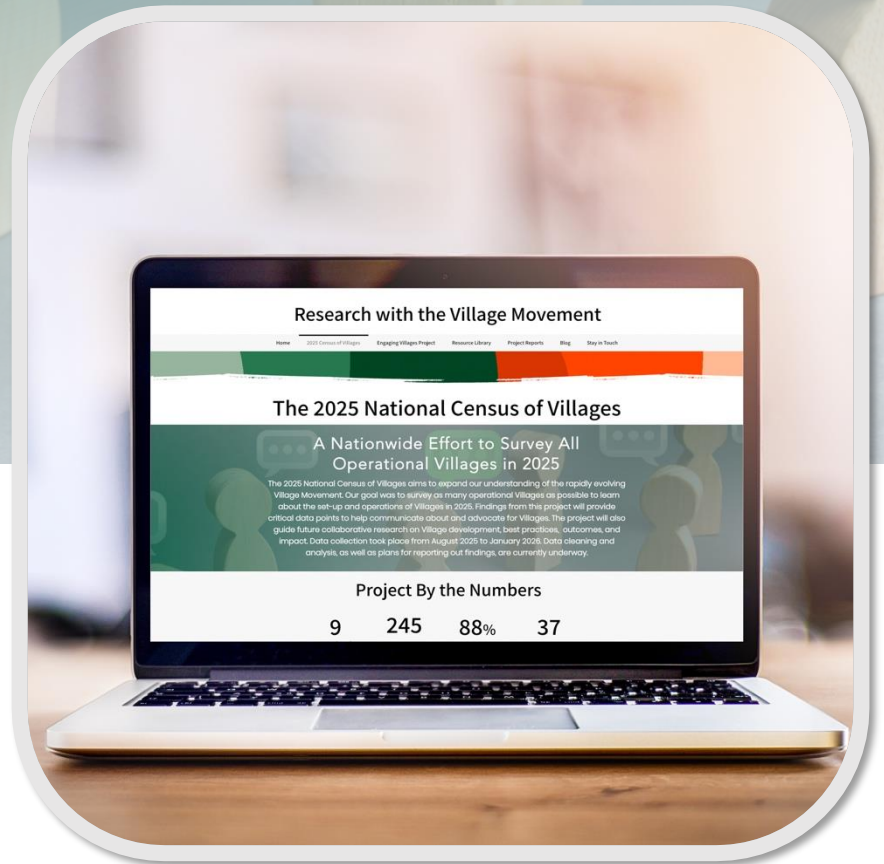


May 13, 2026

The 2025 National Census of Villages

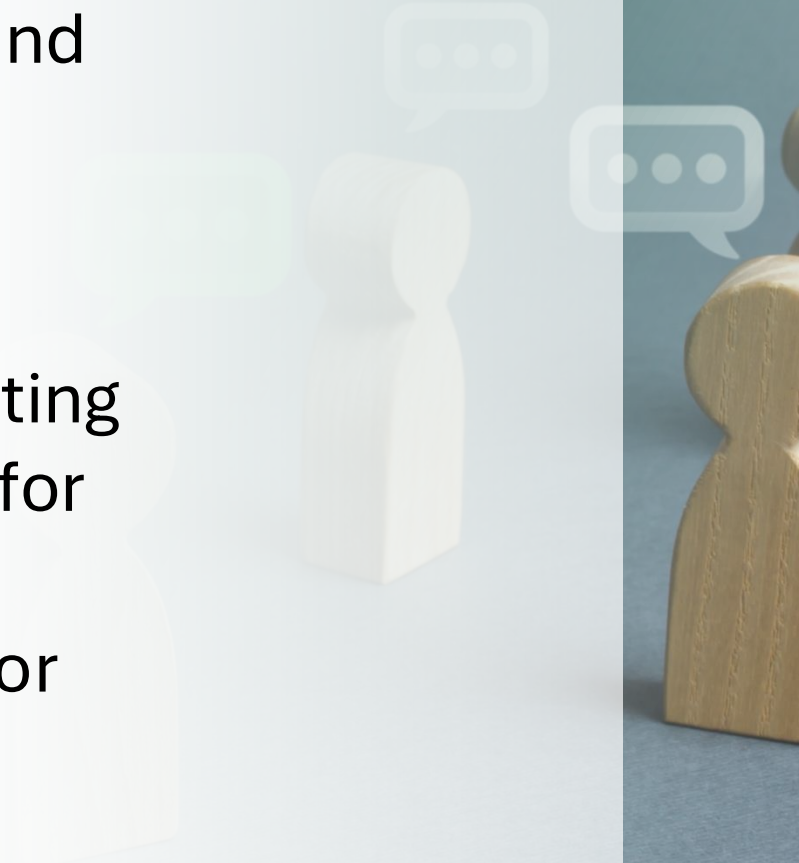
“First Look” Findings



RECORDING

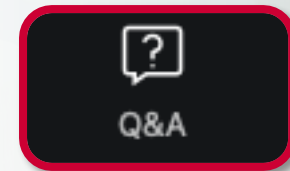
We will be creating a recording of today's event, and we plan to post the recording of our welcoming remarks and the presentations in the main room.

By attending and/or participating, you are consenting to photography/videography and for it to be used for purposes that are consistent with the mission of Rutgers University. You can rename yourself and/or turn off your camera as you prefer. Thank you!



TECH CONSIDERATIONS

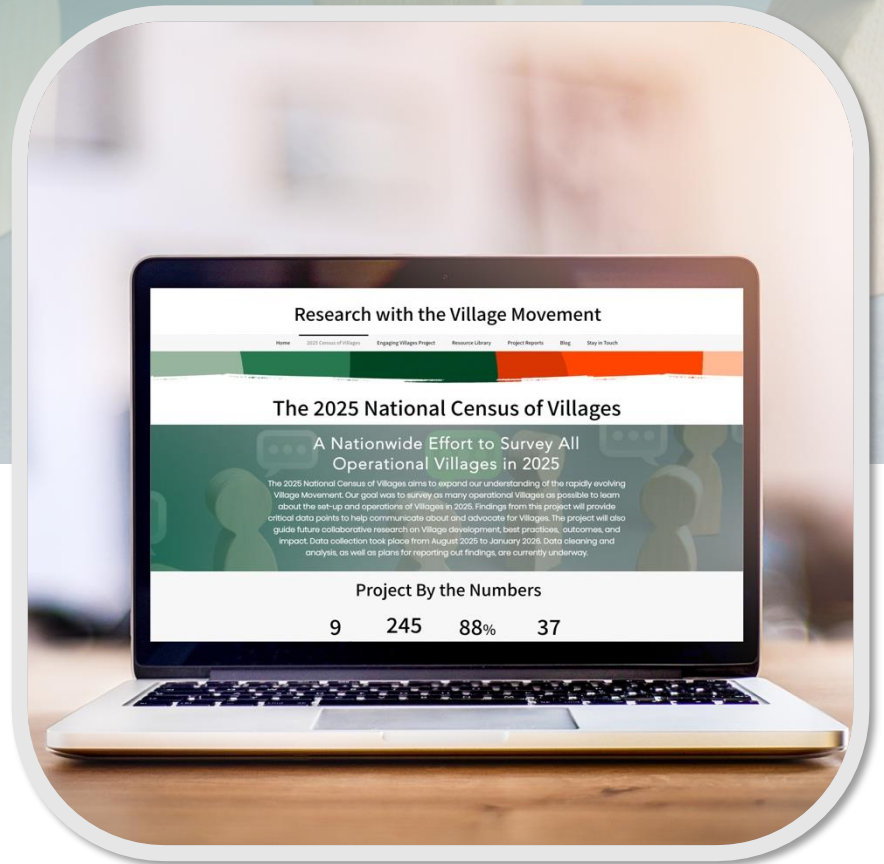
- Recording and other resources will be shared via email after the event
- Closed captions are enabled
- To ask a question during the meeting, navigate to the Q&A button in your Zoom control to share your question with our team
- Please rename yourself with your organizational or community affiliation as you are comfortable
- Be be sure you are muted and have your camera turned off during the main presentations



