



NATIONAL ASSOCIATION OF LONG-TERM CARE VOLUNTEERS

NALT CV

Compassionate connections through training, advocacy, and research.

2025 Year-End Report



NATIONAL ASSOCIATION OF LONG-TERM CARE VOLUNTEERS



Compassionate connections through training, advocacy, and research.



naltcv.org

A year of building what comes next

If 2024 was about proving that the vision of the National Association of Long-Term Care Volunteers had a place in the national conversation, then 2025 was about strengthening the foundation beneath that vision.

Throughout the year, NALTCV continued building awareness around loneliness and isolation in long-term care, developing educational content, refining its message, expanding partnerships, and preparing the organization for a more strategic phase of growth. It was a year marked not simply by activity, but by intentional movement toward a clearer, stronger future.

Important work happened on many fronts. We strengthened communications, advanced webinar and podcast planning, explored new partnership opportunities, refined training and branding, and deepened our focus on how NALTCV can support local leaders who want to create authentic, relationship-centered volunteer programs in care communities.

The defining milestone of the year was the July 11-12, 2025 Strategic Planning Meeting in Omaha, Nebraska. That gathering gave NALTCV the space to reflect honestly, reconnect to its roots, and set a clearer direction for the future. The work that followed did not happen by accident. It happened because people believed enough in the mission to invest time, thought, encouragement, and resources into moving it forward.

2025 also reminded us of the realities of building a young national nonprofit. Capacity remains a challenge. Funding remains a challenge. And translating vision into local implementation still requires strong champions on the ground. But the year also made one thing unmistakably clear: NALTCV is not standing still. The organization is becoming more focused, more credible, and more prepared to lead.

What follows is a year-end narrative of the work accomplished in 2025 and the momentum carried into the year ahead.

Paul P. Falkowski, Ph.D.

Founder and President

National Association of Long-Term Care Volunteers



Note: This report includes selected unaudited 2025 operating and financial figures drawn from NALTCV's Statement of Activity, Treasurer Report, fundraising history, and subscription transaction records. Because those reports serve different purposes, some figures are presented in separate snapshots rather than combined into a single number.

The year at a glance

In 2025, NALTCV focused on building the infrastructure, messaging, and relationships required to sustain a national movement for companion volunteers in long-term care.

<p>CORE THEME</p> <p>Foundation-building</p> <p>2025 was devoted to strengthening the systems, messaging, partnerships, and strategic direction needed for future growth.</p>	<p>DEFINING MILESTONE</p> <p>Strategic planning in Omaha</p> <p>On July 11-12, NALTCV held a milestone planning meeting in Omaha, the birthplace of the companion volunteer concept, to clarify direction and priorities.</p>
<p>CAPACITY FOCUS</p> <p>People, structure, and support</p> <p>Board development, advisory engagement, volunteer support roles, grant writing, communications, and stronger committee function were all active concerns during the year.</p>	<p>YEAR-END MOMENTUM</p> <p>Unified fundraising and visibility</p> <p>NALTCV closed the year by aligning Giving Tuesday and year-end messaging around One Hour, One Visit, One Heart and a single GiveButter campaign.</p>

Selected milestones across the year

Period	Major movement
Q1	Focused on capacity building, including advisory board growth, volunteer support roles, grant-writing help, stronger committees, and a clearer emphasis on national reach.
Q2	Advanced communications and program positioning through webinar planning, podcast development, branding work, fundraising preparation, and infrastructure conversations about website, email marketing, and downloadable resources.
Q3	Held the July 11-12 Strategic Planning Meeting in Omaha; clarified direction, documented reflections, and renewed commitment to scaling the mission through stronger structure and partnerships.
Q4	Transitioned into a coordinated year-end effort built around Giving Tuesday, unified messaging, multi-platform storytelling, and a single donation pathway focused on One Hour, One Visit, One Heart.

Selected operating and financial results

The figures below reflect actual 2025 numbers from the reports you provided. Where the records documented subscriptions and enrollments more clearly than course completions, this report uses subscription/enrollment language rather than overstating formal training completions.

