A Campaign by the NC Coalition on Aging to Support Capacity and Programming to Move the Needle on Aging Issues in North Carolina

The NC Coalition on Aging brings together a diverse array of consumer, provider, and advocacy programs/organizations that represent North Carolina’s aging population and gives voice to issues that affect older adults. The Coalition facilitates networking and information exchange among members and provides the structure and leadership for collective advocacy, education, and public policy work. With approximately 75 organizational members – ranging from statewide associations to smaller community service oriented programs – Coalition on Aging members represent a broad array of aging interests united around the common mission of improving the well-being of North Carolina’s older adults. In addition, the Coalition has a membership category for individual supporters. To see a list of organization members of the Coalition go to www.nccoalitiononaging.org/members.

Goal of Vision 20/20: With the growth of the senior population in the state, as well as the increase in the number and complexity of issues faced by older adults, their families, their communities, and providers of aging services, the Coalition sees an imperative to expand its work and focus. Though Vision 20/20, funds are being sought to enhance the capacity and scope of the Coalition’s work so that it can be more responsive to the current environment as well as be proactive and visionary in seeking solutions to future challenges. Specifically, more funding is needed to expand the position of Executive Director to fulltime and to expand programming that will:

- Inform and educate Coalition members about key issues impacting aging in the state
- Increase the awareness of the public about the needs of older adults and their family caregivers
- Bring policy makers to the table with the consumer, provider and advocacy members of the Coalition to collectively address the challenges and opportunities of a growing aging population.

In addition, funds are needed to increase the Coalition’s online presence, including updating and expanding the website. The expansion of the Coalition’s online footprint will allow the Coalition’s communication efforts to have a larger reach and be a more effective resource for anyone seeking information in the state about aging issues, policies, and legislation.

For more information about Vision 20/20, contact Mary Bethel, Executive Director of the Coalition on Aging, at mmbethel72@gmail.com or (919) 818-0881.