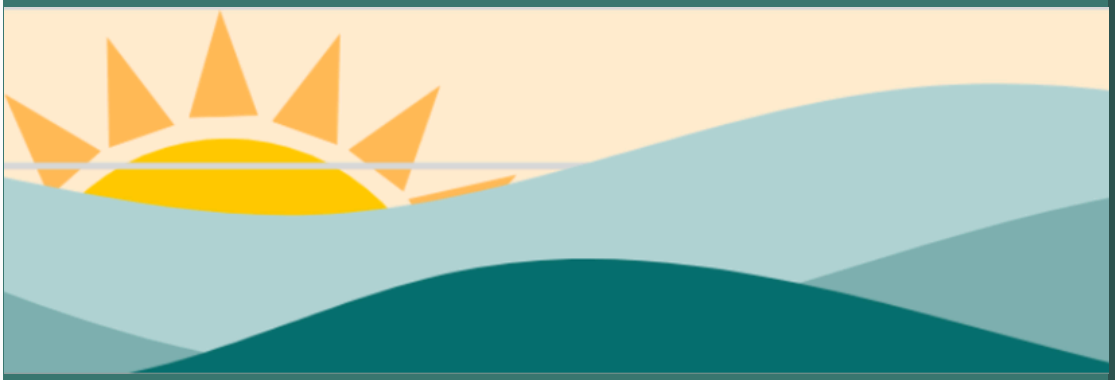
National Aphasia Association

THE YEAR IN REVIEW 2025

IT'S A NEW DAY WITH THE NAA

2025 IMPACT REPORT

Celebrating Connection, Collaboration, and Change



https://www.aphasia.org

Mission:

The Mission of the National Aphasia Association:

- Provide support to all persons with aphasia and their loved ones.
- Promote public awareness and understanding of aphasia.
- Foster research that aims to improve the lives of people with aphasia.

The Vision of the National Aphasia Association:

The NAA envisions a world where there are no barriers to living fully with aphasia

We are committed to diversity, equity, inclusion, access, and social justice because aphasia can impact anyone, regardless of background.

A Letter from the Home Office

Dear Aphasia Community,

This past year marked more than progress - it marked a transformation. At the National Aphasia Association (NAA), we embraced a new era with renewed purpose, modern tools, and deeper connections. As we unveil this organizational annual report, we do so with immense pride and gratitude.

We modernized our identity with a bold new website, logo, and brand. These are designed not just to look better, but to work better for people with aphasia and those who love and support them. Every update we made was grounded in accessibility, inclusion, and clarity. We strive to be the front door: the first place a person/family goes when aphasia comes into their lives.

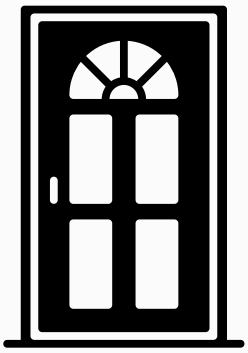
But this year wasn't just about redesign. It was about re-commitment. We expanded our research investments, strengthened our support groups, brought professionals into the conversation with an updated provider listing, and grew our nationwide reach — all while listening more closely than ever to people with aphasia.

In everything we do, our goal is simple: to help people with aphasia feel understood, empowered, and never alone. Whether someone finds us after a diagnosis, or joins as a supporter or advocate, they'll find a trusted guide, and a welcoming community.

You'll see in these pages a snapshot of how far we've come and where we're headed. Thank you for being part of this movement. Thank you for helping make this a new day with the NAA.

In service and appreciation,
Maura Silverman, MS, CCC/SLP
Executive Director
National Aphasia Association

We became...



For many individuals and families, the **National Aphasia Association** is the first place they turn after hearing the word aphasia—often during one of the most overwhelming moments of their lives.

A stroke. A brain injury. A diagnosis of Primary Progressive Aphasia. A loved one suddenly unable to communicate.

Questions come quickly.

What is aphasia? Will they recover? Where do we go? Who can help?

