



**HelpAge**  
USA

*Supporting  
an aging world*

2022

# Annual Report

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# From the CEO

2022 was a pivotal year for HelpAge USA. Our work in Ukraine, which began in 2014, took on tremendous urgency after the Russian invasion. While there is a common belief that older people are taken care of in disasters, this is sadly often not the case. Fortunately, HelpAge's sole focus is ensuring that older people receive the support they need. Thanks to our generous donors, we have helped thousands of older Ukrainians feel cared for and less alone. We've also stepped up our advocacy to ensure that U.S. government policies are inclusive of older people in humanitarian crises.

In the U.S., we launched an innovative program called Grandparents Against COVID-19 to equip older people to be agents of change. The voices of older people drive everything we do. For instance, in Washington, DC, a group of older, primarily Black adults wanted to help stem the rising tide of deaths from COVID-19. We helped them come together in a movement to encourage loved ones to get vaccinated and boosted, and provided educational resources and outreach. Now, with HelpAge's support, they're taking on mental health, determined to be part of the solution by learning how to effectively support others.

Believing in the power of older people, looking out for their unique needs, and leading with their voices is at the heart of our mission. These are just a few examples of how your generosity has made a difference. Thank you for your support.

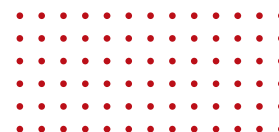


*Cindy Cox-Roman*

Cindy Cox-Roman  
President & CEO

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Our vision is a world in which all people can lead dignified, healthy, and secure lives, regardless of how old they are or where they live.

## Vision

## Mission

HelpAge USA advances the dignity and potential of older people around the world through research, advocacy, and programs. We work in the U.S. and with our HelpAge Global Network partners in 90 countries to improve lives in the world's poorest communities. Our goal is to ensure that the contributions of all older people are recognized, and they have the right to a healthy, safe, and secure life.



# Global Network

As a member of the HelpAge Global Network, HelpAge USA works with our partners around the world to raise funds, deliver programs, and elevate the voices of older people through advocacy and campaigns. In 2022, the network continued to grow, with 11 new members coming forward to support our work to make this a better world to grow old in.



17 thousand older people were provided with a government pension or cash transfer in 12 target countries.



181 thousand people received support with health care in response to COVID-19.



510 thousand older people were helped by our humanitarian emergency work.



We supported 7.5 thousand older people's associations (OPAs) in 14 countries, reaching almost 165 thousand older people.



9.5 million older people are now receiving additional income support from their government.



685 thousand older people were directly supported by our community projects.



# Program Highlights

- **Grandparents Against COVID-19**

In 2022, HelpAge USA launched Grandparents Against COVID-19, a pilot program in Washington, DC, that empowers older people to be agents of change, united in a shared goal to encourage loved ones of all ages to get vaccinated and boosted. With support from AARP and the DC Department of Aging and Community Living, HelpAge USA provided 24 educational sessions to members, with a diverse range of live speakers who gave presentations and engaged in Q&A and mock conversations. Of the 500 older people who signed onto the movement, 96% were African American. An independent evaluation found that Grandparents Against COVID-19 demonstrated the power and impact of a movement led by older adults to reduce COVID-19 disparities.

- **60 Over 60 List of Honorees**

HelpAge USA was proud to release its first-ever “60 Over 60” list honoring 60 Americans over the age of 60 who are making significant contributions to society at the local, national, or international level. From Ashton Applewhite to Edith Lee-Payne, the 2022 HelpAge USA “60 Over 60” list features a variety of individuals who are dedicating their older years to making a difference. Check out the full list at [helpageusa.org/60-over-60/](https://helpageusa.org/60-over-60/).



Grandparents Against COVID-19 allows us to be a resource, to not be put on the shelf to the side but to be an active participant in our defense against COVID-19.

*DC Grandparents participant*



## Wins in 2022

# Advocacy



- For the first time, the fiscal year 2023 (FY23) Appropriations bill includes a request for the U.S. Agency for International Development (USAID) and the U.S. Department of State to brief Congress on the specific steps they are taking to ensure stronger inclusion of older people in humanitarian response, which came as a direct result of our advocacy.



- We deepened our collaboration with InterAction to advance our work, educating fellow members about HelpAge and giving recommendations regarding older people within several key working groups. We provided input and edits to USAID policies currently under development, including Humanitarian Action, Gender Equality and Women's Empowerment, Localization, and Resilience.



- We developed close professional working relationships with key USAID staff; the State Department's Bureau of Population, Refugees, and Migration; and the State Department's Special Advisor on Disability. We also briefed government staff on a number of country situations, including Pakistan, Ukraine, and East Africa.



