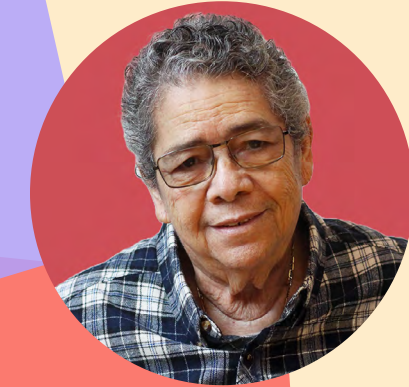




VISIBILITY MATTERS

Annual Report 2024

sage | Advocacy &
Services for
LGBTQ+ Elders
We refuse to be invisible®



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2024 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Ruth Eisenberg
Co-Chair

Kevin Williams
Co-Chair

David de Figueiredo
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Mady Schuman
*Development
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Roy Jimenez
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Inclusion Chair*

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*Strategic Planning
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Lorraine Carlson
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Marc Elovitz
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William “Bill” Erhardt
Dawn Fischer
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Kelly Hamilton
Vicki Hood
Zak Karim
Mara Keisling
Bruce Lederman
Willard McCloud III
Loren Ostrow
Josue Santiago
Elliott Sernel
Lee Sider
Sue Wilder

*Board List for January 1, 2024
– December 31, 2024*



LGBTQ+ Elders: Trailblazers for Our Community

Our community knows that with visibility comes change, understanding, and acceptance. SAGE is honored to uplift the stories and unique experiences of LGBTQ+ elders through our work every single day—ensuring they are seen, heard, and respected. Without our elders' wisdom and strength, we wouldn't have many of the freedoms we take for granted today. It's time for us to build on the foundation our elders created to ensure that all LGBTQ+ people can age safely with dignity and respect.

2024 was a year full of challenges, growth, and clarity. We are reaffirmed in our mission to ensure that LGBTQ+ elders are at the forefront of our community, and to learn from the valuable lessons they've taught us. Without understanding our past, we cannot move forward. The LGBTQ+ community is not going anywhere. We shine brighter than ever, and *We Refuse to Be Invisible!*

We Refuse to Be Invisible— Past, Present, and Future

Dear Friends,

For nearly 50 years, SAGE has stood as a fierce advocate for LGBTQ+ elders—defying invisibility and demanding dignity, respect, and care for the trailblazers of our community. “We Refuse to Be Invisible” isn’t just a tagline. It’s a declaration. A promise. And in these turbulent and challenging times, it remains a guiding light for all of us.

As I reflect on my nearly two decades leading this extraordinary organization, I am filled with both pride and hope. I feel that hope even as LGBTQ+ people face the most hostile federal government we’ve encountered in many years, and as the fundamentals of our democracy are under attack. Our history helps me put the present in context. When I began this journey in 2006, SAGE was in an existential crisis—we were on the brink of closing our doors because of severe financial problems. We didn’t just survive, we’ve thrived. Today, our community faces unprecedented challenges, but I am confident that SAGE is strong enough to weather the storm and make sure that our community’s elder pioneers are protected. In 2025, there can be no doubt that SAGE is the national leader in LGBTQ+ aging and a beacon for our community and movement, standing strong through adversity, leading bold initiatives, changing the landscape, and expanding access to life-saving services and care across the country for countless older LGBTQ+ people.

Throughout this report, you’ll see the great progress SAGE made in 2024—and the

extraordinary resilience of elders like Barbara Abrams, who shared her story of finding community at last year’s SAGE Awards & Gala:

“A lot of folks think that aging closes doors, but SAGE opens those doors. SAGE offers you the chance to try new things and make new friends and family. I walk a mile to SAGE each morning with my walker. When I get there, I go in and just feel loved.”

Barbara’s story is just one of many featured throughout this report—stories that reflect the powerful resilience of our elders in the face of rising adversity. These fighters remind us of what it means to live boldly, love deeply, and refuse to be invisible, even in the most difficult times.

“As I reflect on my nearly two decades leading this extraordinary organization, I am filled with both pride and hope. I feel that hope even as LGBTQ+ people face the most hostile federal government we’ve encountered in many years, and as the fundamentals of our democracy are under attack. Our history helps me put the present in context.”



“We are living through a time of growing attacks on our community’s members and its essential institutions. But as this report highlights, we know what to do because our elders have shown us the way year in and year out.”