The NAA is here to help answer those questions.

We serve as the front door to the aphasia community—welcoming individuals with aphasia, family members, caregivers, healthcare professionals, and anyone searching for reliable information, compassionate guidance, and hope.

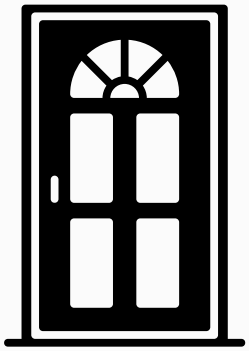
We don't replace local services. We help people find them.

Whether someone is looking for a speech-language pathologist, support group, educational resources, research opportunities, advocacy programs, or simply reassurance that they are not alone, the NAA connects them to the next step in their journey.

Because aphasia affects an entire family...
our support does too.

> *"We became the Front Door for those on an Aphasia Journey"*

The NAA is where many journeys begin—but it is also a community people return to throughout every stage of living with aphasia.



What does this look like:

- **Trusted Information** – Clear, evidence-based resources about aphasia, recovery, communication, and living well.
- **Personal Guidance** – Helping individuals and families understand their options and navigate available services.
- **Provider Directory** – Connecting people with aphasia-informed professionals and programs across the country.
- **Support for Care Partners** – Resources, education, and encouragement for spouses, adult children, friends, and caregivers
- **Connections to Community** – Introducing families to support groups, events, ambassadors, webinars, and opportunities to meet others living with aphasia.
- **Hope for the Future** – Information about research, advocacy, and ways to stay engaged throughout the aphasia journey.

> *Come on in...*
>
> *And stay!*

We connected...

At the NAA, we see ourselves as the strong, established trunk at the center of the Aphasia community tree. We are rooted in our ability to offer support, stability, and direction as individuals and families are impacted by aphasia.

There is an ever growing and extremely rich community of providers, programs, courses and connections across the United States and beyond.

We, as the NAA, are positioned to nurture and fortify these partners and help them each grow to serve within their mission and purpose.

New Followers this year:
693 on Facebook
151 on Instagram
75 on LinkedIn

OVER 25,000 FOLLOWERS

Facebook
Instagram
LinkedIn
and now... TikTok

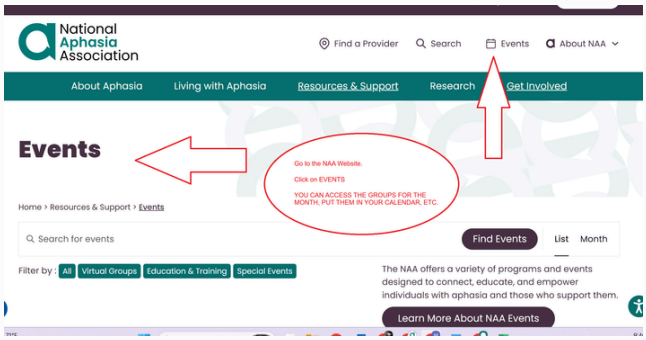
National Aphasia Association
NAA Community Hub

The NAA Community Hub launched to provide a safe place for individuals to connect, share and find support.

> *"You belong here."*

We connected...

- 13 recurring interactive virtual programs for education, support, and connection
- **Ask the Expert** - recurring educational webinar
  - 397 live attendees of the 11 webinars in 2025 - with thousands more watching the recordings on our website and YouTube
- Relaunched **Speaking Out:** 10/3 and 10/4, 2 day free virtual webinar
  - Day 1: 168 live attendees
  - Day 2: 139 live attendees



> *"Come on in...we are here for you!"*

and shared...

"The show was emotional, healing and inspiring. My heart is full seeing my mom's art. All the other art, poems and performances shed so much light on what it means."

Adaptable

Persistant

Hard

Ability

Searching for simple syllables

Imprisoned

Authentic

The **Night of Aphasia Arts** continues to be a wonderful, poignant annual event. We received over 125 pieces of art: visual art, poems, dances, songs, and more.

