



# USAging 2022 Annual Report

Leaders in Aging Well at Home



**Mary Ann Spanos**

*President*



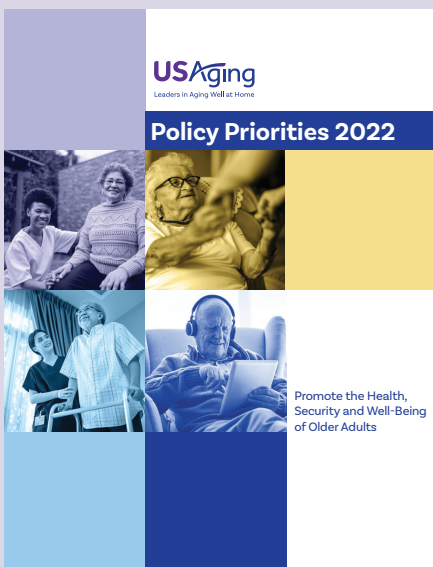
**Sandy Markwood**

*Chief Executive Officer*

## 2022 was a year of recovery and growth for USAging—and our members.

We returned to in-person events, expanded and adapted programs to better meet the needs of our members—Area Agencies on Aging (AAAs) and Title VI Native American Aging Programs (Title VI programs)—and the consumers they serve, and continued to dive deep into the most pressing issues facing older adults, people with disabilities and caregivers. Whether it's about addressing the complexity of health and social engagement needs of older adults, supporting the increasing numbers of 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 the work our members do and it shows in every project we tackle, every policy we advance and every public appearance we make.

Our 2022 **Policy Priorities** were bold and cohesive: we champion the ability of older adults and people with disabilities to live well at home and in the community and ensure that federal policymakers understand the critical role that our members play in making this possible at the local level. While Congress was unable to advance policies as bold as our requests this year, we have laid the groundwork for future campaigns on HCBS funding, the caregiving workforce and much more. In 2022, the Biden Administration asked lots of questions of the public and promulgated lots of rules to advance its agenda; our policy prowess made it possible to respond to these requests for comment on a wide range of issues, from Older Americans Act to health equity to Medicare enrollment to the social determinants of health—and highlight the critical role the Aging Network, and especially our members, play in all of these arenas.

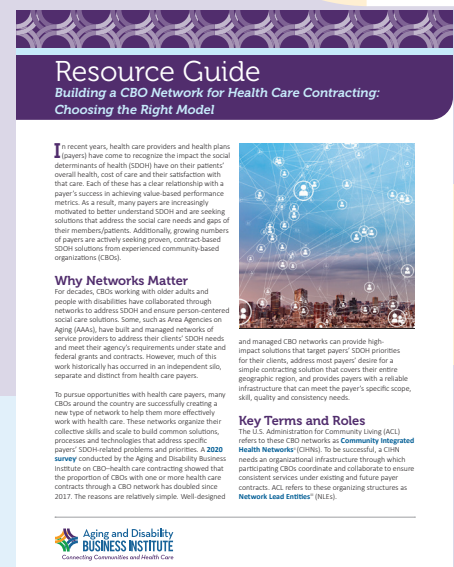
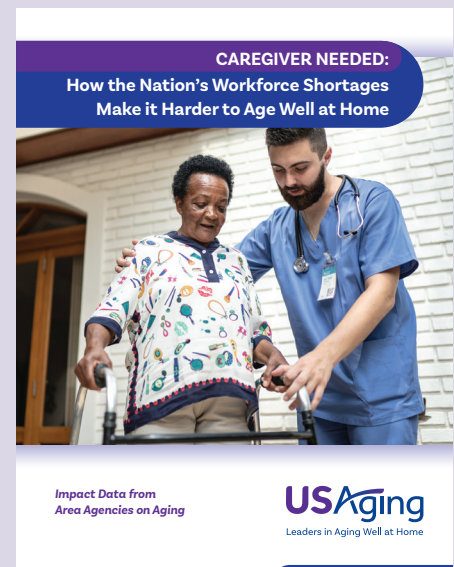




2022 was a big year for our **Research** team as they went deep on the workforce crisis that is affecting our members' ability to meet their missions. With ACL funding, we polled AAAs on those challenges and the impacts of these caregiver shortages on the older adults they serve, with the resulting report, **Caregiver Needed: How the Nation's Workforce Shortages Make It Harder to Age Well at Home**, making a timely contribution to policy discussions about strengthening the caregiving workforce. We also provided members with workforce-strategy webinars, produced case studies on AAA efforts to improve diversity, equity and inclusion, and conducted the triennial comprehensive AAA National Survey. We can't wait to share the results with you in 2023!

In spring 2022, we were thrilled to secure new grants from The John A. Hartford Foundation and The SCAN Foundation to support the work of our **Aging and Disability Business Institute**. The Business Institute released two new infographics that explore how AAAs and other community-based organizations (CBOs) address the social determinants of health of older adults and people with disabilities in their communities through contracts with health care entities. With the proportion of AAAs reporting contracting as part of a network of CBOs doubling between 2017 and 2021, the Business Institute developed a resource guide on **Building a CBO Network for Health Care Contracting: Choosing the Right Model** and provided technical assistance to ACL's Network Lead Entity grantees. Finally, this fall we also announced two new learning collaboratives to support health equity work among AAAs and the aging and disability networks.

