Massachusetts Councils On Aging



ANNUAL REPORT FY 2025

EDUCATE | ADVOCATE | COLLABORATE

www.MCOAonline.org

Building strategic partnerships to educate and empower COA professionals who serve and support the 1.7 million older adults 60 and over in Massachusetts, to lead healthy and purposeful lives.

Message from our Chair

Emily Shea

MCOA Board Chair



As we gather for our 47th Annual Meeting, we reflect on another year of growth, change, and progress, both within MCOA and among our Councils on Aging across the Commonwealth.

MCOA continues to adapt, innovate, and lead in response to emerging needs and ongoing challenges. Through it all, our shared mission remains at the heart of everything we do: strengthening our communities and improving the lives of older adults across Massachusetts.

FY2025 was a year that reminded us of the importance of collaboration, advocacy, and our shared commitment to older adults. As the aging population continues to grow and the landscape of aging services continues to evolve, MCOA remains steadfast in its role as a voice, resource, and partner for Councils on Aging and the communities they serve.

As I reflect on this past year, I am especially grateful for the privilege of serving as Chair of the MCOA Board. It has been an extraordinary honor to represent and work alongside such a dedicated membership. FY2025 also marks my final year serving as Chair, making this moment especially meaningful to me.

I leave this role with tremendous gratitude and confidence in MCOA's future. I am deeply thankful to my fellow Board members for their partnership, wisdom, and commitment, and to the MCOA staff for their exceptional dedication, leadership, and resilience. Together, we have continued to move our organization forward and strengthen the important work being done on behalf of older adults across the Commonwealth.

Thank you for the opportunity to serve. It has been a true privilege, and I will always be proud of the work we have accomplished together.



Emily Shea, MCOA Board Chair, and Commissioner, Boston Age Strong Commission

Stronger Together. Statewide Impact.

Learning,connection and collaboration across Massachusetts.

REACHING COMMUNITIES ACROSS THE COMMONWEALTH

322 **member communities engaged with 818 active members**

Connecting local leaders with knowledge, colleagues and practical solutions.



STRONG ENGAGEMENT IN TECHNICAL ASSISTANCE & TRAINING

MCOA continues to see strong engagement from Councils on Aging across Massachusetts seeking technical assistance, training, and professional development opportunities. From individualized guidance and problem-solving to workshops, peer learning, and practical resources, MCOA helps COA staff build skills, navigate challenges, and strengthen local programs and services. This robust participation reflects the value of accessible, responsive support and a statewide network committed to learning, collaboration, and excellence in serving older adults.

A YEAR OF LEARNING. A NETWORK OF CONNECTION.

ENGAGEMENT SNAPSHOT | Member Event Activity

376 Outreach & peer networks

225 Membership & network meetings

195 Professional skills & capacity building

109 Lunch & Learn series

Local Innovation. Lasting Impact.

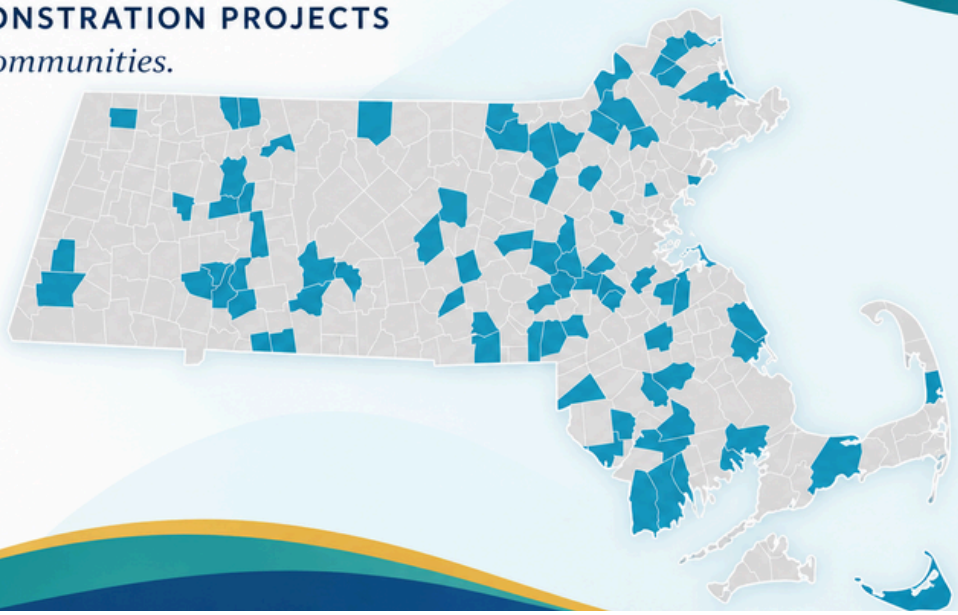
FY25 SIG FIELD DEMONSTRATION PROJECTS

Big ideas start in local communities.