May 13, 2026

The 2025 National Census of Villages

“First Look” Findings



The background of the slide features a teal-to-blue gradient. Overlaid on this are several light-colored wooden human figures of varying heights and several speech bubbles. One speech bubble is a vibrant green, while the others are a lighter, semi-transparent green. The figures and bubbles are scattered across the scene, creating a sense of a group or community.

Welcoming Remarks

Barbara Sullivan
Executive Director, VtVN®



PROGRAM OVERVIEW

- 1 **Rutgers Presentation of Findings**
- 2 **Commentary from Members of the
VtVN Data & Evaluation Committee**
- 3 **Moderated Breakout Room
Discussions**
- 4 **Closing Remarks**





RUTGERS UNIVERSITY

Hub for Aging Collaboration

School of Social Work

“First Look” Findings from the 2025 National Census of Villages

Emily A. Greenfield, PhD, Natalie E. Pope, & Uri Amir-Koren

School of Social Work

Hub for Aging Collaboration

Rutgers, The State University of New Jersey

May 13, 2026

Presentation Overview

1

Project Background

2

Project Design and Administration

3

Project Findings

Prior National Surveys of Villages

2010

The Gerontologist
Cite journal as: *The Gerontologist* Vol. 52, No. 3, 418–427
doi:10.1093/geront/gnr083

The “Village” Model: A Approach for Aging in Place

Andrew Scharlach, PhD,^{*,1} Carrie Graham

¹School of Social Welfare, University of California, Berkeley
²Center for the Advanced Study of Aging Services and Health
³School of Social Work, University of Michigan

*Address correspondence to Andrew Scharlach

Received March 30, 2013

Decision Editor: Kimberley Van Haitsma, PhD

2012

The Gerontologist
Cite journal as: *The Gerontologist* Vol. 53, No. 6, 928–938
doi:10.1093/geront/gnt035

A Tale of Two Community Initiatives Promoting Aging in Place: Similarities Differences in the National Implementation of NORC Programs and Villages

Emily A. Greenfield, PhD,^{*,1} Andrew E. Scharlach, PhD,² Amanda
PhD,³ Joan K. Davitt, PhD,⁴ and Carrie L. Graham, PhD,⁵

¹School of Social Work, Rutgers, The State University of New Jersey, New Brunswick, New Jersey.
²School of Social Welfare, University of California, Berkeley.
³School of Social Work, University of Michigan, Ann Arbor.
⁴School of Social Work, University of Maryland, Baltimore.
⁵School of Public Health, University of California, Berkeley.

*Address correspondence to Emily A. Greenfield, PhD, School of Social Work, Rutgers, The State University of New Jersey, 536 George Street, New Brunswick, NJ 08904. E-mail: egreenf@ssw.rutgers.edu

Received January 11, 2013; Accepted March 21, 2013
Decision Editor: Rachel Pruchno, PhD

2016

2016 National Survey of US Villages

University of California, Berkeley
Center for the Advanced Study of Aging Services
& Mather LifeWays Institute on Aging

Prepared by
Carrie L. Graham, PhD MGS
Andrew E. Scharlach, PhD
Roscoe Nicholson, MA
Catherine O'Brien, PhD