We are living through a time of growing attacks on our community’s members and its essential institutions. But as this report highlights, we know what to do because our elders have shown us the way year in and year out.

One thing that stood out in 2024 was the tremendous effectiveness of SAGE’s advocacy work, an organizational “muscle” that we’re flexing more than ever to meet the moment. Whether fighting for the rights and dignity of LGBTQ+ elders or providing direct services to those in need, SAGE’s work is more essential than ever. As we face future challenges, this report underscores the strength of our people—our elders, staff, volunteers, Board members, and supporters—who make SAGE’s work possible and embody what we stand for.

It is precisely in times of great challenge that organizations must evolve and adapt, while safeguarding what can never change. As SAGE works deftly to meet the moment in 2025, leadership change is one part of our strategy. That’s why we announced in February that I

will step down as SAGE’s CEO in early 2026, giving our organization a long runway for a smooth leadership transition. Our Board has launched an ambitious national search for SAGE’s next CEO—someone who will bring fresh perspective and new skills and energy while staying true to our mission and core values. I’m excited for what lies ahead, and I look forward to watching SAGE continue to evolve, grow, and lead as the champion for our community’s elders.

In 2025, and every year after, you can count on this: When our elders are disrespected and under attack, SAGE will act, always. They may try to erase us, but we refuse to be invisible. As this report unequivocally demonstrates, our elders, and our community, will always be able to count on SAGE.

In solidarity,

Michael Adams
SAGE CEO

Advocacy

SAGE's Advocacy Team



23 pages of suggested amendments

submitted to the US Senate HELP Committee in response to its Request for Information on the 2024 reauthorization of the Older Americans Act (OAA) to help ensure that LGBTQ+ elders and older people living with HIV have access to the aging services and supports that they need to remain independent



\$1 million in unrestricted funding received

from federal appropriations to fund SAGEYou, the first ever online hub for LGBTQ+ elders, thanks to the support of Senator Gillibrand and Minority Leader Schumer



3 webinars created in a series about the Older Americans Act with **15 cosponsors** and **1,200 registrations**



LGBTQ+ and HIV Long Term Care Bill of Rights Signed into Law

Following advocacy led by SAGE, **New York State Governor Hochul signed the LGBTQ+ and HIV Long Term Care Bill of Rights into law on November 30, 2023**, in recognition of World AIDS Day. The Governor's press release quoted SAGE, and SAGE also put out a press release in coordination with AM Bronson and Senator Hoylman-Sigal.

"What affects one part of the community affects us all. Ending the HIV Epidemic is possible. We know that it will take collaborative efforts to accomplish this."

SANFORD E. GAYLORD, ILLINOIS



Older Americans Act Revision Win

For the **first time since 1998**, the Administration for Community Living (ACL), the federal department of aging and disability, updated its regulations implementing the Older Americans Act (OAA), which is the primary vehicle for the organization and delivery of social and nutrition programs in our country. With the help of Democracy Forward, SAGE filed a comment with ACL, garnered dozens of sign-ons, and solicited most of the public comments that ACL received. **Thanks to our efforts, ACL explicitly designated LGBTQ+ older people and older people living with HIV as populations of greatest social need at the national level.**

“We should not have to go through hoops to get the care that we deserve. I think that working with others and fighting for medical care is a form of love — not only for oneself, but for other people.”

JEFF WEINSTEIN, NEW YORK CITY



National HIV Advocacy Wins

SAGE collaborated with members of the Presidential Advisory Council on HIV/AIDS (PACHA) to create and pass a resolution supporting **lifting the upper age limit of the CDC’s HIV Testing Guidelines**. Additionally, SAGE put together a call and letter campaign to put pressure on the House to **maintain funding for federal HIV programs and services like Ryan White, HOPWA, The Minority AIDS Initiative, and the Ending the HIV Epidemic Initiative.**

“I’ve witnessed firsthand how often LGBTQ+ people, especially our elders, simply do not receive the adequate healthcare they deserve.”