"One of the best ways to learn about aphasia is to hear from people with aphasia."

and shared more...

Our new website allows us to share Aphasia Voices, Resources, Awareness Events and so much more!

Aphasia Voices

> *"One of the best ways to learn about aphasia is to hear from people with aphasia."*

We Advanced Research

Research gives us hope—not only for better treatments and better communication, but for a better future for every person living with aphasia.

The National Aphasia Association is committed to advancing research in meaningful ways. We invest in new ideas, connect researchers with participants, translate complex findings into everyday language, and ensure that people with aphasia and their families have a voice in shaping future discoveries.

Because research shouldn't stay in journals—*it should improve lives.*

- Learn about aphasia research
- Post a / Find a Study
- Latest Research Results
- NAA Funding Opportunities
- Core Impact Project

> *Research only changes lives when people can access it."*

We funded research

Funding is more than financial support.

It creates opportunities for promising researchers to explore new ideas, launch pilot studies, develop innovative interventions, and build the evidence that leads to better care.

Our funding helps accelerate discoveries that may otherwise never leave the drawing board—and keeps people living with aphasia at the center of the research process.

> "Receiving funding from NAA has strengthened my confidence as an early career researcher and has opened doors to clinical trial work that would otherwise have been out of reach. It has also allowed me to engage my students in meaningful research experiences, giving them valuable hands-on opportunities to work with individuals living with aphasia."
>
> **Mara Steinberg Lowe, Ph.D. CCC-SLP, 2024 Outdrive Aphasia PPA Grant Award Recipient**

Barbara Martin Aphasia Research Grants	Two annual $10,000 grants supporting innovative research that improves understanding, treatment, and the lived experience of aphasia. (National Aphasia Association)
Outdrive Aphasia PPA Research Grant	One annual $10,000 grant dedicated to advancing research for Primary Progressive Aphasia and improving care for individuals and families living with PPA. (National Aphasia Association)
Dr. Davetrina Seles Gadson Health Equity Mini-Grants	Supporting community-driven projects that improve equity and inclusion in aphasia care. (National Aphasia Association)

"Putting the voices of people with aphasia at the center of future research." the future of aphasia."

Core Impact

National Aphasia Association has been awarded funding for a project to establish and disseminate a clear set of research priorities based on the experiences and needs of people living with aphasia.

This project was funded through a Patient Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (EASO-42247).

A Patient-Centered Core Impact Set (PC-CIS) is a standardized, patient-prioritized list of the effects a disease and its treatments have on a person's life. It expands beyond traditional clinical health metrics to include everyday life impacts, economic burdens, and effects on caregivers and family members. (NIH.gov)

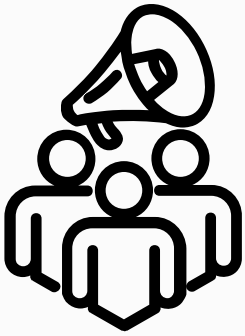
NAA CORE IMPACT PROJECT TIMELINE

JUNE 2025	**NAA AWARDED PROJECT FUNDING BY PCORI**
JUNE 2025	**1ST LEADERSHIP TEAM MEETING**
SEPT 2025	**ENVIRONMENTAL SCAN COMPLETED** We learned the impacts of living with aphasia that are in the literature and media
OCT 2025	**1ST ADVISORY TEAM MEETING TO DISCUSS RECRUITMENT**
DEC 2025	**RECRUITMENT BEGINS AND IS ONGOING**
JAN-FEB 2026	**CONVENING 1** Hearing from persons living with aphasia about the impacts of living with aphasia
MAY 2026	**CONVENING 2** Hearing from professionals about the impacts of living with aphasia
AUG 2026	**CONVENING 3** Hearing from persons living with aphasia & professionals about the impacts of living with aphasia
SEPT 2026	**DEVELOPING A ROADMAP** Disseminating the findings to all

This project was funded through a Patient Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (EASO-42247).

