



Improving the Lives of Older Americans

Dear Director,

I thought you might enjoy reading this "hot off the presses" issue of NCOA's [Innovations](#).

It focuses on the critical role senior centers play in helping older adults stay healthy, involved, and independent in their homes and communities. The important work you do at your center every day!

NCOA's National Institute of Senior Centers (NISC) is committed to supporting you and your center. Learn more at [NCOA.org/NISC](#).

Here's a sneak peek at the issue:

SENIOR CENTERS: EVOLVING TO THRIVE
BY JAMES FIRMAN

All successful organizations, including nonprofits, must change in order to meet the needs of their clients and respond to new conditions, opportunities, and challenges in the environment. In a word, they must evolve in order to remain relevant—and to thrive.

Senior centers are no exceptions, and this issue of Innovations is full of examples of how these vital community-based organizations are finding powerful, innovative ways to meet the changing needs and wants of older people and their communities.

[Read more >>>](#)

Enjoy!

Sincerely,

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The National Council on Aging is a nonprofit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for older Americans--especially those who are vulnerable and disadvantaged--and the community organizations that serve them. It brings together nonprofit organizations, businesses, and government to develop creative solutions that improve the lives of all older adults. NCOA works with thousands of organizations across the country to help seniors find jobs and benefits, improve their health, live independently, and remain active in their communities. For more information, visit www.ncoa.org.

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