Given what our members have repeatedly told us about the urgency of addressing social isolation, particularly since the start of the pandemic, USAging continued to identify best practices and create new resources for the field. In 2022, **engAGED: The National Resource Center for Engaging Older Adults**, a project funded by ACL, expanded the Social Engagement Innovations Hub, to host more than 70 examples of replicable programs to inspire and inform social engagement efforts at the local level. To further support local social engagement efforts, engAGED produced an updated Community Awareness Toolkit, consumer brochures and a best practices compilation, as well as manuals on virtual and hybrid programming.





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In 2022, USAging also took on the role of serving as the administrator of the Coordinating Center for the **Commit to Connect initiative**, a federal contract funded by ACL, to fight social isolation and loneliness. In this role, we support an online networking hub of leaders and innovators, and convene topical communities of practice, the first one focusing on intergenerational engagement.

Both the **Eldercare Locator** and the **Disability Information and Access Line (DIAL)** were able to continue their groundbreaking 2021 expansion and creation, respectively, thanks to ACL and CDC funding to reach more older adults, people with disabilities and caregivers to connect them to local resources on COVID-19 vaccines and other aging and disability services. We launched two major marketing campaigns to reach consumers, efforts which will continue in 2023, and made strides in customer service with the addition of accessible communication options and quality assurance features; advanced cultural competence and documentation training; extended office hours; and expanded the workforce—all to allow USAging to serve a larger and more diverse array of older adults and people with disabilities.

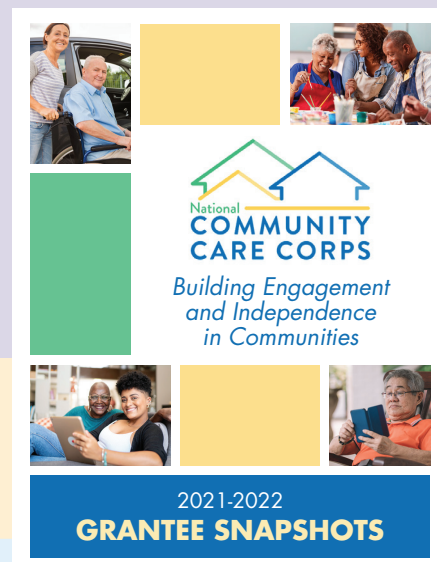
The **National Aging and Disability Transportation Center**, which USAging co-administers with Easterseals with funding from the Federal Transit Administration, continued its work on diversity, equity and inclusion by convening 17 virtual focus groups and meetings with older adults, younger adults with disabilities, caregivers and other stakeholders to explore the transportation experiences and barriers identified in its 2021 National DEI Transportation Survey. In addition, USAging continued its work to support inclusive transportation planning as a partner in the ACL-funded **Transit Planning for All** project, and with partners, applied for and received funding from ACL to create a new **National Transportation Accessibility Center**.

As older adults continue to struggle with the rising cost of housing, USAging is opening up new pathways for our members through the **Housing and Services Resource Center**, which USAging administers for ACL. Two case studies and an issue brief showcased AAAs' diverse partnerships with housing organizations and homeless services systems. The importance of supportive services in helping people age in place was a major theme in seven webinars and four "office hours" sessions, which provided participants with practical strategies, funding sources and possible partnerships.

To build community support for the dementia-friendly services our members provide and the millions more people living with dementia in the community, we administer **Dementia Friendly America**, which continued to expand in 2022, growing to more than 126,000 Dementia Friends across the country and more than 360 dementia-friendly community initiatives across 42 states.

Given the workforce shortages affecting communities around the country, it's more important than ever to support unpaid caregivers. Two USAging projects pay particular attention to helping this critical population so that living at home in the community can remain a reality for millions of people. USAging is one of three partners administering the ACL-funded **National Community Care Corps**, which provides grants to support the implementation of innovative volunteer models that provide non-medical assistance to older adults, adults with disabilities and caregivers. To highlight their achievements, USAging developed the second installment of the **Grantee Snapshots** publication. Another cohort of 23 grantees was funded for \$2.85 million and we will share the results of their endeavors 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, working to increase the capacity across sectors, including aging, to serve and support kinship/grandfamilies. In 2022, USAging conducted the first-of-its-kind poll to learn how AAAs and Title VI programs support kinship/grandfamilies, with poll results and two publications to be released in early 2023.