> *"Funding the ideas that will shape the future of aphasia."*

We Advocated



Advocacy comes in many forms—from sharing a personal story to educating a healthcare provider, hosting a community event, or simply helping one more person understand aphasia.

In 2025, the NAA expanded opportunities for people with aphasia, families, professionals, and supporters to become advocates. Together, we built a stronger, more connected community dedicated to creating awareness and driving change.

NAA Ambassador Program
The launch of our Ambassador Program empowered passionate volunteers across the country to serve as local advocates, educators, and champions for aphasia in their own communities.

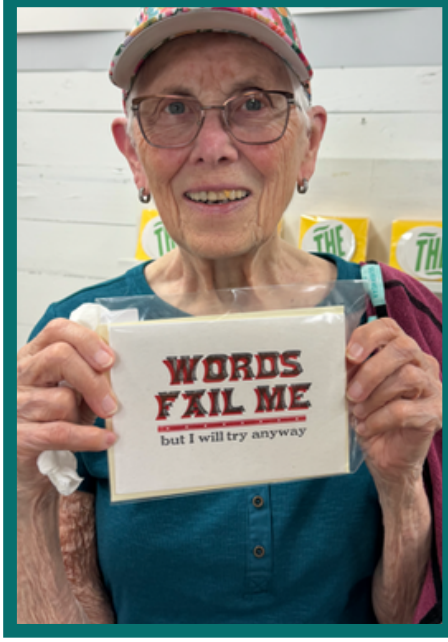
Aphasia Library Initiative
Aphasia Advocates worked with libraries in their own neighborhoods to increase public awareness and provide accessible aphasia resources where communities gather.

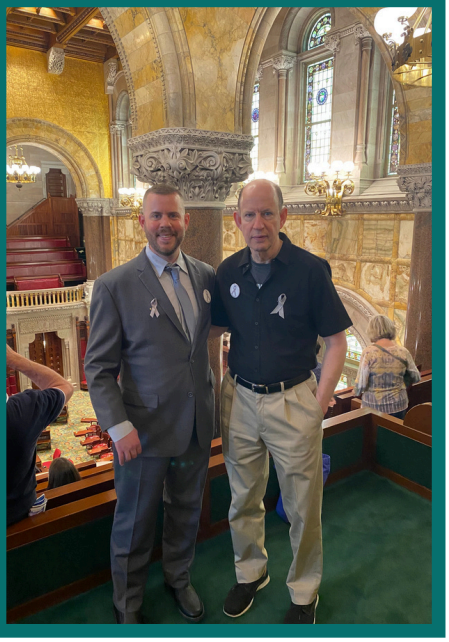
Piece by Piece
A nationwide campaign celebrating the idea that every person, every story, and every act of advocacy helps build a more aphasia-aware world. We collected videos, pictures and stories from around the US!

Speaking Out 2025
The successful relaunch of the NAA's national conference brought together people with aphasia, care partners, professionals, researchers, and advocates to learn, connect, and inspire action.

"Advocacy isn't about one voice—it's about empowering thousands of voices to create lasting change."

We Advocated





> *"Advocacy isn't about one voice—it's about empowering thousands of voices to create lasting change."*