February 13, 2017

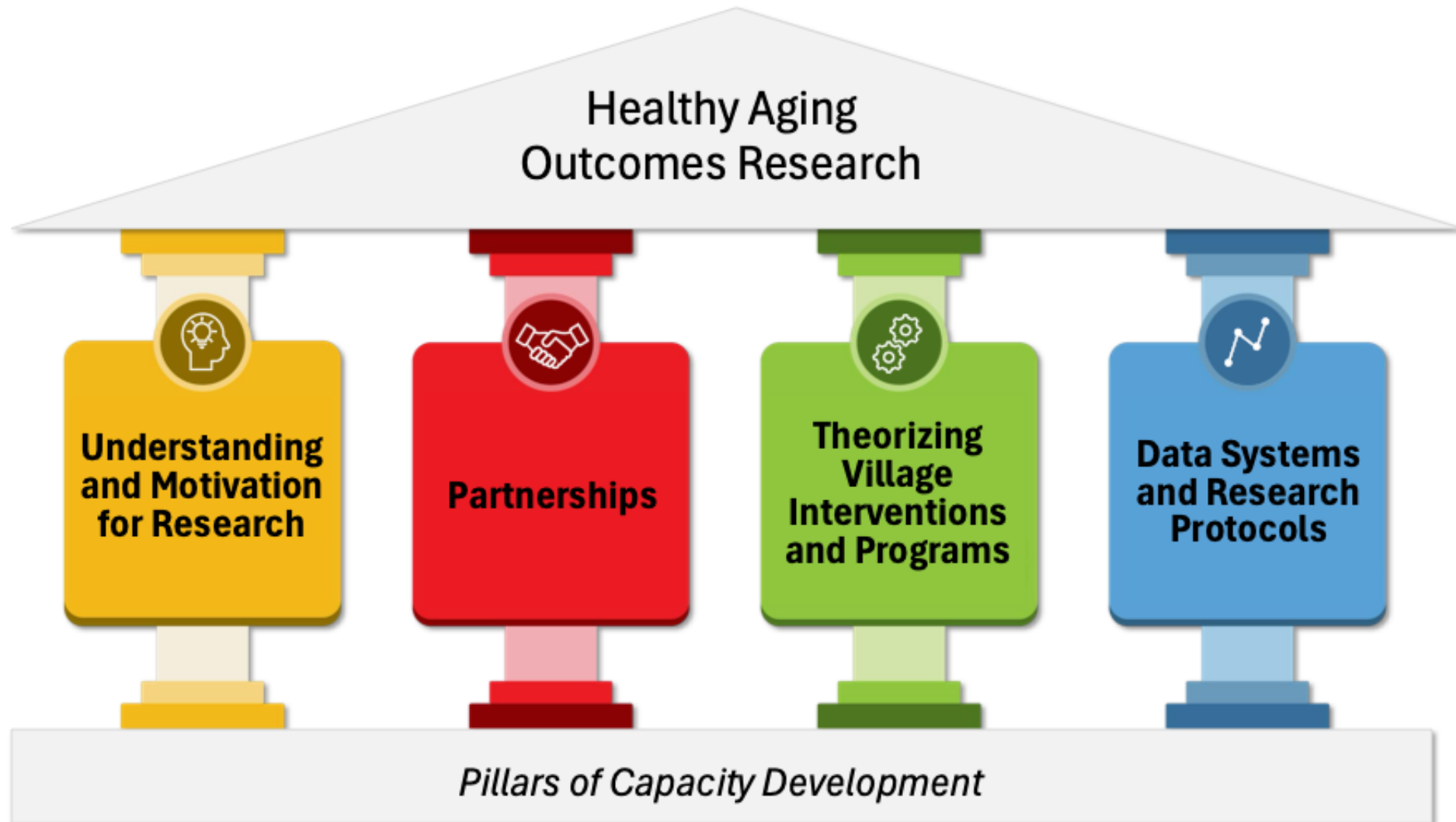
RESEARCH BRIEF

Revitalizing National Research: "Engaging Villages in Healthy Aging Research"

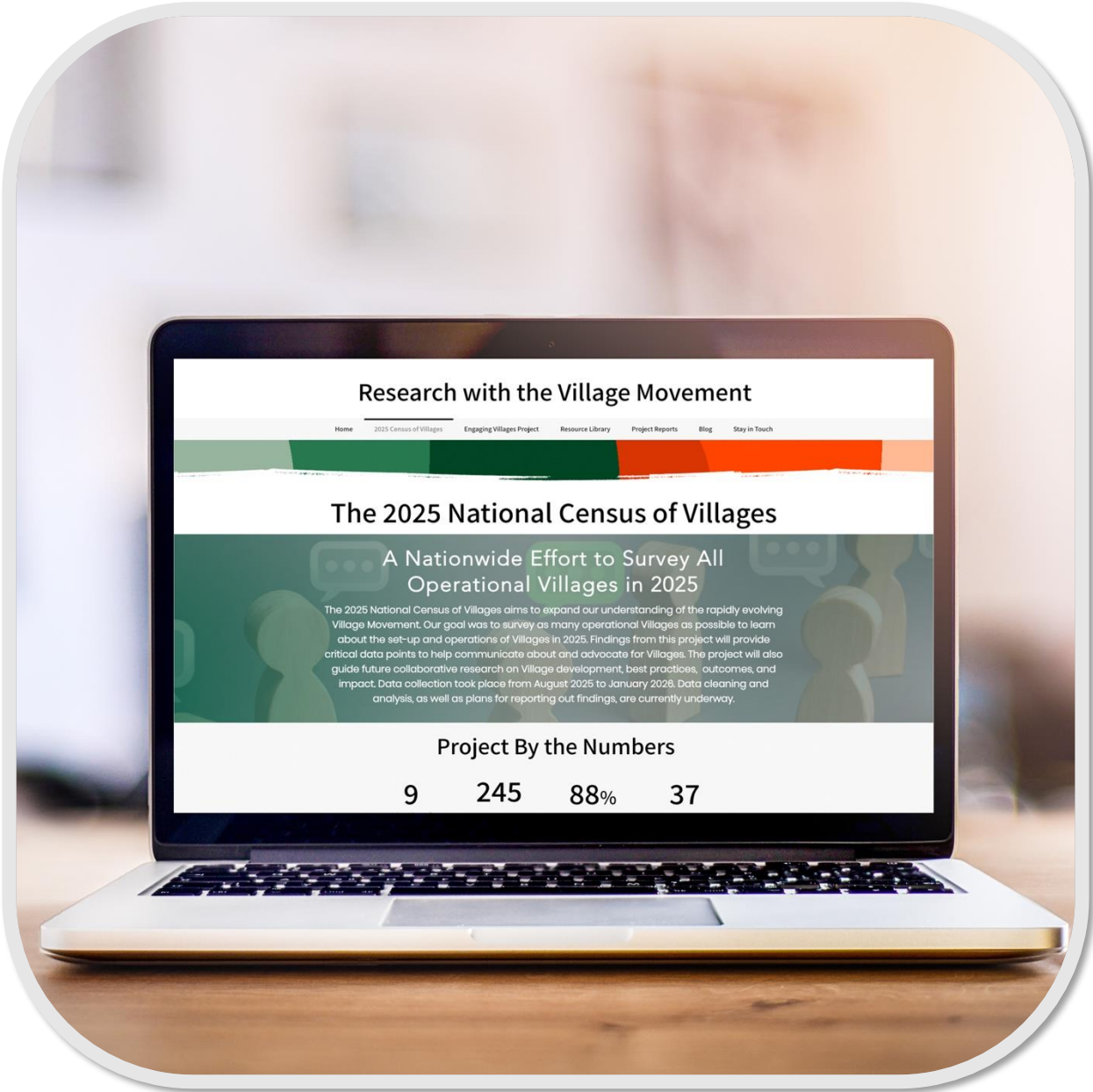


(i.e., the
PCORI-Funded
Project)

1. Launch of the villagesresearch.org website
2. [Focus groups](#) on advancing research with Villages on healthy aging
3. 2024 [Ambassadors Group](#) & [Virtual Summits](#)
4. Capacity gained
 - A. Refresh of the VtVN Data & Evaluation Committee
 - B. [“Pillars” framework](#)



Greenfield, E. A., & Pope, N. E. (2025). Healthy aging outcomes research with villages as grassroots community-based organizations: A framework for capacity development. *The Gerontologist*, 65(7). <https://doi.org/10.1093/geront/gnaf145>



Research with the Village Movement

[Home](#) [2025 Census of Villages](#) [Engaging Villages Project](#) [Resource Library](#) [Project Reports](#) [Blog](#) [Stay in Touch](#)

The 2025 National Census of Villages

A Nationwide Effort to Survey All Operational Villages in 2025

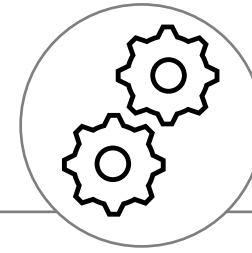
The 2025 National Census of Villages aims to expand our understanding of the rapidly evolving Village Movement. Our goal was to survey as many operational Villages as possible to learn about the set-up and operations of Villages in 2025. Findings from this project will provide critical data points to help communicate about and advocate for Villages. The project will also guide future collaborative research on Village development, best practices, outcomes, and impact. Data collection took place from August 2025 to January 2026. Data cleaning and analysis, as well as plans for reporting out findings, are currently underway.

Project By the Numbers

9 245 88% 37

Survey Eligibility

THROUGH JANUARY 31, 2026



What is “Operational”?

For Villages with
Membership = First
Member Accepted

For Villages **without**
Membership = Out of the
planning phase and
offering intended benefits



Any operational Village



Did not have to be a
VtVN member



Any geography and
in the U.S.