**TERRI WILDER,
SAGE’S HIV/AGING POLICY ADVOCATE**



International Work

470 civil society partners trained through LGBTI Elders Advancing Initiative

11 public speaking opportunities for LOA self-advocates

30+ workshops and convenings on LGBTQ+ aging

3 new research grants through SAGE/Williams partnership

National Work

National LGBTQ+ Elder Housing Initiative

LGBTQ+ elders often struggle to find safe and affordable housing. SAGE's National LGBTQ+ Elder Housing Initiative is addressing this problem in several ways: training aging services providers to be LGBTQ+ culturally competent, advocating for policies that ensure LGBTQ+ elders across the country can access welcoming housing, educating LGBTQ+ elders about their housing rights, helping builders across the U.S. replicate LGBTQ+-friendly housing, and creating LGBTQ+-friendly housing in New York City.



1,800+ fully operational units of housing for LGBTQ+ elders in **26** affirming, affordable housing developments across the United States



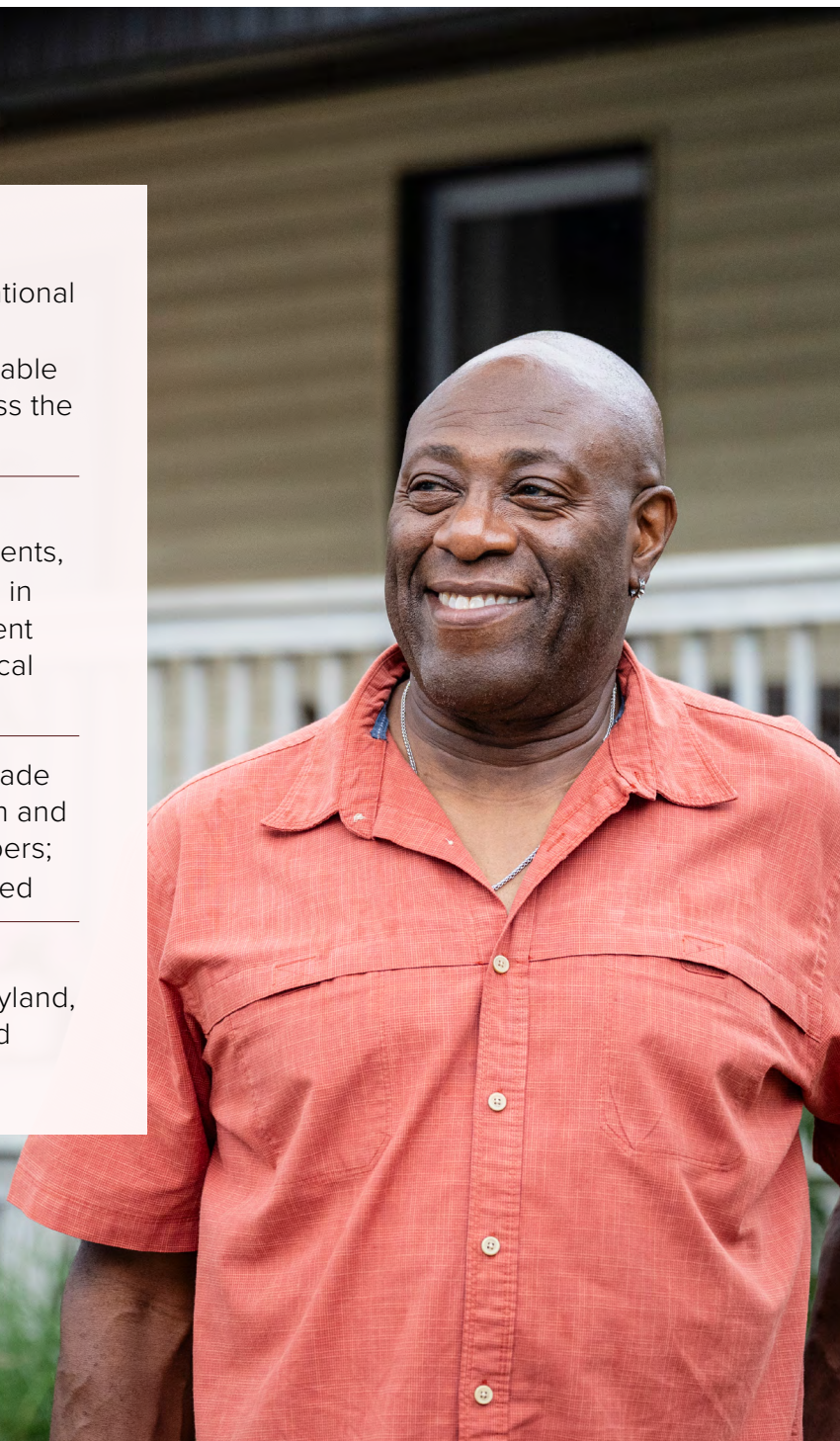
44 LGBTQ+ affirming housing developments, totaling **nearly 2000 units**, in various stages of development and funding received technical assistance