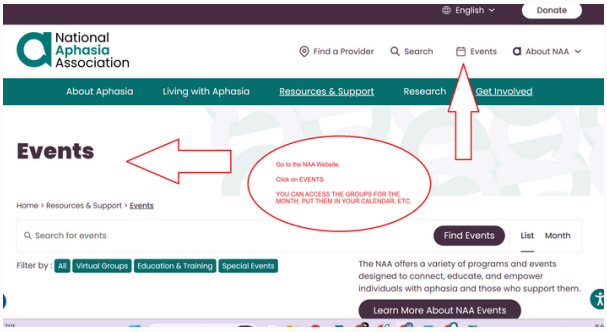
We Modernized

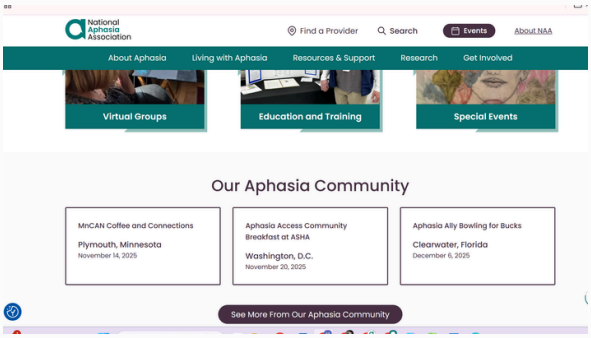
National Aphasia Association

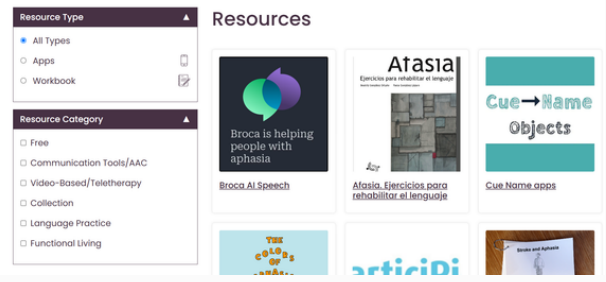
The National Aphasia Association has always been a trusted resource. In 2025, we took an important step forward—reimagining how we serve the aphasia community in a more accessible, engaging, and responsive way.

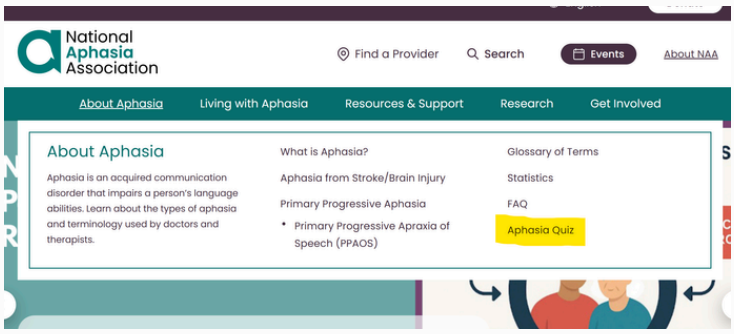
From a completely redesigned website to new digital tools, expanded educational resources, and a stronger online presence, we transformed the way people connect with the NAA. Every improvement was guided by one simple goal: making it easier for individuals with aphasia, families, professionals, and supporters to find trusted information, meaningful connections, and hope.

As we often say, we strive to be ***"the authority with a hug"***—combining expertise with compassion in everything we do.









Listen to this newsletter

> *We didn't simply update our platforms—we reimagined how people experience the National Aphasia Association."*

Because of YOU...

Every connection made. Every family supported. Every advocate empowered. Every research project funded.

It happened because people like you believed that individuals living with aphasia deserve to be seen, heard, and supported.

Whether you made a donation, participated in a fundraiser, honored a loved one, became a monthly (GEM) donor, included the NAA in your plans, volunteered your time, or simply helped spread awareness—you made a difference.