- Together with several other leading U.S.-based organizations advocating on behalf of older people, we expanded our partnerships to further our impact. This has allowed us to do joint advocacy around (1) older people during the war in Ukraine and (2) the need for stronger inclusion and accountability within USAID and the State Department through letters to Congress and government officials.



- HelpAge became the co-chair of the InterAction Protection Working Group and began leading a task force on inclusion of older people and people with disabilities. The task force brings together InterAction members; officials from USAID, the State Department, and White House; and local organizations for learning events, a community of practice, and recommendations for making real progress on these issues.



- Our partners at Grantmakers in Aging invited us to lead two webinars, one on Ukraine in June and one on forgotten humanitarian crises in November. Learn more and watch the full webinars on our YouTube page.



## Project Spotlight

# Ukraine

In February 2022, millions of Ukrainians suddenly found themselves in a war zone. HelpAge expanded our work in Ukraine to support those who needed it most: older people who all too often are left behind.

Ukraine has the largest number of older people affected by conflict anywhere in the world—25% of the population. Many of them remain in or near conflict zones due to disability, poverty, or lack of opportunity, which means they've been left to pick up the pieces and navigate the devastating conditions, often without electricity, adequate water, food, medications, or connection with family. The war has had a significant impact on older people, and—whether they flee or remain—they are at risk of violence, hunger, and neglect.

When the war broke out, HelpAge was one of just five international nonprofits who were already working in Ukraine. We were able to scale up quickly to provide life-saving assistance to thousands of older people in Ukraine as well as those fleeing to Moldova and Poland. With the generous support of the Conrad N. Hilton Foundation and thousands of smaller donors, older people have received:

- Specially tailored food packages
- Hygiene kits, assistive devices, and other essentials to keep them safe
- Cash assistance to meet basic needs
- Mental health support and counseling
- Clean water and hygiene facilities



"HelpAge helped me a lot morally and financially. Thanks to my HelpAge volunteer, I don't feel lonely and forgotten. I can always call her if I need help or information. HelpAge provided me with a good blanket, a large hygiene kit, and COVID protection. With my small pension, I wouldn't have been able to afford so many necessary goods."

*Olga, 71, Ukraine*

## Project Spotlight

# Haiti

On August 14, 2021, a major earthquake devastated Haiti's southern peninsula. The disaster impacted nearly one million people, including tens of thousands of older people. With COVID-19 and ongoing violence and political instability, the nation was hindered in its recovery. Thanks to a generous grant from AARP Foundation and in partnership with Fondation Nouvelle Grand d'Anse (FNGA), HelpAge provided hygiene kits, food vouchers, livelihoods, and cash transfers that helped stabilize the communities in the wake of the earthquake—and supported older people as they began to slowly rebuild their lives.



## Project Spotlight

# Ethiopia

In 2022, thousands of older people from South Sudan were struggling to survive in refugee camps in the Gambella region of Ethiopia. Most live alone and suffer from poor health and mental distress. Supported by a grant from the State Department's Bureau of Population, Refugees, and Migration, HelpAge—in partnership with Plan International and the Rehabilitation and Development Organization (RaDO)—provided a wide range of services to these older refugees, including psychosocial assistance, protection services to ensure that their rights are respected, home-based health care, transportation, and assistive devices.