29 training courses made available in English and Spanish for housing developers; **82** training courses completed



6 roundtable, panel and townhall events in Maryland, Missouri, Illinois, Virginia, and New York



SAGECare

SAGECare is a leading LGBTQ+ aging cultural competency provider with decades as a leading educator that provides training programs and strategic guidance to help improve the lives of LGBTQ+ older people. Our training and consulting are available nationally and internationally, in the United States, Puerto Rico, DC, Canada, and the UK.



50,000+ individuals trained throughout FY 2024



369 2024 credentials issued, with **119 (32%)** of those being new clients



250,000+ individuals trained from **3,000+** organizations to date



12% of the estimated 4 million LGBTQ+ older adult population or **nearly half a million** LGBTQ+ adults aged 50+ are being served by SAGECare-trained providers



“Thank you so much for the amazing training today. I wanted you to know that your kind and thoughtful words brought tears to my eyes and many others in the room. Your acknowledgement of the hard work that these wonderful staff members put in day in and day out was right on point. We feel so lucky to have had you as our trainer for both of our SAGE webinars and look forward to more in the future.”

**SUZANNE ANDERSON,
AGE OF CENTRAL TEXAS**



SAGECollab

SAGECollab partners provide services and/or advocacy with and on behalf of LGBTQ+ elders on a local level, receive ongoing assistance, training, and leadership development from SAGE and its staff, frequently access SAGE’s national programs, and mobilize our national network to action.

74 partners

36 states with a presence, plus DC and Puerto Rico



National Work

SAGE x HearMe

HearMe, an LGBTQ+ founded company, is an on-demand mental wellness app that allows LGBTQ+ elders to text one-on-one with trained empathetic listeners to get things off your chest, be seen, heard, and validated.



270 new members in 2024



2,706 chats, **269** of which were ongoing conversations



28% of SAGE members received sustained, ongoing support



88% average listener satisfaction



47 volunteer listeners



40% of users located in rural areas



“Throughout the many sessions I had with Erica, I found her to be kind, affirming and insightful. I am sure that these services would benefit many seniors who are embarked on their respective journeys. Thanks so much

to the SAGE and HearMe team.

You folks made a difference in my life.”



