

# **365 DAYS OF THE NATIONAL APHASIA ASSOCIATION Annual Report**

NOVEMBER 1 2020 - OCTOBER 31, 2021



# **NAA ANNUAL REPORT**

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The mission of the National Aphasia Association is to promote public awareness and understanding of aphasia and provide support to all people with aphasia and their caregivers.

This annual report tells how we have fulfilled our mission during the time frame of November 1, 2020 - October 31, 2021. Our financial numbers reflect end-of-year giving for 2020. Money donated at the end of 2021 will allow us to make next year even more outstanding.

# NAA BY THE NUMBERS

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An Overview

You will learn the answers to these questions:

- How big is the aphasia community?
- How many people use the NAA resources each year?
- What events does the NAA offer?
- Which new article series started this year?
- What is the growth of the NAA Board of Directors?

# HOW BIG IS THE APHASIA COMMUNITY?

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How many people have  
aphasia?

# 2 MILLION

It is difficult to get the exact number of individuals living with aphasia in the United States because occurrences are underreported. Stroke survivors alone account for 2 million, but people also acquire aphasia from brain injuries and brain tumors. Additionally, an increasing number of people are diagnosed with primary progressive aphasia.

There may be as many as 4 million people, and the NAA is here to support them.

# HOW MANY PEOPLE USE THE NAA'S RESOURCES?

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How many people visit the site or contact the NAA each year?

**754,753** users

We provide resources — from articles to app suggestions — to the many people who visit our website.

**16,650** emails

The NAA receives a lot of emails, and we answer your questions, usually within 24 hours.

# WHAT EVENTS DO WE OFFER?

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We bet you want to know more about our online chats, groups, and webinars

Take a little look at our online calendar (<https://www.aphasia.org/online-events/>) and you'll see events happening almost every weekday!



# THIS YEAR'S APHASIA CAFE CHATS

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**11**

We've been hosting a monthly online chat for years, and this year, we held 11 chats. People gathered to talk about everything from how to navigate conversations in big groups to favorite games.

**1,230**

We communicated with the 1,230 people on our aphasia cafe mailing list.

**630**

630 attended our monthly chats to connect with other people who have aphasia.