Hub & Spoke included

Response Rate

RESPONSE
RATE

88%

279

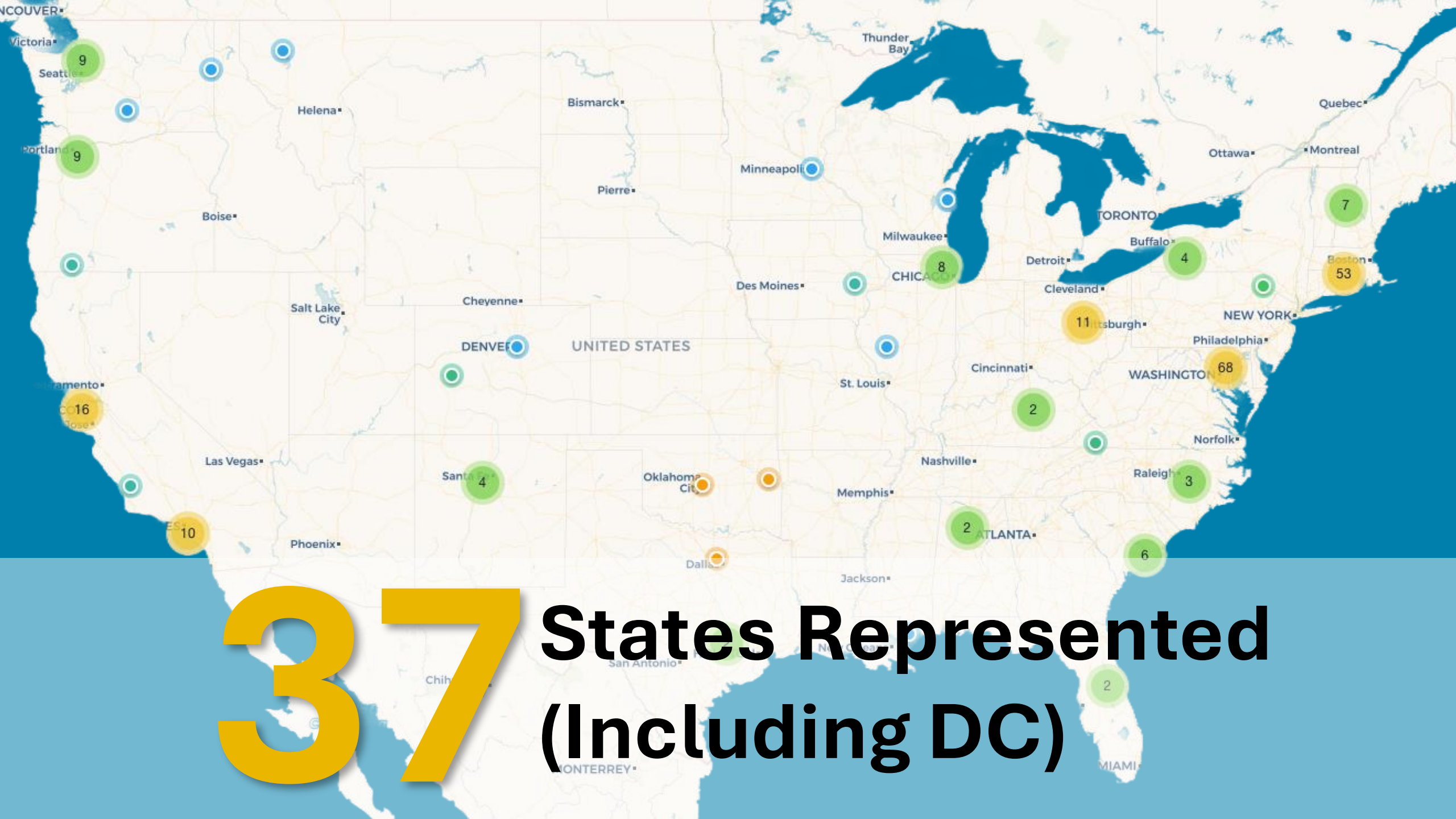
Total Villages
Identified as
Operational & Eligible

231

Respondent Villages

245

Villages
Represented in the
Census



37 States Represented
(Including DC)

Thank you to the VtVN Data and Evaluation Committee Members!

- ▶ Bill Kincaid
- ▶ Anita Light
- ▶ Carolyn Ross
- ▶ Emily Greenfield
- ▶ LJ Bayliss
- ▶ Mary Jo Deering
- ▶ Suzanne Francis
- ▶ Angela Levenstein
- ▶ Betsy Clagett
- ▶ Cynthia Kemp
- ▶ Erick Larson
- ▶ Hilary Lenz Simmons
- ▶ Joan R. Kahn
- ▶ Natalie Pope
- ▶ Patrick Murray
- ▶ Robin Anthony Kouyate
- ▶ Travis Mowers
- ▶ Barbara Sullivan

Thanks to Our Rutgers Age-Friendly Research Team



**Emily
Greenfield, PhD**
Professor &
Hub Director



**Natalie
Pope**
Hub Program
Coordinator & PhD Student



**Uri
Amir-Koren**
Graduate Research
Assistant & PhD Student



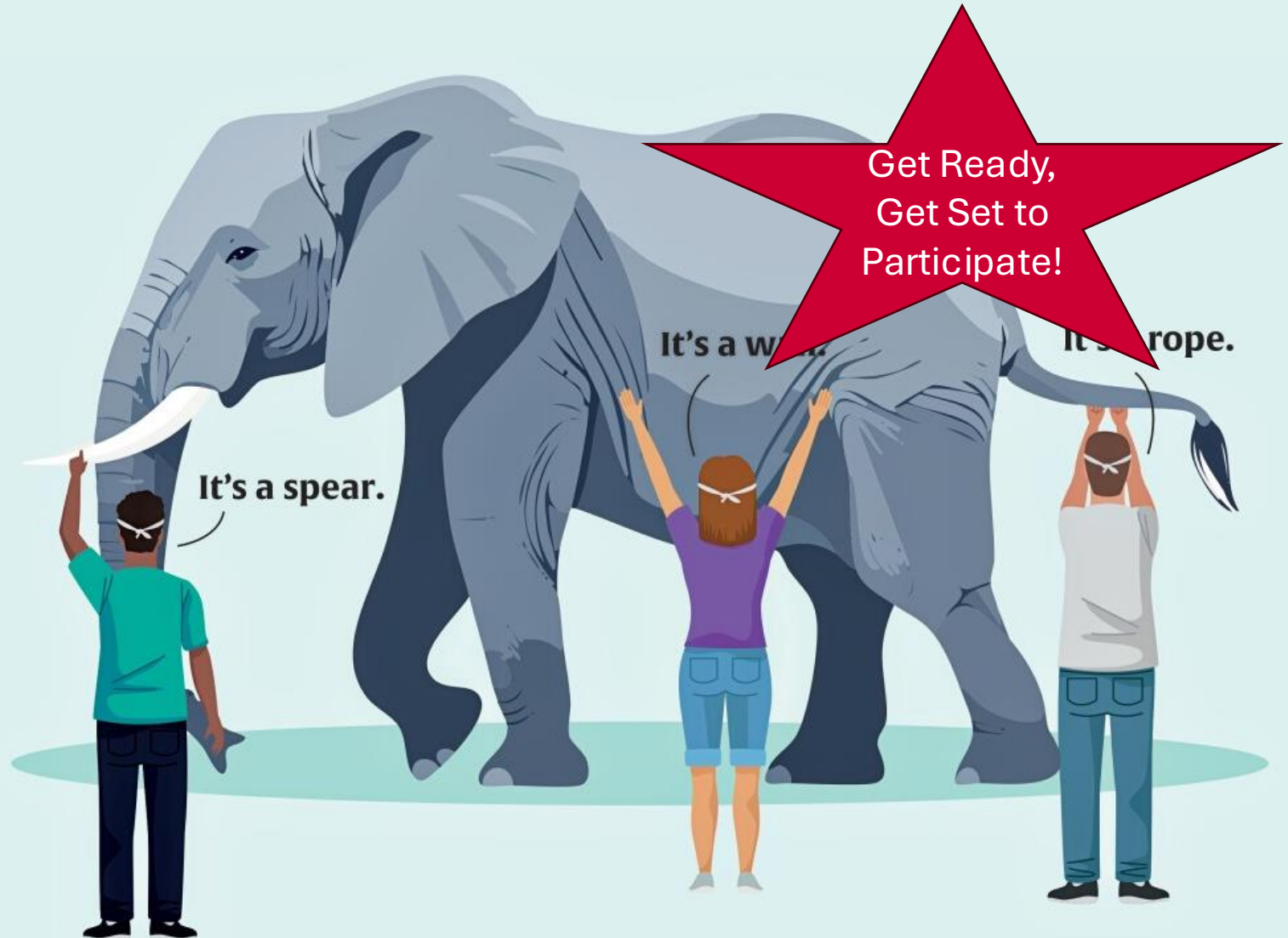
Thanks to Each and
Every Village!