VALERIE WOLFS,
SAGE X HEARME
USER, WISCONSIN



Media

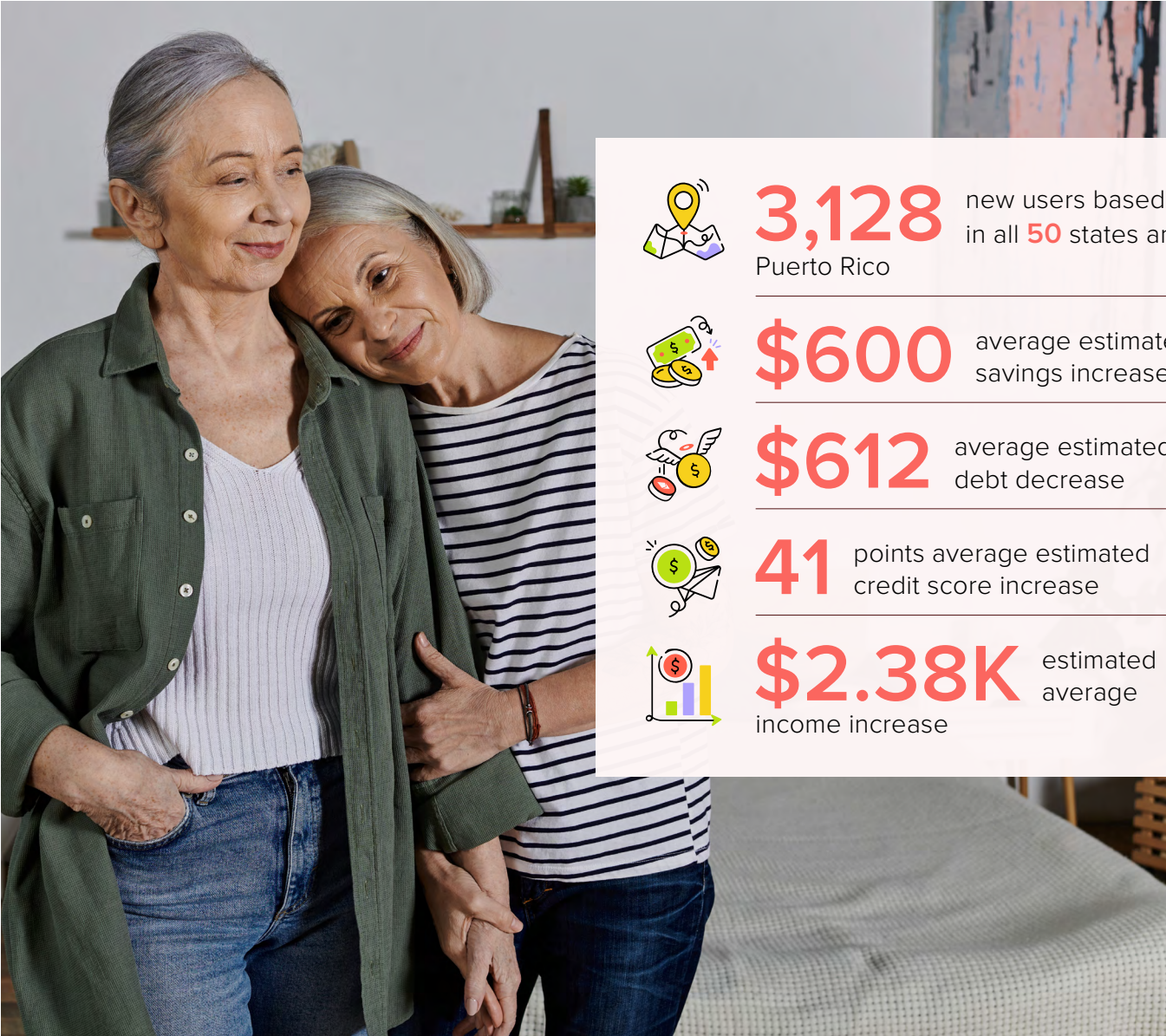
660 media hits

3,344,960,570 media impressions

\$31,211,000 total ad value

SAGECents

SAGECents is a digital wellness platform made specifically for LGBTQ+ elders to increase financial stability and reduce economic stress.



3,128 new users based in all **50** states and Puerto Rico



\$600 average estimated savings increase



\$612 average estimated debt decrease



41 points average estimated credit score increase



\$2.38K estimated average income increase

“It really helped me a lot because when I first became retired/unemployed, I had difficulty because it’s a whole new mindset. By using SAGECents, I realized what my financial journey was. It wasn’t about a job anymore. It was about my savings.”

RODOLFO ROMERO,
SAGECENTS USER, CALIFORNIA



SAGEServes

SAGEServes creates ever-growing opportunities to serve our community's older people and support their unique needs. We do this through direct services at our four SAGE Centers and care management programs in New York City, programs designed to support LGBTQ+ elders across New York State, and programs designed for LGBTQ+ elders in Southern Florida.

SAGE Centers



155,900 touch points
across the spectrum of services
SAGEServes provides to support
LGBTQ+ elders



78,230 nutritious meals
provided to combat food insecurity



9,410 programs and events, including
movie nights, book clubs, meditation,
Tai Chi, language, and art classes



7,500 information and referral
connections to key services such
as mental health support, financial
wellness information, and housing
resources



Care Management

SAGE's Caregiving Program worked with



207 participants,
providing over



8,960 units of service

“My experience with SAGE has gently shifted my perspective, helping me develop a more inclusive and compassionate view of aging within the LGBTQ+ community. Witnessing the diverse and vibrant lives of senior SAGE members has deepened my commitment to advocating for their visibility and respect in the broader community.”

PATRICK LAVERGNE, VOLUNTEER, NYC

SAGEPositive

Our NY-based SAGEPositive program is uniquely positioned to help LGBTQ+ elders living with HIV get the resources they need. In addition to having extensive knowledge of NY-based services and resources for elders, SAGEPositive offers support groups, sexual wellness workshops, social events, friendly visiting, HIV and STI testing, PrEP seminars, case management, and educational forums.