Selected operating metrics

Metric	2025 figure	What it shows
New individual training subscriptions	22	Early individual uptake of NALTCV training and resources during 2025.
Annual community subscriptions	2	Two organizations invested in annual access to NALTCV training/resources.
Subscription revenue	\$1,130	Earned income connected to training and subscription activity.
Public donations tracked	\$2,313.52	Grassroots public support continued to develop across the year.
Grant funding tracked	\$5,083.52	External grant support played a meaningful role in sustaining growth.
Sponsorship revenue	\$1,000	NALTCV also generated organizational support beyond individual giving.
Board contributions	\$4,242	Leadership helped carry the work financially during a foundation-building year.
Board giving participation	9 of 11 (81.8%)	A strong level of board participation signaled internal commitment to the mission.

These numbers are modest, but that is exactly what makes them credible. They show a young national organization beginning to convert vision into measurable traction.



2025 financial snapshot

Line item	2025 figure	Comment
STATEMENT OF ACTIVITY		
Total income	\$15,647.49	Full-year income reported on the 2025 Statement of Activity.
Total expenses	\$10,238.91	Operating expenses reported for calendar year 2025.
Net income	\$5,343.01	NALTCV closed the year with a positive year-end result.
Largest expense area	\$2,965.90	Travel was the single largest reported cost category.
Second-largest expense area	\$2,478.57	Office expenses were the second-largest reported cost area.
Third-largest expense area	\$2,442.03	Advertising and marketing was another major investment area.
TREASURER REPORT DETAIL		
Revenue tracked in treasurer report	\$13,769.04	Treasurer detail highlighted subscriptions, grants, donations, sponsorships, and board gifts.
Subscription program revenue	\$1,130.00	Made up of 22 individual subscriptions and 2 annual community subscriptions.
Grant funding	\$5,083.52	Grant support tracked in the treasurer report.
Public donations	\$2,313.52	Direct public gifts listed in the treasurer report.
Board contributions	\$4,242.00	Financial gifts from 9 board members.
Sponsorship revenue	\$1,000.00	Organizational sponsor support tracked in the treasurer report.

Taken together, these figures present a more donor-ready picture: NALTCV remained small in scale, but it closed the year with positive net income, diversified revenue streams, early subscriber traction, and strong board participation in giving.

Capacity, communications, and educational reach

Strengthening organizational capacity

Early in 2025, NALTCV identified capacity building as a central priority. Key needs included social media management, grant writing, board development, advisory board growth, and greater clarity around volunteer support roles.

This work was not glamorous, but it was essential. It reflected an important organizational shift: recognizing that the mission could not grow through passion alone. It needed structure, people, systems, and follow-through.

Committee development also remained part of the conversation. Finance, outreach, and research/product development had been established, but the year made clear that committee effectiveness would depend on sharper expectations and more consistent engagement.

Refining the message and the brand

Across the year, NALTCV continued clarifying how it presents itself to the field: not as a local volunteer program operator, but as a national organization focused on training, advocacy, resources, and research related to companion volunteerism in long-term care.

Messaging became more focused around authentic relationships, compassionate connection, and the belief that meaningful one-to-one presence can improve quality of life for people living in care communities.

Brand development also advanced. In May 2025, NALTCV formally defined its organizational color palette, helping create greater visual consistency across materials, presentations, and outreach.

Expanding educational outreach

Education remained one of NALTCV's strongest lanes in 2025. Webinar planning continued to evolve, including a hybrid model in which public sessions remained broadly accessible while subscribers received added benefits such as early access, bonus content, recordings, or private discussion opportunities.

Podcast development also continued through Heart2Heart, using conversation and storytelling to broaden awareness of issues affecting people living in long-term care and the role volunteers can play in addressing isolation and disconnection.

One notable 2025 episode planning effort centered on Sadiya Abjani and the topic of creating inclusive care for LGBTQ+ older adults - an example of NALTCV's willingness to address both relationship-building and equity within long-term care volunteerism.

Testing new communications channels

NALTCV continued using and refining a multi-platform communications approach across channels such as Facebook, LinkedIn, Instagram, BlueSky, YouTube, and TikTok.

The organization also began exploring new revenue and visibility tools, including merchandise and TikTok Shop concepts tied to the mission. These experiments reflected a broader desire to diversify outreach and strengthen public recognition.

The July 2025 Strategic Planning Meeting

On July 11-12, 2025, NALTCV held a milestone Strategic Planning Meeting in Omaha, Nebraska - a location rich with meaning because Omaha is where the companion volunteer concept first took shape. The gathering was more than a meeting. It was a moment of consolidation, reflection, and re-commitment.

