets that describe the continued impact of COVID-19 on AAAs and Title VI programs. In addition, we support agencies through new case studies, data briefs and the comprehensive **Title VI Native American Aging Programs Survey Report** and toolkit.

Speaking of research, our **Aging and Disability Business Institute** successfully fielded its fourth survey on contracting between community-based organizations and health care entities, with 54 percent of AAAs responding. This survey provides the best view of the field, allowing us to better understand and represent the breadth of AAA contracts with health care providers and payers. Forty-seven percent of AAAs are currently contracting with health care providers and payers. We also partnered with the National PACE Association on a training series on PACE opportunities for AAAs, a promising business line for our members. The Business Institute is funded by The John A. Hartford Foundation, The SCAN Foundation and ACL.



We raised Diversity, Equity and Inclusion issues through a transportation lens via our work on the **DEI Transportation Survey Report**, produced by the **National Aging and Disability Transportation Center**, which we co-administer with Easterseals and supported by the Federal Transit Administration. The report paints a picture of the needs, experiences and barriers that older adults, younger adults with disabilities and caregivers from historically marginalized populations may face on a daily basis and can support the transportation, aging and disability networks in more effectively serving these populations. NADTC also released a **Best Practices Compendium** to help organizations innovate and introduce new transportation programs or services in their communities.

Two additional efforts USAging advanced in 2021 were Dementia Friendly America and the Community Care Corps. **Dementia Friendly America**, which USAging administers, continued to expand throughout the COVID-19 pandemic, growing to more than 100,000 **Dementia Friends** across the country and receiving continued applications from new dementia-friendly community initiatives, which now are active in 41 states.

USAging is a key partner on the ACL funded **National Community Care Corps**, which provides grants to support an array of innovative volunteer models that provide non-medical assistance to older adults, adults with disabilities and caregivers. In 2021, Community Care Corps funded 33 grantees—receiving funding totaling \$2.85 million over 12 months.

Housing has become a rising issue for the older adults USAging members serve, so in 2021 we became the administrator for ACL's new **Housing and Services Resource Center**. The Center advances housing stability by promoting cross-sector partnerships between the aging and disability networks and housing sector through the provision of technical assistance.

And of course, in addition to the above highlights, we focused on providing ongoing training and best practices, in ways new and familiar. Our newly created **Boot Camp for New Directors**, a 10-part, members-only educational series, was developed to facilitate learning, information sharing and the creation of new connections among new AAA and Title VI directors. Our **USAging Leadership Institute** graduated 41 new leaders in 2021, with thanks to WellSky and TRIO Community Meals, and we recognized 36 programs from 29 member agencies in our **Aging Innovations and Achievements Awards**, thanks to support from new sponsor

35
new publications
and resources

36
Programs Recognized
as Aging Innovations
and Achievement
Awardees

10
Boot Camp
Training Sessions

41
Graduates of the
Leadership Institute



iN2L. This is in addition to scores of **webinars!** And finally, in 2021, we held two major virtual events: a doubled-in-size and scope policy event—the USAging **Aging Policy and Advocacy Summit** drew 400 participants including a new crop of Advisory Council members—and, in July, our 46th **Annual Conference**, which drew more than 1,000 virtual 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.

Onward to 2022!

Mary Ann Spanos

Director

Chautauqua County Office for the Aging, New York

USAging President

Sandy Markwood

Chief Executive Officer

USAging

2,200+
participants in our
major virtual events

Consolidated Statement of Activities For the Year Ended December 31, 2020

Revenue and Support

Federal and Non-Federal Grants/Contributions/In-Kind Contributions	\$ 6,713,406
Membership Dues	1,156,681
Conferences/Seminars and Trainings	667,291
Contract Revenue and Other Income	549,785
Total support and revenue	9,087,163

Expenses

Program services

USAgging Programs (Services for the Aging)	6,268,917
Conferences/Seminars and Trainings	566,966
Public Policy/External Affairs/Communications and Outreach	681,955
Total program services	7,517,838

Supporting services

Management and General	847,457
Fundraising	300,090
Total supporting services	1,147,547

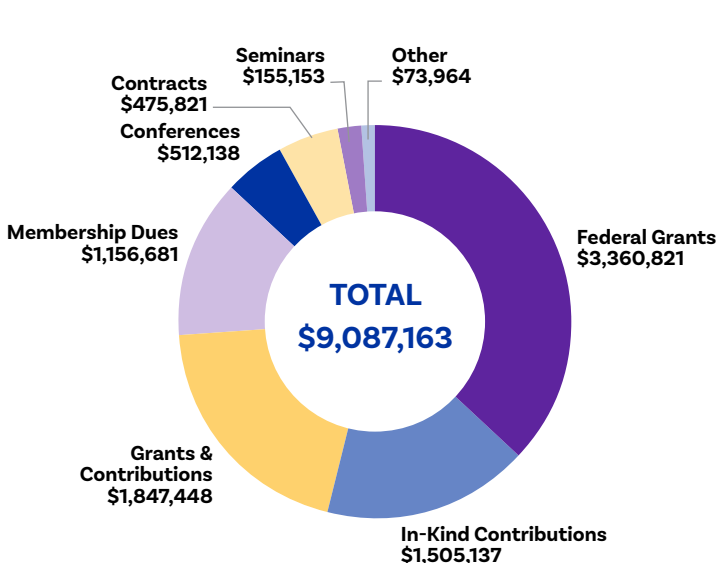
Total expenses **8,665,385**

Change in net assets **421,778**

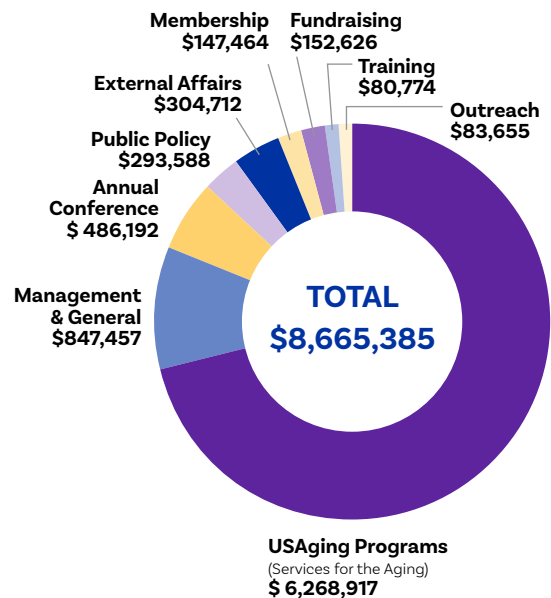
Net assets, beginning of the year **102,313**

Net assets, end of year **\$ 524,091**

Total Revenue & Support



Total Expenses



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USAging

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