52 SAGEPositive events



1,470 total participant points of contact



“Hopefully, if you’re blessed, you might get to my age.”

VIVIAN LOPEZ PONCE,
SAGE POSITIVE PARTICIPANT, NYC

Miami Care Management



142 care management units of service



216 participants served via care management and information and referral



54 outreach and networking events attended

Broward County Care Management (started Spring 2024)



28 participants served via care management, information, and referral



41 outreach and networking events attended

“As I’ve been down, they’ve brought me up. They’ve helped me so tremendously.”

YVONNE KIMBROUGH, PARTICIPANT, FLORIDA

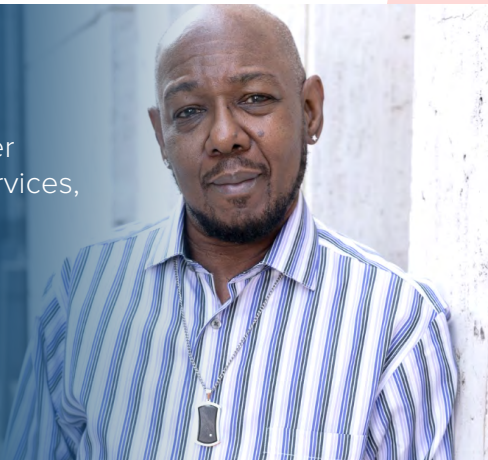


SAGEVets

SAGE Vets is a statewide program to help LGBTQ+ veterans in New York State who are age 50 and older improve their access to the VA and other veteran services, as well as support their overall health and wellness.

450 SAGEVets participants

110 programmatic events



SAGEServes

Friendly Visitor Program

The SAGE Friendly Visitor program, founded in 1979 and the first of its kind in the U.S., matches volunteers from the community with LGBTQ+ elders to form relationships that are mutually rewarding and build community.

“What I love is sharing with my friendly visitor because I don’t share with everybody.”

SUSAN FRANKEL, FRIENDLY VISITOR PARTICIPANT, SAGE FLORIDA



NYC



109 matches supported



4,508 NYC Friendly Visitor volunteer hours reported



3,790 volunteer/participant contacts

South Florida



25 matches supported



1,529 volunteer/participants contacts



1,186 Florida Friendly Visitor hours reported

Volunteers



202 new volunteers



1,852 hours of work through our SAGE Centers — assisting with meals, workshops, and escorting participants to appointments



“To me, volunteering is a great way to make the world a little better and to combat cynicism with useful activity. I love volunteering because while sometimes the work is tiring, I never fail to leave SAGE feeling like I got more from the experience than I contributed.”

PETER PAGANO, VOLUNTEER, NYC

SAGE Gala 2024



SAGE celebrated its annual Awards & Gala on October 21, 2024. Host Nina West, best known from the eleventh season of RuPaul's Drag Race, energized the over 600 LGBTQ+ people and allies joined together at Cipriani Wall Street to celebrate the strength of LGBTQ+ elders. This special evening raised over \$1 million to help LGBTQ+ elders get the care and support they deserve.

One of these incredible elders is Barbara Abrams, a daily attendee of SAGE Center Brooklyn at Stonewall House. Abrams gave a touching speech about her journey from coming out in Jacksonville, Florida to finding community in New York City.

"Because of SAGE," Abrams said. "I feel like something was ignited in me that brought me back to life."

Throughout the evening, community activists and supporters were celebrated for their outstanding contributions. Beverly Glenn-Copeland received the Joyce Warshaw Lifetime Achievement Award for his transformative music career and influential activism on behalf of the LGBTQ+ community. As he sang, the Kristin Sudeikis Dance Company captivated the crowd.



The program posthumously honored longtime SAGE board member and community activist Frank Stark with the Ken Dawson Award. Evercore, a premier global independent investment banking firm, received the Corporate Leadership Award for their service to the LGBTQ+ community.

SAGE thanks Gala Co-Chairs Jonathan Carter, Dawn Fischer, and Josue Santiago for their care and planning. Additionally, SAGE is extremely grateful for the generosity of its host committee, sponsors, Board of Directors, and attendees.