And of course, in addition to the above highlights, we focused on providing ongoing training and best practices, in ways new and familiar. Our USAging Leadership Institute graduated 39 new leaders in 2022, with thanks to WellSky and TRIO Community Meals, and we recognized 43 programs from 33 member agencies in our Aging Innovations and Achievements Awards, thanks to support from iN2L. 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 2022, we returned to in-person events: in March, a crowd of 100+ advocates returned to Washington, DC for our **Aging Policy Briefing** and in July, our **47<sup>th</sup> Annual Conference and Tradeshow** drew more than 1,100 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 always strive to do better, and we will continue that charge in 2023.

**Mary Ann Spanos**

Director, Chautauqua County Office for the Aging, New York, and  
USAging President

**Sandy Markwood**

Chief Executive Officer  
USAging



# Consolidated Statement of Activities For the Year Ended December 31, 2021

## Revenue and Support

Federal and Non-Federal Grants/Contributions/In-Kind Contributions	\$ 7,728,216
Membership Dues	1,306,716
Conferences/Seminars and Trainings	1,041,918
Contract Revenue and Other Income	413,579
<b>Total support and revenue</b>	<b>10,490,429</b>

## Expenses

### Program services

Services for the Aging	7,211,231
Public Policy/External Affairs/Communications and Outreach	874,918
Conferences/Seminars and Trainings	461,957
<b>Total program services</b>	<b>8,548,106</b>

### Supporting services

Management and General	1,055,248
Membership and Fundraising	318,450
<b>Total supporting services</b>	<b>1,147,547</b>

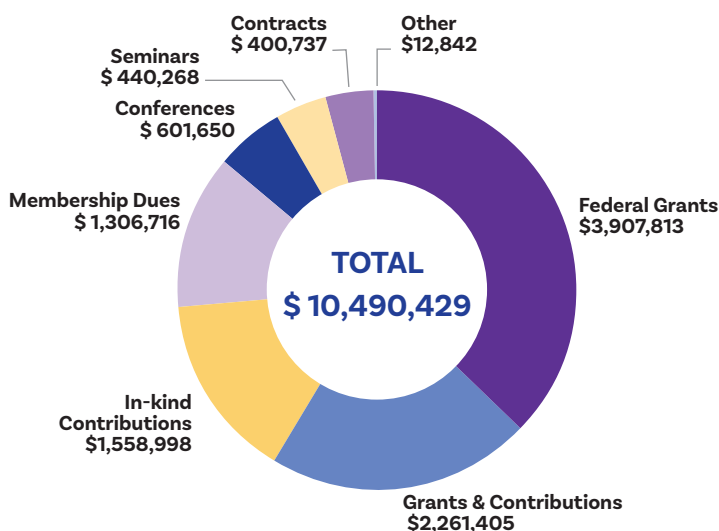
**Total expenses** **9,921,804**

**Change in net assets** **568,625**

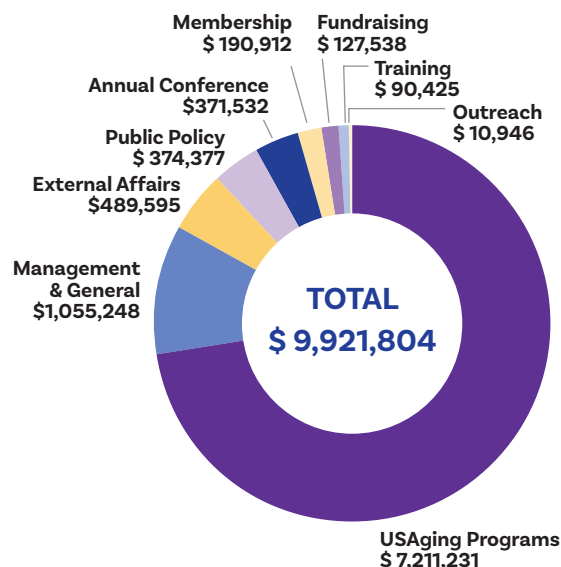
**Net assets, beginning of the year** **524,091**

**Net assets, end of year** **\$ 1,092,716**

## Total Revenue & Support



## Total Expenses

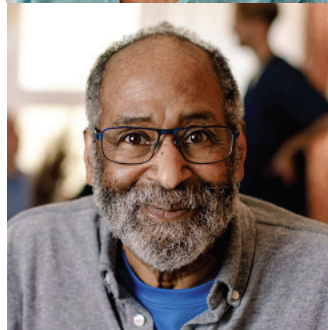
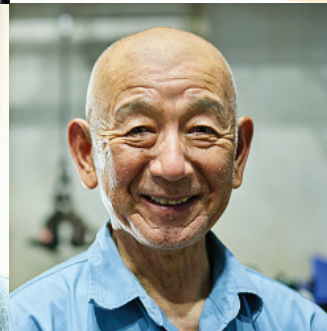
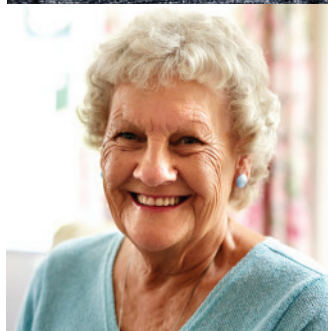


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**USAgging**

Leaders in Aging Well at Home

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