Through the FY25 Service Incentive Grant (SIG) Field Demonstration Projects, Councils on Aging across Massachusetts turned innovative ideas into meaningful action—expanding services, breaking down barriers, and creating new opportunities for older adults.

From stronger community connections to improved access, health, and independence, these projects demonstrate the power of local solutions.

Behind every project is a story of creativity, collaboration, and commitment. The stories that follow highlight how COAs are making a difference today while building stronger, more age-friendly communities for tomorrow.



01 AGE & DEMENTIA FRIENDLY

Building communities that work for everyone

Bernardston partnered with businesses on age- and dementia-friendly education and assessments. Melrose introduced wayfinding signage, Dementia Friends training, and a walkability map. South County advanced a regional action plan with UMass Boston.



Photo: Dementia Friends training

IMPACT Dementia-friendly tools and local partnerships

02 CAREGIVER RESPITE

More support for those who care

Westport funded 254 days of supportive day services. Franklin delivered more than 1,000 respite hours across 167 visits, while Barnstable expanded its dementia-friendly respite program from 144 to 180 annual hours.

IMPACT 254 days of supportive care in Westport

Local Innovation. Lasting Impact.

03 DIGITAL EQUITY

Technology that connects and includes

Barnstable's Technology Café helped more than 110 older adults individually and reached 152 workshop participants. Bedford installed charging stations, a portable hearing loop, and enhanced audio equipment benefiting more than 130 participants.

IMPACT 152 workshop participants in Barnstable

04 INNOVATIVE PROGRAMS

New approaches to emerging needs

From intergenerational gaming in Bernardston to solo-aging education in Milton and after-hours programs in Methuen, COAs piloted approaches that strengthen connection, learning, and wellness. Bellingham and Goshen also opened conversations about end-of-life planning.

IMPACT Creative programs designed around local needs

05 MEMORY CAFÉS

Connection for people living with memory loss

Attleboro, Chicopee, Marshfield, Nantucket, Natick, and Pepperell supported welcoming cafés with music, art, movement, meals, and conversation—creating meaningful experiences for people with memory loss and opportunities for caregiver support.

IMPACT Six communities featured in memory café projects



Photo: Memory Café activities

Access, wellness and independence

06 NUTRITION

Nourishing bodies and connections

Communities expanded fresh-food access through produce distribution, nutrition classes, gardens, cooking demonstrations, and shared meals. Westwood and Attleboro were among those strengthening access; Raynham and Erving built accessible community gardens.

IMPACT Food access and social connection, together



Photo: nutrition program

07 SENIOR CENTER MODERNIZATION

More accessible, welcoming spaces

From audiovisual equipment and hearing-assistance technology to better kitchens, safe outdoor areas, and flexible program rooms, modernization projects equipped COAs to remove barriers and respond to evolving needs in their communities.

IMPACT Improved access, safety, and programming capacity

08 TRANSPORTATION

Keeping older adults connected to essentials

Eastham reported an 18% increase in ridership. Hull provided paid-driver, volunteer, and taxi-voucher rides; Ipswich delivered 566 rides; and Great Barrington's regional service provided approximately 500 senior rides per month.

IMPACT Rides to care, groceries, and community life

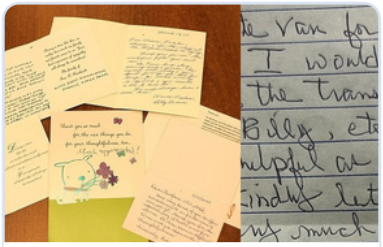


Photo: rider thank-you notes

Communities reaching further

09 OUTREACH

Reaching people who have been left out

Acton, Bellingham, and Braintree developed culturally responsive outreach. Bedford and other COAs connected residents with individualized support. Framingham's home-sharing pilot resulted in seven housing matches.

IMPACT 7 home-sharing matches in Framingham



Photo: community outreach

10 PUBLIC AWARENESS

Making COA services more visible

Holliston reintroduced its senior center as "The Center." Marlborough and Norfolk refreshed outreach and communications, while Sherborn and South County expanded mailings and local partnerships—helping more residents discover what COAs offer.