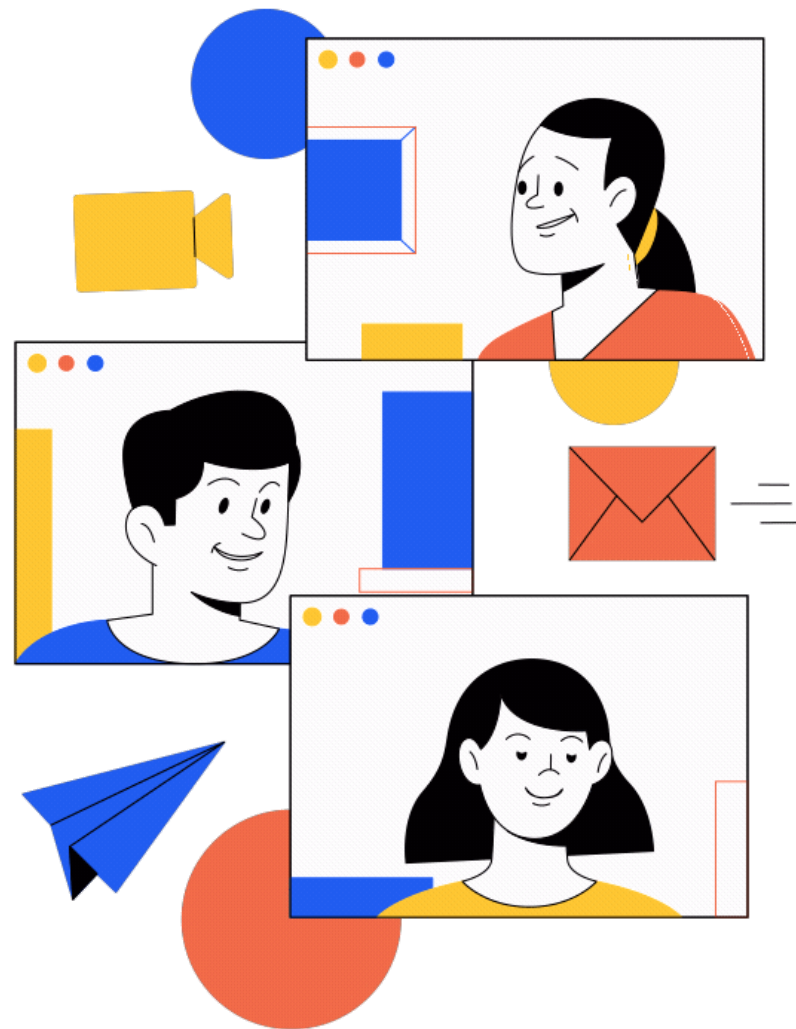
# THIS YEAR'S PRIMARY PROGRESSIVE APHASIA CHATS

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Primary progressive aphasia is a neurological condition that affects communication. It begins gradually but progresses over time, eventually impacting speaking, writing, and understanding language.

**480**

Becky and her team hosted two primary progressive aphasia chats per month for people with PPA and caregivers. 480 people attended in the last six months.



**355**

We sent resources to the 355 families on our PPA chat mailing list.



# THIS YEAR'S ASK THE EXPERT WEBINARS

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5

We launched our new Ask the Expert webinar series this summer. We held 5 events, and we're on pace to hold another 24 before the next report!

226

226 people attended our Ask the Expert webinars to learn about everything from apraxia to the role of neurologists in aphasia care.



777

We taped our webinars, and hundreds watched the videos after the event.

# THIS YEAR'S OTHER ONLINE GROUPS

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## WE HOSTED MANY WEEKLY EVENTS:

- Books, Us, & More: an online book club
- Professionals with Aphasia group
- Game Club
- Work Out Your Words: exercise and speech practice



# WHAT ARE OUR LATEST ARTICLE SERIES?

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At the NAA, we're always starting new online projects

In addition to **hundreds** of news articles, **thousands** of social media posts, and **5,058 participants** in June's Aphasia Awareness Month, we now have the Aphasia Snapshot series (a monthly survey capturing the thoughts of the aphasia community on a single topic) and the NAA Affiliate highlights, showcasing aphasia professionals around the United States.



# THIS YEAR'S APHASIA SNAPSHOTS

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Each month, we took the pulse of the community on topics ranging from how they were impacted by the pandemic to their thoughts on support groups. We've completed 9 so far, and we're just getting started.

425

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425 people participated in our Aphasia Snapshots. They answered questions, and we pulled together the results into a downloadable PDF.

6,339

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The Snapshots were read online or downloaded 6,339 times so far.



# THIS YEAR'S AFFILIATE HIGHLIGHT SERIES

**1,286**

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Many of the 1,286 NAA Affiliates offered aphasia services to the community.

**14**

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We relaunched the NAA Affiliate highlights last month to let you know about their services. We already have the next 14 highlights lined up.

**54,113**

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Thousands of people with aphasia — 54,113 — used our service directory this year. Were you one of them?



# EVEN WITH THE PANDEMIC, IT IS STILL BUSINESS AS USUAL...

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## NEWSLETTERS

We sent out at least two newsletters per month (that's **24 newsletters** per year) to our **24,061 subscribers**. And you really liked our newsletter! We had a **7.9% click rate** — almost **three times the average click rate** for a non-profit newsletter.

## YOUR EVENTS AND RESEARCH

We spent a lot of time highlighting YOUR programs, events, studies, and research in our newsletter and social media accounts. We were a clearinghouse for clinics and groups across the United States.

## SOCIAL MEDIA

With **19,663 Facebook followers** and **3,622 Twitter subscribers**, we spent a lot of time talking online.



# OUR BOARD IS 80% LARGER

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There's 80% more passion, expertise, ideas, and energy.

We have an ambitious agenda ahead of us, and we enlarged our board to address the expansion of our 2022 initiatives in research, aphasia education, and programs.

Leadership for the organization is provided by board members representing law, finance, business, development, medicine, technology, speech pathology, and, most importantly, individuals with aphasia.