Our Supporters

Foundations

\$250,000+

The Harry and Jeanette Weinberg Foundation

\$100,000 – 249,999

Amazin' Mets Foundation

Archstone Foundation

Booth Ferris Foundation

Conrad N. Hilton Foundation

Evercore Foundation

Gill Foundation

Horizons Foundation

Jewish Federation of North America

RRF Foundation for Aging

The Eisner Foundation

The Ted Snowden Foundation

Wellspring Philanthropic Fund

\$50,000 – 99,999

Galvan Foundation

MetLife Foundation

Our Fund Foundation

The CT Charitable Foundation

The Keith Haring Foundation Inc.

\$25,000 – 49,999

Alphawood Foundation

Broadway Cares/Equity Fights AIDS

John H. & Ethel G. Noble Charitable Trust

Prudential Foundation

The David Bohnett Foundation

The Isaac H. Tuttle Fund

The Jarvie Program

\$10,000 – 24,999

FJC — A Foundation of Philanthropic Funds

Johnson Family Foundation

Louis and Anne Abrons Foundation, Inc.

Rockefeller Foundation

Steven & Alexandra Cohen Foundation

The David Geffen Foundation

The John A. Hartford Foundation

\$5,000 – 9,999

AHS Foundation

Anonymous

Apollo Opportunity Foundation

Design Industries Foundation Fighting AIDS

Fire Island Pines Arts Project

Grace J. Fippinger Foundation

Wallis Annenberg Legacy Foundation

Walton Family Foundation



Corporate Champions

\$250,000+

Gilead Sciences
JPMorganChase

Pfizer Inc.
Procter & Gamble

Wells Fargo

\$100,000 – 249,999

ViiV Healthcare

\$50,000 – 99,999

AARP
Capital One

Fors Marsh
Lululemon

Macquarie Group United States
Moderna Therapeutics

\$25,000 – 49,999

Anonymous
Con Edison

Johnson & Johnson Services Inc.
Saxx Underwear

\$10,000 – 24,999

1585 Healthcare
A&O Shearman Law
Alvita Care
Citibank
Clifford Chance US LLP
Crum & Forster
Debevoise & Plimpton LLP
Freshfields Bruckhaus Deringer LLP
Fried, Frank, Harris, Shriver & Jacobson LLP

Friedman, Kaplan, Seiler & Adelman
Kramer Levin Naftalis & Frankel LLP
Law Offices of Thomas Sciacca, PLLC
Lincoln Avenue Capital
Public Consulting Group
Renewal Memory Partners
S&P Global
Schulte, Roth, & Zabel LLP
Skadden, Arps, Slate, Meagher & Flom LLP

Sony Corporation of America
Sullivan & Cromwell LLP
Tito's Vodka
Visible Wireless
Warburg Pincus LLC
Weil, Gotshal & Manges LLP
Zimmer Biomet

\$5,000 – 9,999

Amgen
Ballard Spahr
Blackstone
Blank Rome LLP
Bullet Bar
Cahill Gordon & Reindel LLP
Corcoran Group Real Estate
Cravath, Swaine & Moore LLP
Digital Impulse
Dry Farm Wines
Eisenhower Health
Glenmede
Greenberg Traurig, LLP
Grindr
Imprint
Janssen Pharmaceuticals, Inc.
Jefferies Group LLC
Jones Day
Morgan, Lewis & Bockius LLP
National Senior Communities (NSC)

Paul, Weiss, Rifkind, Wharton & Garrison LLP
PhRMA
Piper Sandler & Co.
Prose
Scali Rasmussen, PC
Shutterstock

TikTok
UBS Financial Services Inc.
Welltower Inc.
Wilmer Hale LLP



Government

FEDERAL

Legislators

Rep. Suzanne Bonamici	Rep. Mark Pocan	Senator Kirsten Gillibrand
Rep. Josh Gottheimer	Rep. Bobby Scott	Senator Ed Markey
Rep. Barbara Lee	Rep. Ritchie Torres	Senator Patty Murray
Rep. Jerry Nadler	Senator Bob Casey	Senate Minority Leader Chuck Schumer

Agencies

U.S. Department of Health and Human Services – Administration for Community Living
US Department of Housing and Urban Development
Centers for Disease Control and Prevention

NEW YORK STATE

New York State Department of Health
New York State Office of the Aging
New York State Division of Veteran Affairs
New York State Office of Temporary and Disability Assistance
New York State Legislature

New York State Senators

Jabari Brisport	Liz Krueger	Luis R Sepulveda
Cordell Cleare	Rachel May	Jessica Scarpella-Spanton
Brad Hoylman-Sigal	Gustavo Rivera	