Supported by Dr. Chris Kelly and the Department of Gerontology at the University of Nebraska at Omaha, the meeting gave NALTCV the chance to step back from day-to-day pressures and ask bigger questions: What exactly is NALTCV building? What should be prioritized next? What structure is needed to sustain growth? And how can the organization stay faithful to its mission while becoming more effective and scalable?

The planning process produced renewed energy and a clearer strategic framework that would guide the work moving into 2026. It also reaffirmed that NALTCV's future depends on balancing inspiration with implementation: a powerful vision must be matched by practical models, stronger partnerships, and the internal discipline to follow through.



Goal 1 Pilot program development

Identify, launch, and support pilot companion volunteer programs in care communities.

Goal 2 Diversified funding

Strengthen sponsorships, donor cultivation, and revenue planning to reduce dependence on a single source.

Goal 3 Evaluations, connections, and research

Advance the evidence base, strengthen learning connections, and prepare for more formal program evaluation.

Goal 4 Brand awareness and visibility

Build national recognition through conferences, webinars, podcasting, newsletters, media, and partner outreach.

The planning meeting also inspired supporting materials such as the Strategic Reflections journal, reinforcing the organization's desire not just to plan, but to help people carry insights and action steps forward.

Partnerships, fundraising, and public momentum

2025 demonstrated that NALTCV’s growth would depend not only on good ideas, but also on relationships. Throughout the year, the organization continued reaching outward - to partners, advisors, potential sponsors, educational collaborators, and supporters who understood the urgency of loneliness and disconnection in long-term care.

Partnership conversations, webinar collaborations, conference outreach, and donor communications all helped position NALTCV as a credible and increasingly visible voice in the field. The year also reinforced a core strategic truth: for a young organization, visibility is not vanity. Visibility creates trust, opens doors, and makes future implementation possible.

A particularly meaningful moment came in the summer of 2025, when Stephen and Susan Rade made a \$5,000 gift to NALTCV. That support helped sustain organizational work through the remainder of 2025 and into 2026, including awareness building, conference presence, and relationship development at a critical stage.

Year-end fundraising: one campaign, one message, one path to give



Rather than scattering asks across different tools or messages, the organization focused on a clearer donor experience: one campaign page, one movement-centered story, and repeated reminders that supporting companion volunteers means supporting connection, dignity, and belonging for people living in long-term care communities.

The year-end strategy also showed greater communications discipline. It also produced a stronger financial story. NALTCV’s 2025 Statement of Activity reported \$15,647.49 in income, \$10,238.91 in expenses, and \$5,343.01 in net income. Treasurer detail further showed \$5,083.52 in grant funding, \$4,242 in board contributions, \$2,313.52 in public donations, \$1,130 in subscription revenue, and \$1,000 in sponsorship revenue.

SUMMER SUPPORT	CAMPAIGN THEME	GIVING PATH
\$5,000 leadership gift	One Hour, One Visit, One Heart	Single GiveButter campaign for Giving Tuesday and year-end

Early 2026 developments strengthened the case for support

Although this report focuses on the work completed during calendar year 2025, several early 2026 developments show how that foundation is already being converted into broader visibility, stronger relationships, and clearer opportunities for growth. These developments are included as a bridge between the foundation-building work of 2025 and the implementation priorities now emerging in 2026.

Pro bono capacity through Catchafire

NALTCV's access to Catchafire created an important source of skilled, pro bono support. For a young organization with limited paid capacity, this kind of professional assistance helped move important infrastructure work forward without requiring the organization to carry the full market cost.

One of the most significant examples was website support valued at more than \$9,000. This kind of donated professional capacity strengthened NALTCV's ability to present itself credibly, share resources more effectively, and support future outreach to long-term care communities, donors, partners, and volunteers.

Going forward, Catchafire will remain an important capacity-building resource for projects such as graphic design, recruitment materials, year-end report design, social media templates, sponsorship materials, and other tools that help NALTCV expand its reach while using financial resources carefully.

Survey findings: communities want stronger volunteer programs

NALTCV's current survey work is already revealing strong interest from long-term care communities that want to strengthen volunteer engagement. The responses point to a field that values volunteers, but still struggles with the practical realities of recruiting, preparing, and sustaining them.