What Did the Survey Ask About?

- Organizational Set-Up
- Geographic and Programmatic Scope
- Staffing and Leadership
- Size (Budget, Volunteers, Members)
- Digital Tools
- Inter-Organizational Partnerships

The Findings: What Are Villages Nationally Today?

1. The Ecology of Villages
2. Villages as Membership Organizations
3. Villages from the Inside Out



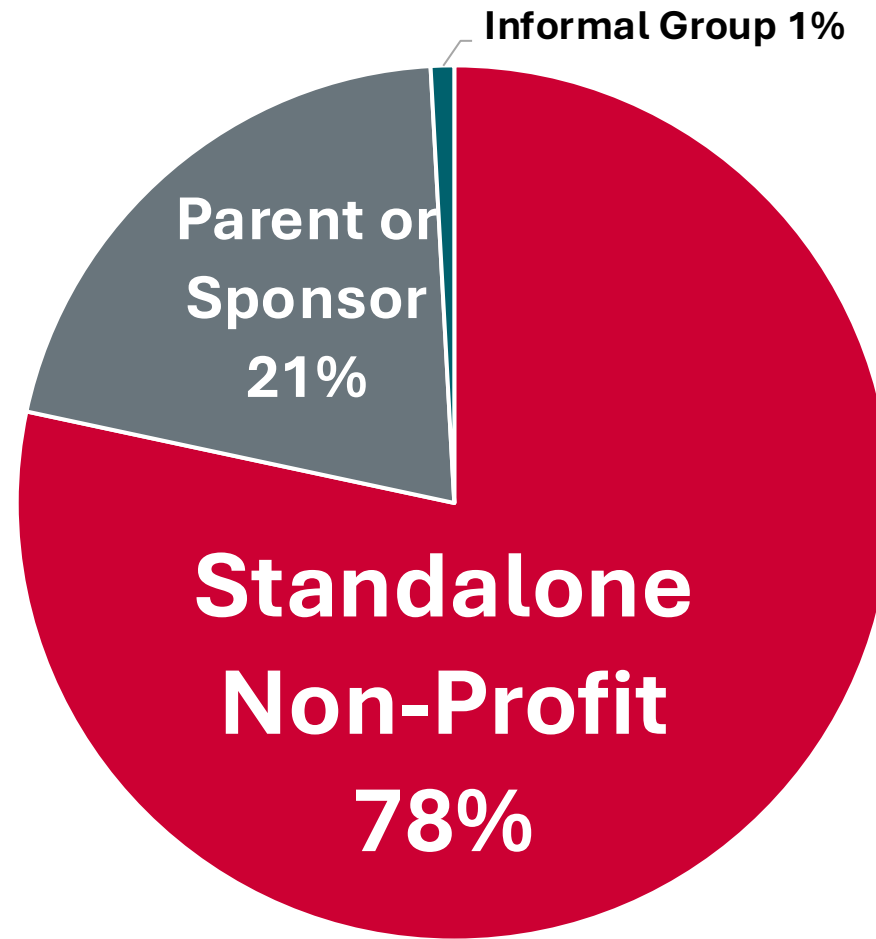
Part 1: The Ecology of Villages

Question #1.1

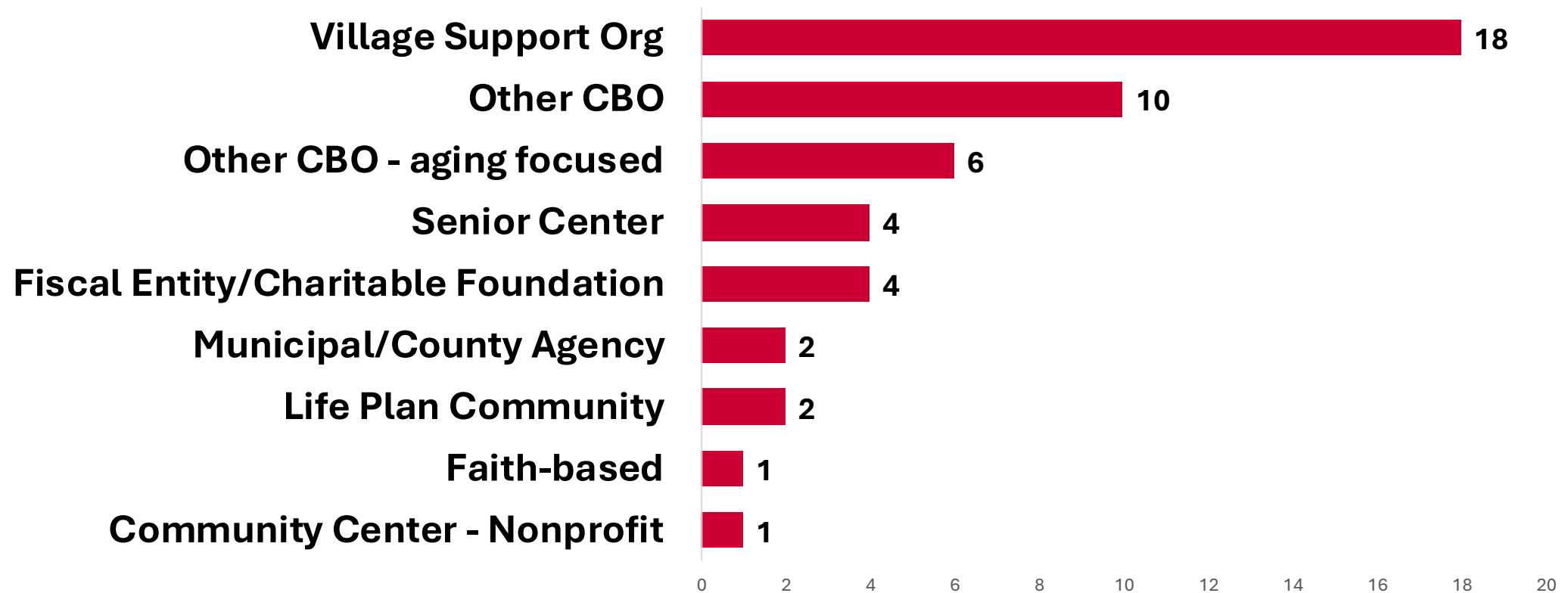
What percentage of Villages are for-profit organizations?