IMPACT Greater awareness and stronger community reach

11 PUBLIC HEALTH

Bringing trusted services closer to home

Amherst reached approximately 75 people through 29 wellness sessions. Swansea established a permanent Wellness Center, and West Newbury supplied emergency go bags to 53 older adults in partnership with public safety departments.

IMPACT 29 wellness sessions in Amherst

Clinical Expertise. Community Impact.

MCOA + McLean Hospital

Building COA confidence and skills to respond to older adult mental health, dementia, and caregiver needs.

Developed in response to COA-identified priorities, MCOA and McLean Hospital brought clinician-led training directly to communities across Massachusetts. Three practical, in-person workshop topics—paired with virtual office hours—helped staff navigate complex situations, support caregivers, and bring proven strategies back to their teams.

STATEWIDE REACH

160
UNDUPLICATED ATTENDEES

72
COAs REPRESENTED

15
IN-PERSON WORKSHOPS

THREE MEMBER-DRIVEN TRAINING TOPICS

• Mental Health & Boundaries • Crisis Response & Staff Stress First Aid • Dementia, Caregivers & Ethics

MEASURABLE LEARNING GAINS

+45%
reported increase in knowledge of mental health referrals

+50%
reported increase in knowledge of ethical decision-making

100%
respondents who agreed the training was valuable





REAL-WORLD TOOLS • STRONGER STAFF CONFIDENCE • BETTER COMMUNITY SUPPORT

Strengthening Communities. Supporting Families

Dementia Friendly MASSACHUSETTS

An Initiative of the Massachusetts Councils on Aging

Stronger Communities for a More Inclusive Massachusetts

Building a More Dementia-Friendly Massachusetts

STRONGER COMMUNITIES. SUPPORTING FAMILIES.

In FY2025, MCOA revitalized its role as the backbone agency for Dementia Friendly Massachusetts (DFM), strengthening statewide coordination and helping 143 dementia-friendly communities in FY25 create more welcoming, supportive environments for people living with dementia and their caregivers.

Leadership and Support

Led by Assistant Director **Madeline Noonan** and Economic Security and Outreach Manager **Hayley Wood**, MCOA provided ongoing leadership and support to communities pursuing dementia-friendly initiatives across the Commonwealth.

KEY ACCOMPLISHMENTS IN FY2025:

STRONGER STATEWIDE CONNECTIONS

Expanded collaboration through quarterly DFM and Supportive Day Program meetings, bringing together COAs and community partners to share ideas, resources and best practices.

IMPROVED ACCESS TO RESOURCES

Integrated the DFM website into MCOA's website, refreshed the DFM logo, and created a centralized resource hub with tools and information for COAs, caregivers, and community partners.

COMMUNITY-DRIVEN PRIORITIES

Conducted a DFM survey to assess network needs and priorities, and to compile successes and challenges from communities across Massachusetts.



THE GOAL:

A more coordinated, sustainable statewide initiative that strengthens community capacity to support people living with dementia and those who care for them.

Explore DFM resources:
mcoaonline.org/age-dementia-friendly/

Where Ideas Meet Action

From learning with colleagues to raising our collective voice, MCOA brought the aging services network together to share ideas, build skills, and strengthen communities.

OCTOBER 23–25, 2024/ FALMOUTH, MA

2024 Fall Conference

At Sea Crest Beach Resort, COA professionals came together for three days of professional development, practical workshops fresh perspectives, and peer connection. Conversations begun at the conference helped bring new ideas back to local communities.,





SPRING 2025 / PROFESSIONAL DEVELOPMENT

2025 Spring Symposium

A day focused on learning, collaboration, and actionable ideas. Workshops, conversations, and shared experiences equipped Council on Aging staff and partners with new approaches to meeting the needs of older adults.





Stronger skills. Fresh ideas. Connections that last.

One Network. One Stronger Voice.

Advocacy is stronger when community voices are heard together. Older Adult Lobby Day brought the needs of older adults and Councils on Aging directly to Beacon Hill.

MAY 13, 2025
MASSACHUSETTS STATE HOUSE / BOSTON

2025 Older Adult Lobby Day

COA staff,older adults, advocates,and aging services partners joined forces to engage legislators and champion the resources communities need. In 2025, advocates called for raising the COA Formula Grant to $15 per older adult—a vital investment in local programs, outreach, and support.











ADVOCACY IN ACTION

Successfully increased the Formula Grant to $15 per older adult.
One shared goal: ensuring every community has the resources to help older adults remain connected, independent, and supported.