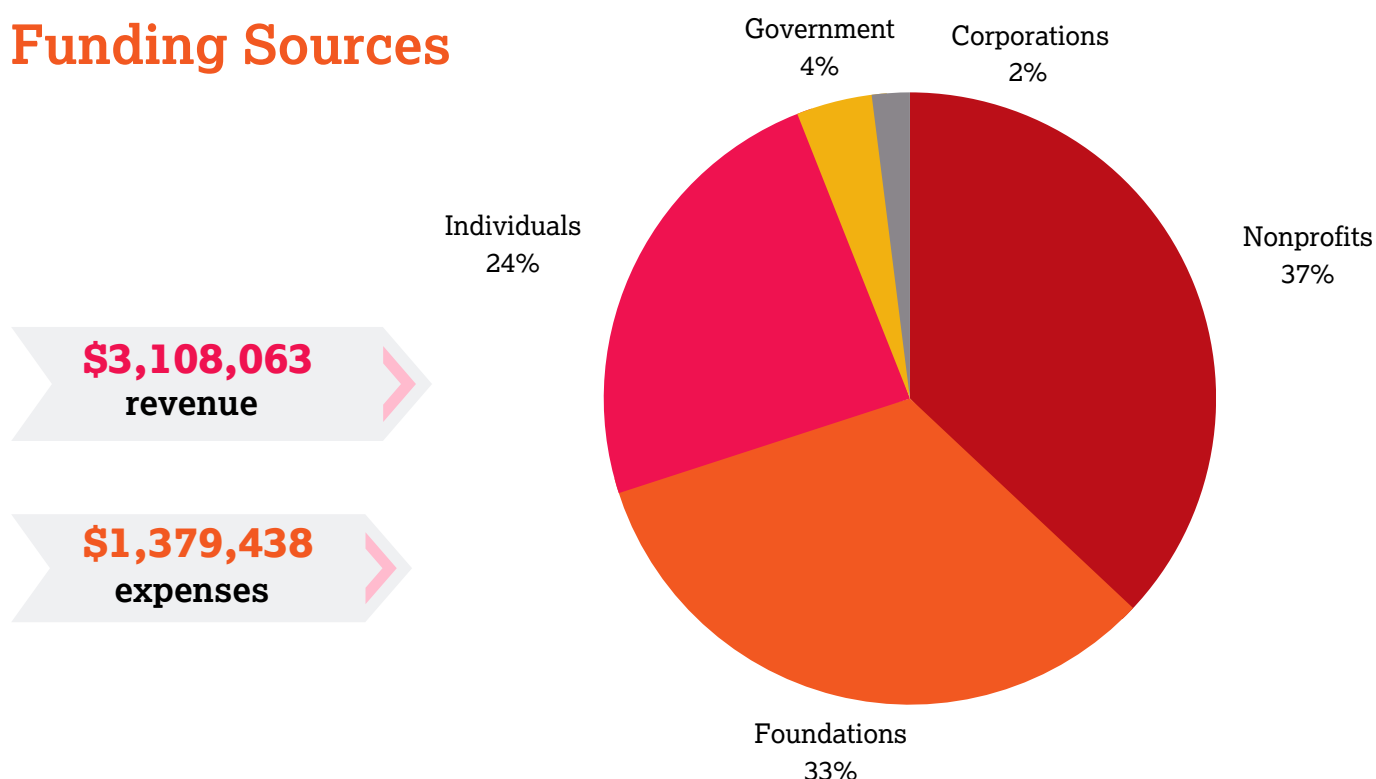




# Financials

In 2022, our programs were made possible by generous support from donors, including the Conrad N. Hilton Foundation, the Center for Disaster Philanthropy, AARP, and many individual donors.

## Funding Sources



## Expenditure by Program

In 2022, we delivered:

**\$946,427** in humanitarian response projects

**\$276,212** in healthy aging programs and research

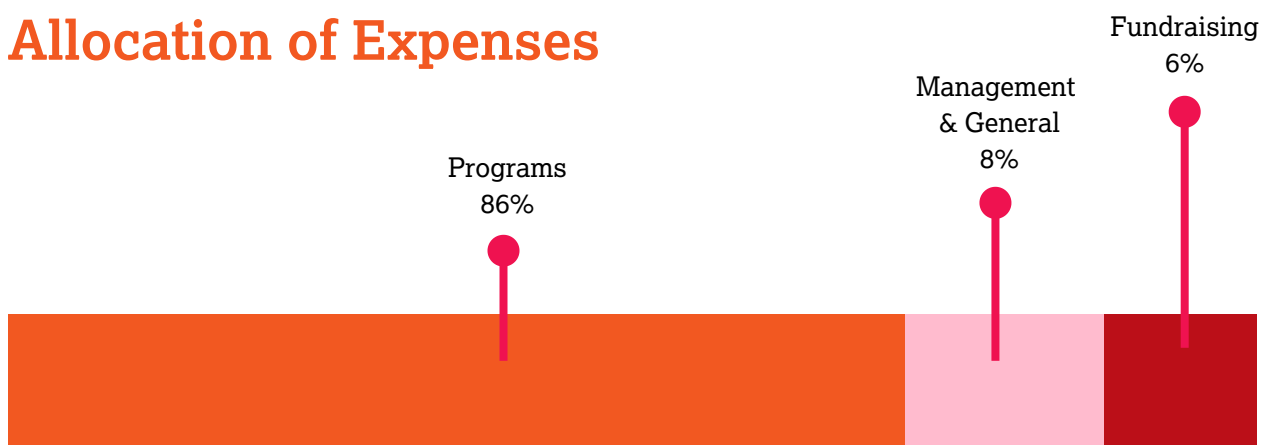


"War is scary. War destroys families. But I think young people take it much easier. The younger ones still have time to make money and create something. But this is our last stop, I would say."