- Volunteer recruitment is emerging as one of the most common challenges facing long-term care volunteer programs.
- Communities are looking for practical tools, training resources, and models that help volunteers build meaningful one-to-one relationships.
- Survey respondents have requested follow-up conversations, creating a direct pathway from listening to relationship-building.
- The survey is helping NALTCV better understand what communities need and how its training, resources, and support can be positioned most effectively.

These findings reinforce NALTCV's central message: volunteer programs do not become strong by accident. They require leadership, training, structure, follow-up, and a clear commitment to authentic human connection.

Outreach, visibility, and field engagement

The foundation built in 2025 also positioned NALTCV for stronger visibility in 2026. Conference outreach, webinars, social media, and partner conversations are helping the organization move from awareness-building into active field engagement.

Examples include outreach connected with the National Association of Activity Professionals conference, the VSys webinar on supporting aging volunteers when roles change, social media participation during National Skilled Nursing Care Week, and engagement with the Age-Friendly PA Learning Collaborative. Each of these opportunities expands

NALTCV's presence among people who care about volunteer engagement, social connection, aging, and long-term care quality of life.

This outreach matters because visibility creates trust. It helps long-term care leaders, activity professionals, potential partners, and funders see NALTCV not as an abstract idea, but as an organization actively building resources and relationships around a clearly defined mission.

Partnerships and new connections

New and emerging conversations are also helping NALTCV identify where its model may be tested, supported, or expanded. Potential Pennsylvania pilot conversations with Wesley Enhanced Living at Stapeley, Wesley Enhanced Living at Pennypack, and Germantown Home are especially important because they point toward local implementation of the companion volunteer model.

Additional connections with organizations and leaders such as Schlegel Villages, Aegeliss, The Goodman Group, and others reflect growing interest in relationship-centered volunteer engagement, dementia-friendly engagement, life enrichment, and community connection in long-term care.

These relationships are still developing, but they demonstrate the kind of momentum NALTCV sought to create through its 2025 foundation-building work: more conversations, more partners, and more openings to bring trained companion volunteers into the life of long-term care communities.

Strategic momentum

Taken together, these developments point toward a more focused next stage for NALTCV. The organization is moving toward pilot program development, stronger data collection, deeper partner engagement, more intentional outreach, and a clearer case for funding.

That movement toward implementation is already reflected in a significant 2026 pilot opportunity. In collaboration with MC5 - Missouri's coalition centered on Care, Celebrate, Communicate, Collaborate, and Change - NALTCV applied for Civil Money Penalty (CMP) funding to support the launch of companion volunteer programs in 10 Missouri nursing homes. If funded, the project would help demonstrate how trained companion volunteers can be introduced, supported, and evaluated across multiple long-term care communities. While the application was still pending at the time of this report, it reflects NALTCV's growing readiness to move from awareness-building toward implementation, learning, and measurable impact.

The strategic direction set in 2025 is now becoming more concrete. NALTCV is better positioned to show why trained companion volunteers matter, how local communities can begin building stronger volunteer programs, and why people living in long-term care communities must remain connected to the wider community around them.

This momentum does not eliminate the capacity and funding challenges described in the next section. But it does show that the work is moving. The foundation laid in 2025 is beginning to create visible opportunities for action in 2026.

Our Three Year Vision

“Creating compassionate connections between volunteers and older adults in long-term care across the nation.”

What 2025 revealed

A strong year-end report should do more than celebrate progress. It should also tell the truth about what growth requires. In that spirit, 2025 highlighted several ongoing challenges that remain central to NALTCV's development.

Capacity is still the central challenge.

NALTCV's ambitions are national, but much of the work still depends on a relatively small number of people carrying large responsibilities. Communications, fundraising, program development, and follow-up all compete for limited time and energy.

Board and committee energy must translate into action.

The year made clear that having committees and talented board members is not the same as having fully activated organizational capacity. Role clarity, accountability, and consistent engagement remain essential.

Local implementation requires local champions.

NALTCV can train, equip, and inspire - but sustainable volunteer programs ultimately depend on people in care communities who have the time, commitment, and institutional support to carry the work locally.

Funding shapes what can move from idea to action.