New York State Assemblymembers

Didi Barrett	Tony Simone	Phara Souffrant Forrest
Harvey Epstein	Daniel O'Donnell	Steve Stern
Deborah Glick	Rebecca Seawright	
Ron Kim	Harry Bronson	

NEW YORK CITY

New York City Department for the Aging
New York City Department of Health and Mental Hygiene
New York City Human Resources Administration
New York City Department of Veterans' Services
New York City Council

New York City Council Members

Adrienne E. Adams, Speaker	Carlina Rivera
Diana Ayala, Deputy Speaker	Yusef Salaam
Keith Powers, Majority Leader	Lynn Schulman
Shaun Abreu	
Erik Bottcher	
Justin Brannan	
Tiffany Caban	
David Carr	
Shahana Hanif	
Kamillah Hanks	
Robert F. Holden	
Crystal Hudson	
Chi Osse	



Financial Statements

Condensed Statements of Financial Position

As of June 30, 2024 and June 30, 2023

	2024	2023
ASSETS		
Cash and Investments	\$ 9,651,116	\$ 11,049,651
Receivables and Pledges	8,758,235	10,718,003
Right-of-use Assets	1,096,708	1,146,561
Prepaid Expenses and Other Assets	874,264	569,674
Property and Equipment, Net	11,730,919	12,469,210
TOTAL ASSETS	\$ 32,111,242	\$ 35,953,099
LIABILITIES		
Payables and Accrued Liabilities	\$ 1,874,188	\$ 1,619,421
Loans Payable	8,090,375	8,307,213
Other Liabilities	1,306,261	677,064
TOTAL LIABILITIES	\$ 11,270,824	\$ 10,603,698
NET ASSETS		
Without Donor Restrictions	\$ 16,967,732	\$ 20,316,301
With Donor Restrictions	3,872,686	5,033,100
TOTAL NET ASSETS	\$ 20,840,418	\$ 25,349,401

Condensed Statements of Cash Flows

For the years ended June 30, 2024 and June 30, 2023

	2024	2023
Net cash provided by (used in) operating activities	\$ (1,791,779)	\$ (3,465,629)
Net cash provided by (used in) investing activities	201,699	(1,429,695)
Net cash provided by (used in) financing activities	(196,136)	(258,422)
Net increase (decrease) in cash and cash equivalents	(1,786,216)	(5,153,746)
Cash and cash equivalents at beginning of year	5,267,203	10,420,949
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$ 3,480,987	\$ 5,267,203

Condensed Statements of Activities

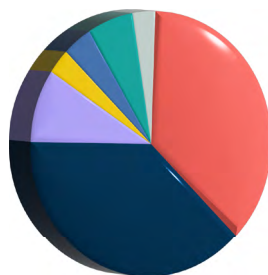
For the years ended June 30, 2024 and June 30, 2023

	2024	2023
SUPPORT AND REVENUE		
Government Grants and Contracts	\$ 7,225,575	\$ 6,751,064
Contributions, Individuals and Foundations	7,484,669	6,992,015
Special Events	1,668,699	1,628,415
Bequests	556,687	1,661,161
Program Fees	859,670	905,053
Investment and Other Income	1,177,597	225,723
Donated Materials, Facilities and Services	595,361	541,707
TOTAL	\$ 19,568,258	\$ 18,705,138
EXPENSES		
Programs and Direct Services	\$ 18,038,041	\$ 17,127,802
Administration	2,559,718	2,222,924
Fundraising	3,479,482	3,090,372
TOTAL	\$ 24,077,241	\$ 22,441,098
CHANGE IN NET ASSETS	\$ (4,508,983)	\$ (3,735,960)

SUPPORT AND REVENUE
Government Grants and Contracts
Contributions, Individuals and Foundations
Special Events
Bequests
Program Fees
Investment and Other Income
Donated Materials, Facilities and Services

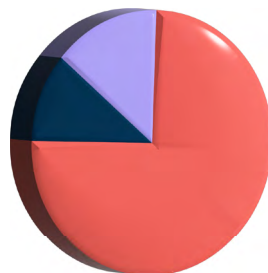
2024

37%
38%
9%
3%
4%
6%
3%



EXPENSES
Programs and Direct Services
Fundraising
Administration

75%
11%
14%





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     @sageusa