Villages Are Fully Within the Non-Profit Sector



Among Villages Operating as Part of Another Non-Profit Organization



Note: CBO = Community-Based Organization

Question #1.2

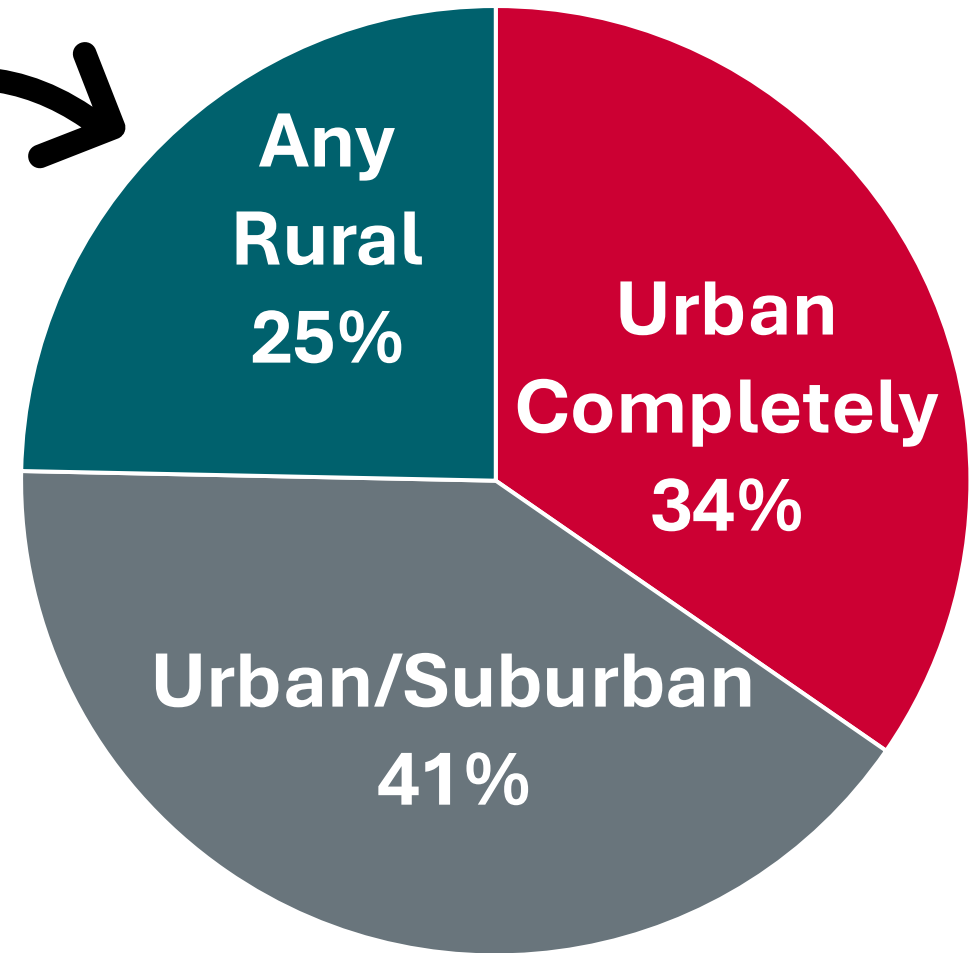
True or False:
**Only a very small
percentage of
Villages touch rural
communities.**



Villages Touch Many Rural Communities

Includes:

- **Completely Rural**
- **Quasi-Rural**
- **Mixed**



Question #1.3

True or False:
**There is at least one
Village in each U.S.
Census regions.**



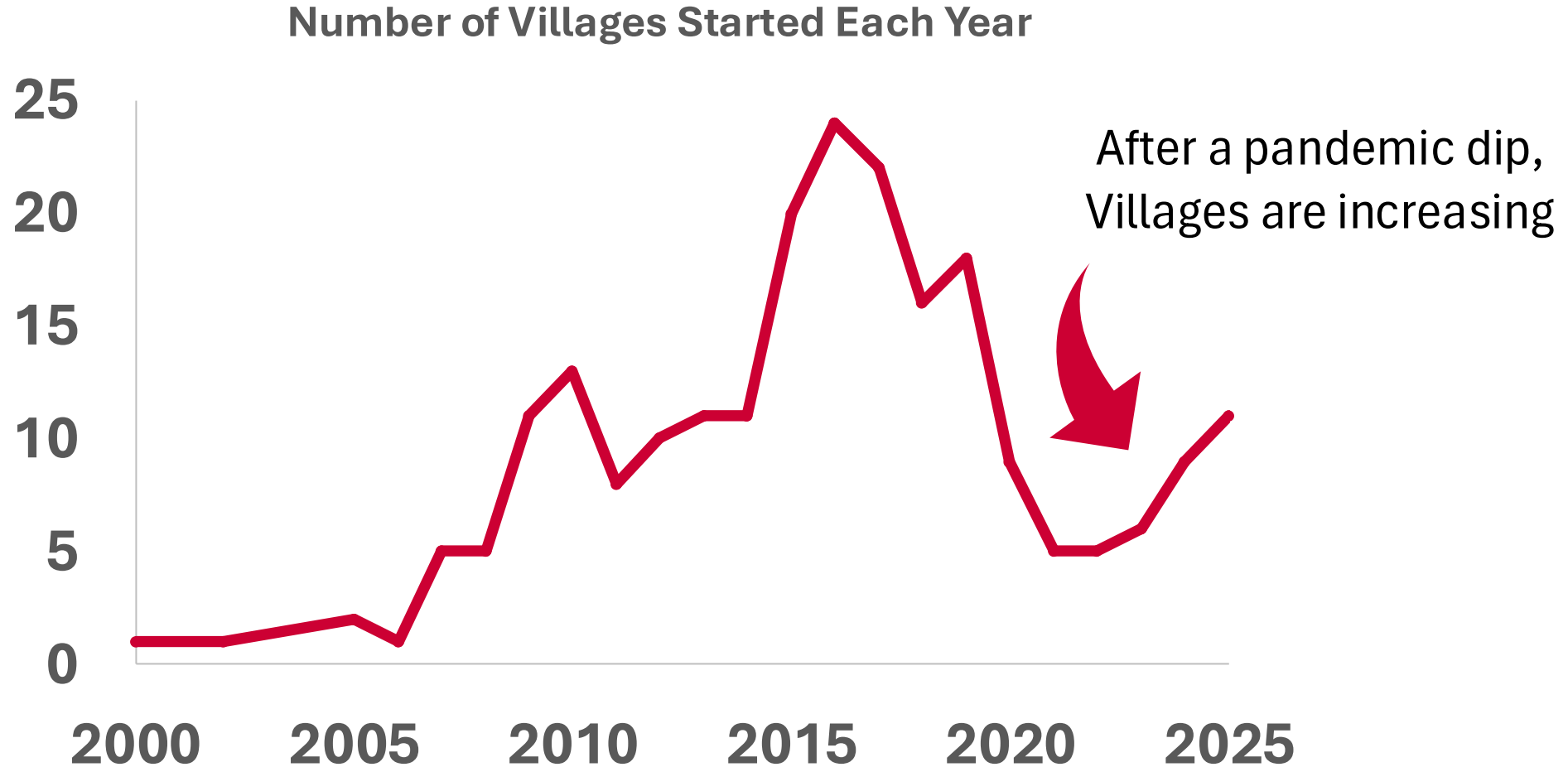
Villages: From “Sea to Shining Sea”