Infrastructure needs such as communications platforms, website development, travel, printed resources, evaluation systems, and strategic outreach all require investment. 2025 reaffirmed that growth and sustainability are inseparable from resource development.





These challenges did not diminish the work of 2025. They clarified it. By the end of the year, NALTCV had a stronger understanding of what it would take to move from awareness building into demonstration, from message into model, and from aspiration into measurable impact.

In that sense, 2025 should be understood as a transitional year - a year in which the organization matured, clarified its priorities, and laid important groundwork for pilots, partnerships, continuing education opportunities, and stronger national visibility.

LOOKING FORWARD

Entering 2026 with clarity and momentum

NALTCV entered 2026 with clearer priorities because of the work done in 2025. Strategic planning had sharpened direction. Messaging had become more focused. Educational outreach had expanded. Donor communication had improved. And the organization had become more deliberate about the systems and partnerships required for meaningful growth.

The next chapter would focus on translating that groundwork into visible outcomes: pilot program development, stronger sponsorship and funding strategies, continued webinar and podcast growth, broader brand awareness, and a deeper commitment to evaluation and research.

Most importantly, the heart of the mission remained unchanged. NALTCV exists because too many people living in long-term care communities are lonely, disconnected, and without someone there just for them. The work of 2025 helped ensure that this mission is carried forward with greater credibility, stronger structure, and renewed determination. For potential donors, the case for support is increasingly clear: NALTCV is using modest resources to build real infrastructure, stronger partnerships, and a more credible path toward measurable impact.

Thank you for helping build a culture of connection.

NALTCV.org | pfalkowski@naltcv.org | (800) 589-2084

DONOR RECOGNITION

2025 Giving Levels

With gratitude to the individuals and households whose generosity sustained NALTCV in 2025. Donor names are listed by total 2025 giving reflected in the updated donation records.

Giving Level	2025 Donors
Lifeline Legacy Circle \$25,000 and above	No donors at this level in 2025.
Visionary Connection Circle \$10,000-\$24,999	No donors at this level in 2025.
Bridge Builders Circle \$5,000-\$9,999	Stephen & Susan Rade
Companion Circle \$1,000-\$4,999	Natalie Simmonds; Paul Falkowski
Advocates for Belonging \$500-\$999	Joan Devine
Friends of Connection \$100-\$499	Anna Warheit; Christopher Kelly; Deann Walters; Diane Thomas; Jeanne Heid-Grubman; Kaitlin O'Brien; Kerri Bryant; Meredith Iannarelli; Nancy Brown; Nancy Kelley; Robert Marino; Susan Ostrowski; Thomas Wilcox
Neighbor-to-Neighbor Friends \$1-\$99	Allyson Jones; Corina Rodriguez; Daniel Kaye; Gaurav Parmar; James Miller; Jennifer Tony; Jennifer Wang; John Rogers; Julie Tropiano; Karpaga R. Marthandan; Kevin Cook; Manny Berenjian; Mary Tate; Meredith Koob; PayPal donor (name unavailable); Regina Galleher; Rosemary Fogg; Stacey Dubowitch; Susanne Smith; Tina Gujer; Virginia Martin

Gifts Given in Honor or Memory
In Honor Of: 1.5 million people living in U.S. nursing homes; Duke Wilson Cape; Paul A. Newell; Paul Falkowski; Pearl Dubowitch; Volunteers of Melabev Memory Day Center
In Memory Of: Richard & Mary Beth Coover ; All the elders who get no visitors

Every gift helped move this mission forward.



Our Partners in Connection

Premier Sponsors and partner organizations featured at naltcv.org/partners



NALTCV's work continues to grow through relationships with organizations committed to connection, dignity, and quality of life in long-term care.



One Hour, One Visit, One Heart

Because of friends, donors, partners, and advocates like you, NALTCV continued building a national movement to reduce loneliness and create authentic connections in long-term care communities throughout 2025.

As we look ahead, your support can help us expand training, strengthen partnerships, and reach more communities in need.

Scan here to learn more, give, subscribe, or partner with us.



NALTCV.org

Info@NALTCV.org

(800) 589-2084

BlueSky | Instagram | Facebook | LinkedIn | TikTok

Thank you for believing in this mission.

Together, we can help ensure that more people living in long-term care have someone there just for them.