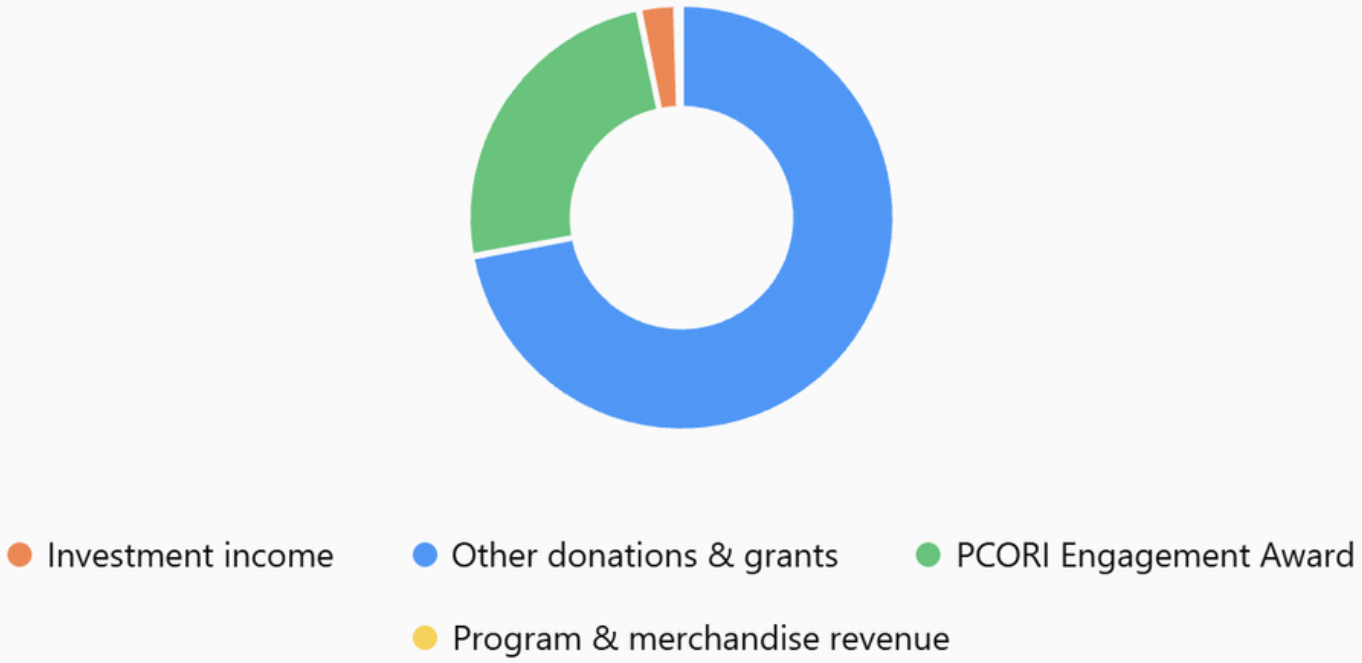
Your generosity fuels everything we do and inspires us to keep building a future where every person with aphasia has access to information, community, hope, and opportunity.

- Donate by Mail +
- Create Your Own Fundraiser +
- Memorial Gifts +
- Become a GEM - Join our Sustainer Program +
- Leave a Legacy +
- Stock Transfers +
- Donor Advised Fund +
- IRA Charitable Rollover +

National Aphasia Association

How our work was funded

2025 revenue based on accountant-reconciled financial records.



72% other donations and grants, 25% PCORI, 3% investment income, and less than 1% other/program revenue.

Our work is powered by people and partnerships.

In 2025, charitable gifts and grants provided the vast majority of NAA's support, including nearly $90,000 from the Patient-Centered Outcomes Research Institute (PCORI) to advance our work ensuring that the voices of people with aphasia help shape future research priorities. For more information on this project, see our Core Impact page: https://aphasia.org/core-impact/

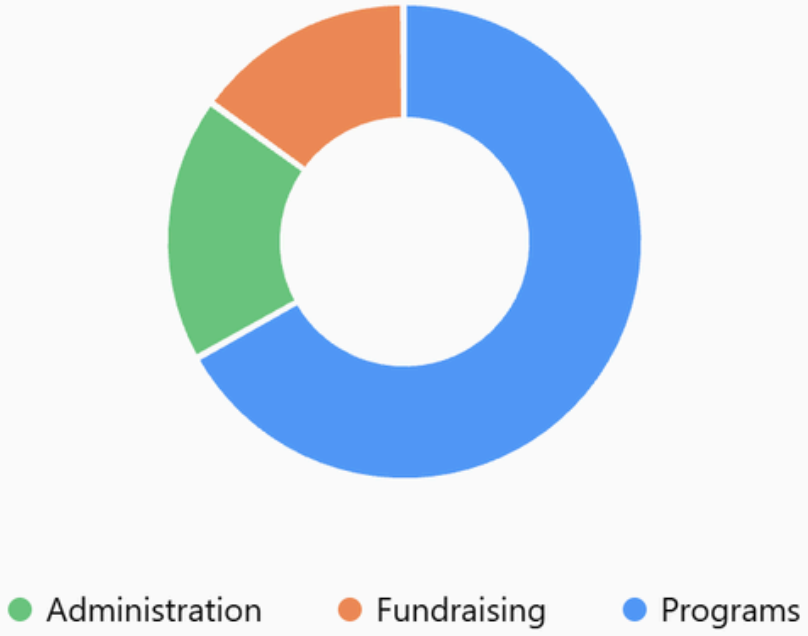
2025 financial figures are based on NAA's Form 990 and accountant-reconciled financial records. Improved financial and constituent-management systems implemented since 2025 will allow for more detailed reporting in future years.