NUMBER OF VILLAGES PER STATE

20+	CA, MD, MA
10-19	NY, OR, DC, VA, OH, WA, PA
4-9	NC, IL, CT, FL, SC, KY, NH, TX, VT
1-3	AL, CO, IA, WI, DE, HI, MN, NJ, RI, AK, ME, MI, MO, MS, MT, NE, OK, TN, WV

Note: This list includes Villages that did and did not participate in the Census.

Villages Are on the Rise (Again)





RECAP

#1

The Ecology of Villages

- Villages are part of the **nonprofit sector**. They have developed in diverse geographic settings in **all regions** of the United States.
- After a brief downturn in the launch of Villages during the COVID-19 pandemic, they are **on the rise again**, with nearly 300 operational Villages today and many more in development.

Part 2: Villages as Membership Organizations

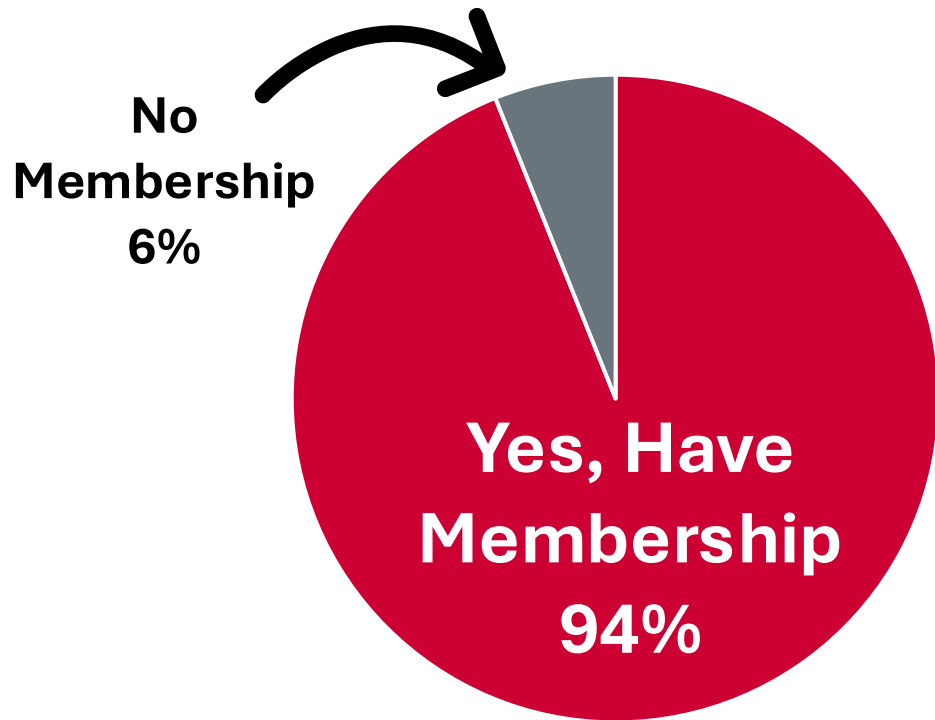
Question #2.1

What percentage of Villages offer membership?

(Meaning people formally join by application or sign-up, regardless of whether they pay or not)



Nationally, Villages are Membership Organizations



Among Villages with membership, 14% have either no fee or pay as you wish fees

140

Median Number of Members or Participants for all Villages

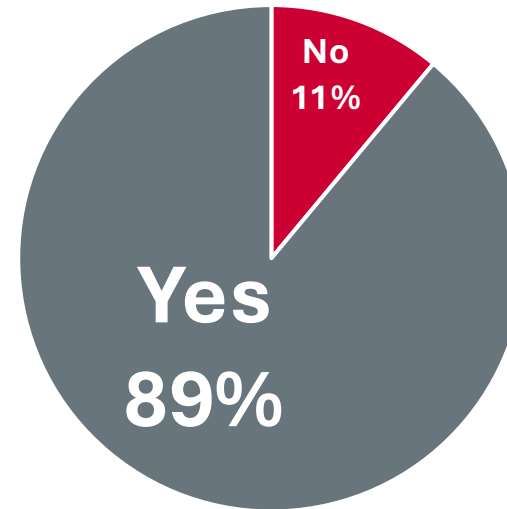
~50,000

Total Estimated Number of Village Members/Participants Nationally

Membership Fees Vastly Differ

		Average	Minimum	Maximum
Range of Membership Fees (for Annual, Full Memberships)	Individual	\$337	\$10	\$1,100
	Household	\$490	\$25	\$1,570

If have standard membership, does Village have reduced membership fee option?



Question #2.2

What percentage of Villages offer a combination of both services (like rides) and events (like social gatherings) for their members?