*Raisa, 70, Ukraine*

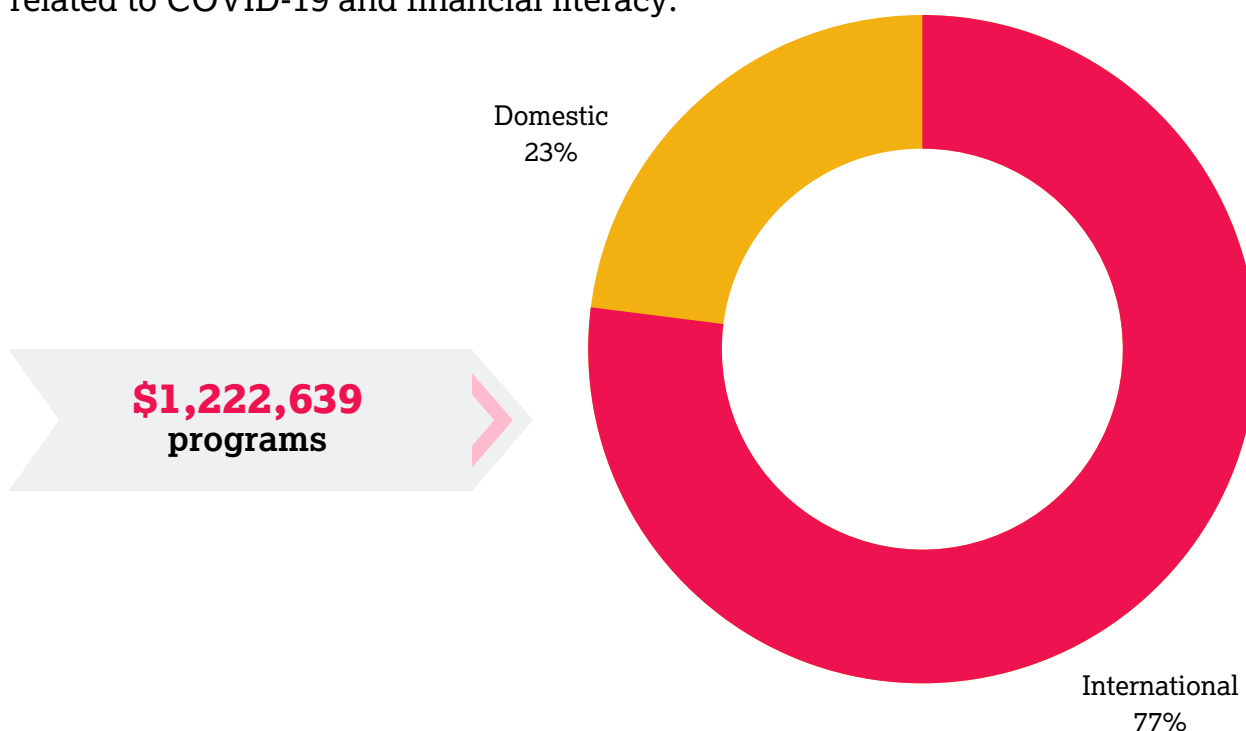
# Financials

## Allocation of Expenses



## Program Expenditure by Region

We responded to the war in Ukraine, the refugee crisis in Ethiopia, and disaster recovery in Haiti. Our domestic programs support healthy aging related to COVID-19 and financial literacy.





# Governance

## Board of Directors

Aparna Sanjay, *Board Chair*

Chris Moore, *Vice Chair*

Kyle Salazar, *Treasurer*

Meredith Light, *Secretary*

Alen Amini

Daniel Cotlear

Bonnie Green

Liz Loewy

Susan Mende

Valentia Royal

Katie Smith Sloan

Robin Talbert

## Staff

Cindy Cox-Roman, *President & CEO*

Jane Buchanan, *Advocacy Advisor*

Alex Garvey, *Communications Manager*

Kamil Madanat, *Senior Director of Development*

## Learn more about our work

### Bringing Generations Together for Change (Guide)



#### Bringing generations together for change:

*Learning from intergenerational approaches to address issues facing older and younger people*

### No Time for Business as Usual (Ukraine Advocacy Brief)

Advocacy Brief

#### No Time for Business as Usual

*Extent to which older people's rights are being upheld and their needs met in the Ukraine response*



[helpageusa.org/intergenerational-guide/](https://helpageusa.org/intergenerational-guide/)

[helpageusa.org/ukraine-advocacy-brief/](https://helpageusa.org/ukraine-advocacy-brief/)



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