> *"People want to fund your impact, not your existence." - Beth Brodovsky.*

National Aphasia Association

How we put resources to work

2025 functional expenses reported on the NAA Form 990.



67% programs, 18% administration, and 15% fundraising.

Our resources support our mission.

In 2025, approximately two-thirds of NAA expenses directly supported programs and services—including education, awareness, research support, resources for people with aphasia and families, and the national infrastructure needed to connect and serve our growing community.

2025 financial figures are based on NAA's Form 990 and accountant-reconciled financial records. Improved financial and constituent-management systems implemented since 2025 will allow for more detailed reporting in future years.

> *"Operationalizing funds to connect, educate and support"*

Future Goals & Strategy

> *We are continuing to allow our mission and values to guide the offerings for individuals with aphasia, carepartners and the providers who serve them.*

2026 and beyond...

01.

- Aphasia Awareness Survey
- Proclamation Project
- Speech Bubble Tour

02.

- Education and Training Programs
- Affinity Groups
- Research Dissemination

03.

- Collaboration
- Engagement
- Provider Support

A letter from the Board Chair

Dear Friends, Supporters, and Members of the Aphasia Community,

As Chair of the Board of Directors of the National Aphasia Association, I am honored to reflect on a year of remarkable progress, growth, and transformation for our organization.
The Board's responsibility is to ensure that the organization remains strong, mission-focused, and prepared for the future. This year, we worked closely with our Executive Director and dedicated staff to support a strategic vision centered on accessibility, innovation, advocacy, research, and community connection. We are proud of the progress that has been made and even more excited about the opportunities that lie ahead.

June 2025 brought the beginning of a revolution in how the NAA will be able to lead in research. The Patient-Centered Outcomes Research Institute entrusted us with a nearly $299,725 award to get the input of people with aphasia and their families, the clinicians who serve them, and aphasia researchers to develop a Patient-Centered Core Impact Set. When completed in 2027, the Core Impact Set will empower funding agencies, researchers, and aphasia programs to set their own priorities according to the biggest impacts of living with aphasia. This is the kind of leadership that the National Aphasia Association can provide and will continue provide in the future.

The Board is especially encouraged by the organization's continued focus on listening to the voices of people living with aphasia. Their experiences help shape our priorities, guide our decisions, and remind us why this work matters. When those voices are heard, our entire community becomes stronger.

We recognize that significant challenges remain. Too many individuals are still unaware of aphasia, struggle to find resources, or face barriers to participation and support. Yet we also know that meaningful progress is possible when we work together. The NAA is uniquely positioned to serve as both a trusted authority and a welcoming community, bringing people together to share knowledge, inspire hope, and advance change.

On behalf of the Board of Directors, thank you for your support, engagement, and belief in our mission. Whether you shared your story, attended a program, volunteered your time, contributed financially, advocated in your community, or simply helped spread awareness, you played an important role in the impact reflected in these pages.

Together, we are building a world where there are no barriers to living fully with aphasia.
With gratitude and optimism,

Jackie Hinckley, Ph.D., CCC-SLP, F-ASHA, BC-ANCDS
Chair, Board of Directors National Aphasia Association