FY2025 | Financial Statements

Massachusetts Association of Councilon Aging and Senior Center Directors, Inc

Statement of Financial Position

	2025	2024
ASSETS		
Current assets		
Cash	754,522	350,986
Short-term investments	—	13,308
Grants receivable	657,751	1,720,244
Membership dues receivable	5,522	3,689
Prepaid expenses	58,090	48,876
Funds held as fiscal agent for others	1,479	2,114
Total current assets	**1,477,364**	**2,139,217**
Non-current assets		
Equipment, net	207	1,022
Prepaid rent	3,897	3,897
Right-of-use asset	49,960	61,106
Total non-current assets	**54,064**	**66,025**
TOTAL ASSETS	**1,531,428**	**2,205,242**
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued expenses	707,408	1,550,744
Lease liability, current portion	12,146	11,146
Funds held as fiscal agent for others	1,479	2,114
Total current liabilities	**721,033**	**1,564,004**
Lease liability, long-term	37,814	49,960
Total liabilities	**758,847**	**1,613,964**
Net assets		
Available for operations	756,756	580,575
Board-designated	—	633
Without donor restrictions	**756,756**	**581,208**
With donor restrictions	15,825	10,070
Total net assets	**772,581**	**591,278**
TOTAL LIABILITIES AND NET ASSETS	**1,531,428**	**2,205,242**

Statement of Activities

	FY25 W/O	FY25 W/	FY25 Total	FY24
REVENUES AND OTHER SUPPORT				
MA Executive Office of Elder Affairs	2,058,600	—	2,058,600	4,465,027
grants Membership dues	447,117	—	447,117	381,511
Conference registrations	163,300	—	163,300	117,573
Conference sponsors and	39,500	—	39,500	29,500
advertisements Conference vendors	22,235	—	22,235	20,053
Non-governmental grants	1,000	10,000	11,000	88,500
Space rental and other income	1,250	—	1,250	1,062
Interest	6	—	6	355
Net assets released from restrictions	4,245	(4,245)	—	—
Total revenues and support	**2,737,253**	**5,755**	**2,743,008**	**5,103,581**
EXPENSES				
Program	2,351,785	—	2,351,785	4,713,279
Administration	181,279	—	181,279	332,768
Fundraising	28,641	—	28,641	11,883
Total expenses	**2,561,705**	**—**	**2,561,705**	**5,057,930**
CHANGE IN NET ASSETS	**175,548**	**5,755**	**181,303**	**45,651**
Net assets – beginning of	581,208	10,070	591,278	545,627
year **NET ASSETS – END OF**	**756,756**	**15,825**	**772,581**	**591,278**
YEAR				

W/O = Without donor restrictions • W/ = With donor restrictions

Fiscal year ended June 30, 2025 • Comparative FY2024 figures • Amounts in USD

MCOA Certified Senior Center Staff
CLASS OF 2025

Sherry Manyak
Director, Chicopee
Holly Angelo
Assistant Director, Chicopee
Terri Graham
Assistant Director, Bellingham
Erin Koebler
Director, East Longmeadow
Tammy Murray
Director, Hanover
Alicia Smith
Program Manager, East Longmeadow
Marge Yetman
Director, Burlington
Michael Squindo
Director, Westfield



FY 2025 Board of Directors

Executive Committee
Emily Shea, Chair • Metro
Susan Pacheco, Vice Chair • Metro
Marge Yetman, Past Chair • Northeast
Mignonne Murray, Secretary • Metro
Janice Long, Asst. Secretary • Metro
Brian O'Grady, Treasurer • West
Josie Dutil, Asst. Treasurer • Central

Committee Leadership
Jodi Zepke, Conference Co-Chair • West
Becky Moriarty, Conference Co-Chair • West
Terri Marciello, Legislative • Northeast
Joanne Moore, Certification • Southeast

At-Large Members
Amy Waters • Central
Nancy Hill • Southeast
Randy Aylsworth • Metro
Sharmila Biswas • Southeast
Michelle Bratti • Southeast
Sharon Mercurio • Northeast

THE POWER OF PARTNERSHIP

Our progress this year reflects the strength of the partnerships that drive our work forward. We are especially grateful to the Executive Office of Aging & Independence, our Conference Sponsors, and every member of the Aging Network across the Commonwealth.

Through your collaboration, we've grown programs, broadened access to vital resources, and continued to strengthen the support system for older adults and caregivers throughout Massachusetts.

Collaboration isn't just part of what we do, it's the foundation of our mission. Your ongoing commitment, creativity, and shared vision have made all the difference.

Thank you for standing with us, investing in this work, and helping us shape a future where every older adult is valued, supported, and empowered.

We look forward to all we will continue to accomplish together.