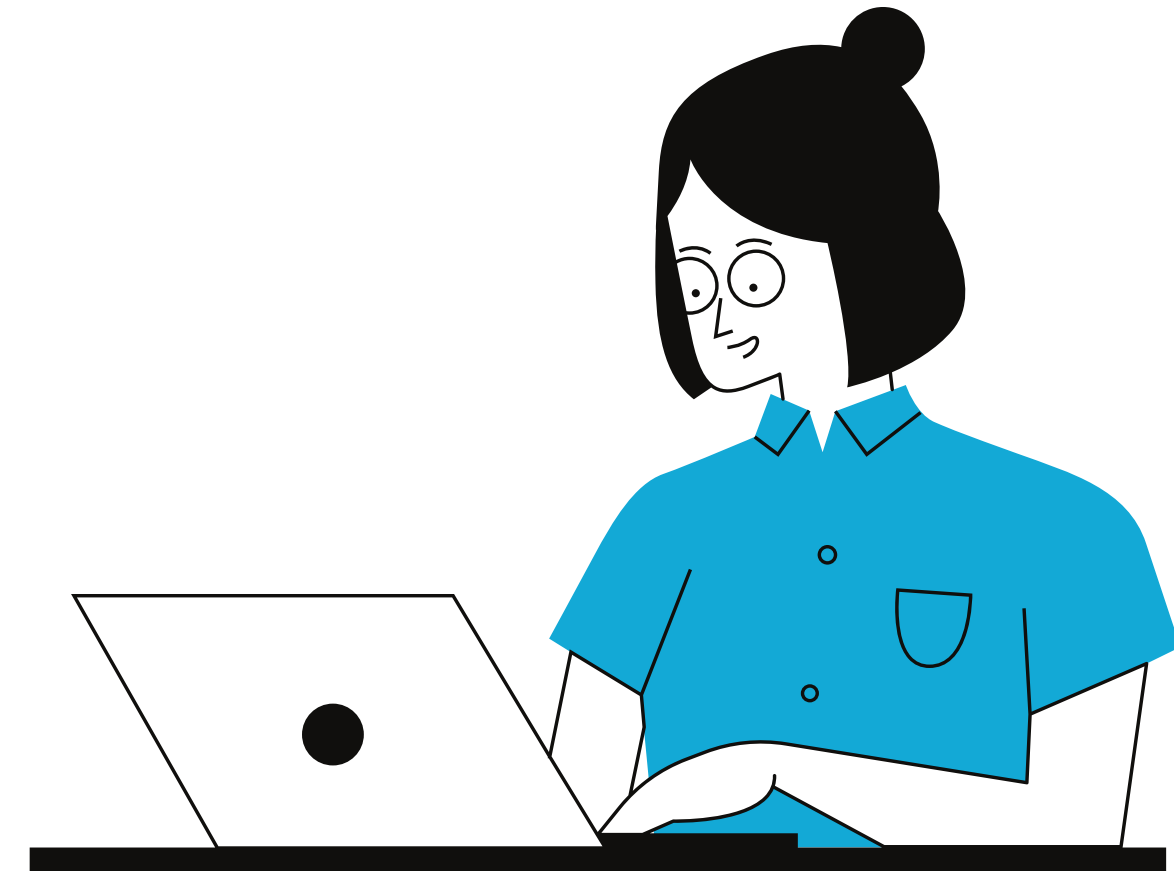
80%

# HOW DO WE DO IT ALL?

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NAA is a small but mighty association with a big impact.

We depend upon the involvement of our NAA Affiliates, the expertise of our board, and the philanthropy of members in the aphasia community who know they can rely on us for information, advocacy, and support.





# WHAT DO ALL THESE NUMBERS ADD UP TO?

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You're part of the equation

We could not do this work without you and your support. Thank you for being part of the NAA this year by attending Ask the Expert events, talking in our many chats, donating to our programs, jumping into the conversation on social media, or participating in our Snapshots.

# YOUR DONATION MATTERS

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OUR FUNDING COMES ENTIRELY FROM PEOPLE LIKE YOU



**\$20,447**

The NAA received \$20,447 in donations last year during our end-of-year giving campaign, which enabled us to provide all of our programs and resources free of charge

**\$20,000**

The NAA board has pledged a 1:1 match for donations during November and December 2021 — up to \$20,000.

(<https://www.aphasia.org/donate/>)

**WILL YOU SUPPORT THE NEXT  
365 DAYS OF WORK? PLEASE  
MAKE A DONATION TODAY.**

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**WE ARE SO GRATEFUL FOR OUR  
AMAZING COMMUNITY**