Community-Building Through Neighborly Support Plus Events and Programs



Community-Building Through Neighborly Support Plus Events and Programs

MOST COMMON SERVICES & EVENT TYPES

87%

**Friendly
Visits**

86%

Rides

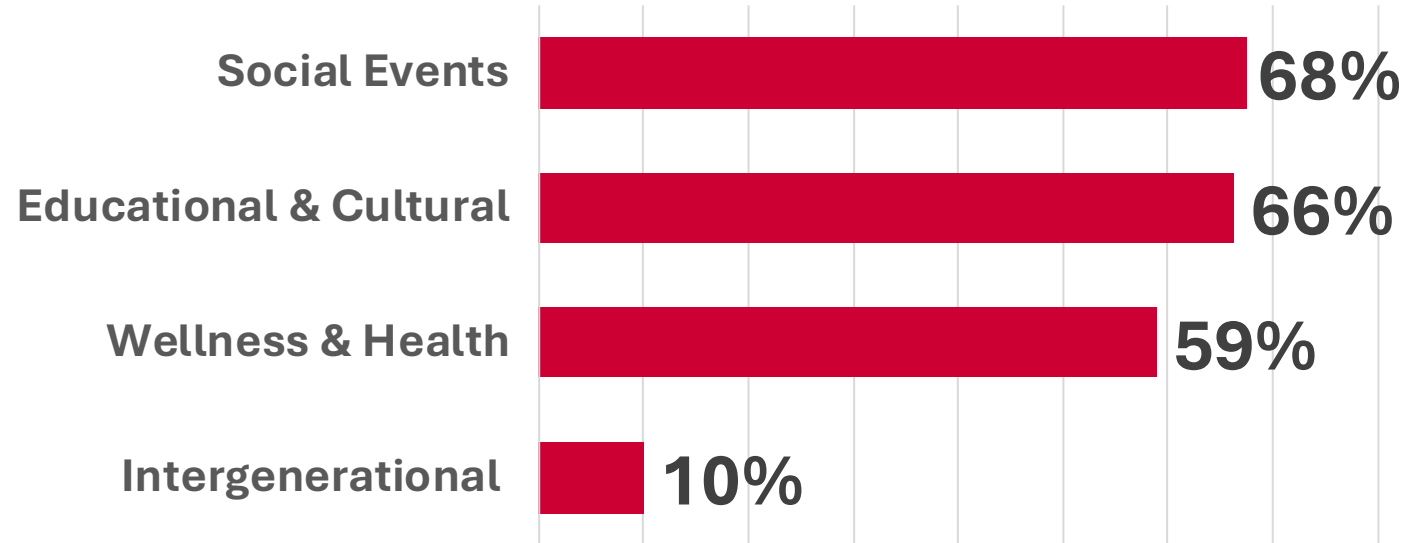
87%

**Technology
Assistance**

84%

Errands

% of Villages offering each service type



% Villages offering each event type monthly or more

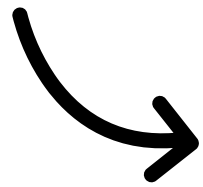
Question #2.3

True or False:
**Villages provide
neighborly support
mostly through
community
volunteers.**



In Addition to Members, Volunteers Are Also Core to Villages

Who typically provides services?



What percentage of members are also volunteers (broadly defined)?

Average

27%



RECAP

#2

Villages as Membership Organizations

- Villages are, by and large, membership organizations, with an estimated 50,000 total members/participants nationally.
- Villages' membership programs vastly differ, with membership fees ranging from a few dollars per year to over \$1,000. Nine out of ten Villages offer reduced or subsidized membership fees to promote access for all.
- The vast majority of Villages offer one-on-one services, as well as events and programs, for their members. Volunteers are at the core of Villages' service delivery.

Part 3: Villages From the Inside Out

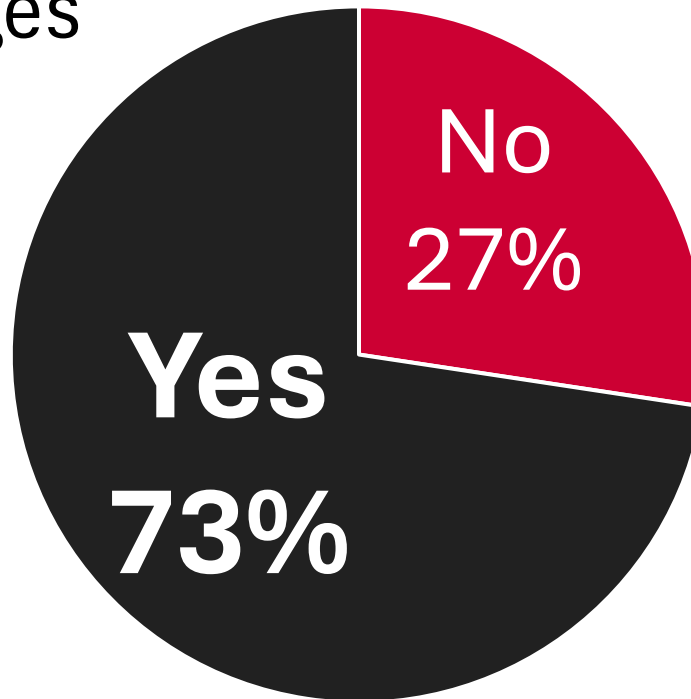
Question #3.1

**What percentage
of Villages have
paid staff?**



Many Villages Have Some Staffing Capacity

How many Villages
have any paid
staff?



Of those with paid staff,
what is average number of
paid staff?

2

Range: 0-8

Question #3.2

True or False:
Most Village Board
leaders are also
Village members.



Villages are Grassroots Organizations

50%

Of Villages have
governance boards that are
100% Village Members

74%

The average percentage of
Board participants who are
also members

Range: 0 – 100% (Median = 90%)

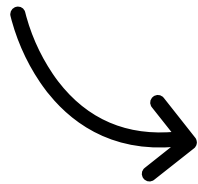
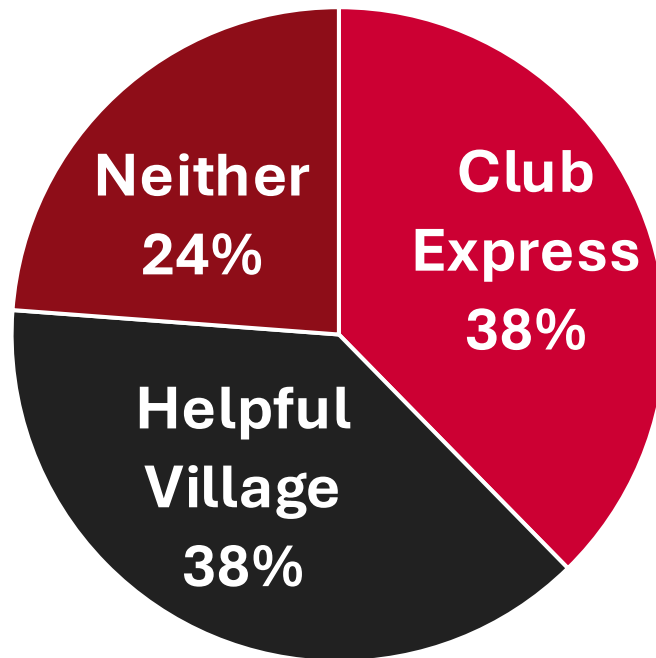
Question #3.3

True or False:
**Most Villages use a
Village operations
platform (i.e.,
Helpful Village or
Run My Village/Club
Express).**



Village Operations Rely on Digital Infrastructure

What percentage of Villages use Helpful Village, Club Express, or neither?



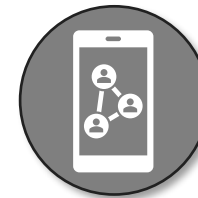
Org. Email
94%



Video Conference
86%



File Sharing
83%



Facebook
79%



Accounting Software
71%



Online Payments
68%

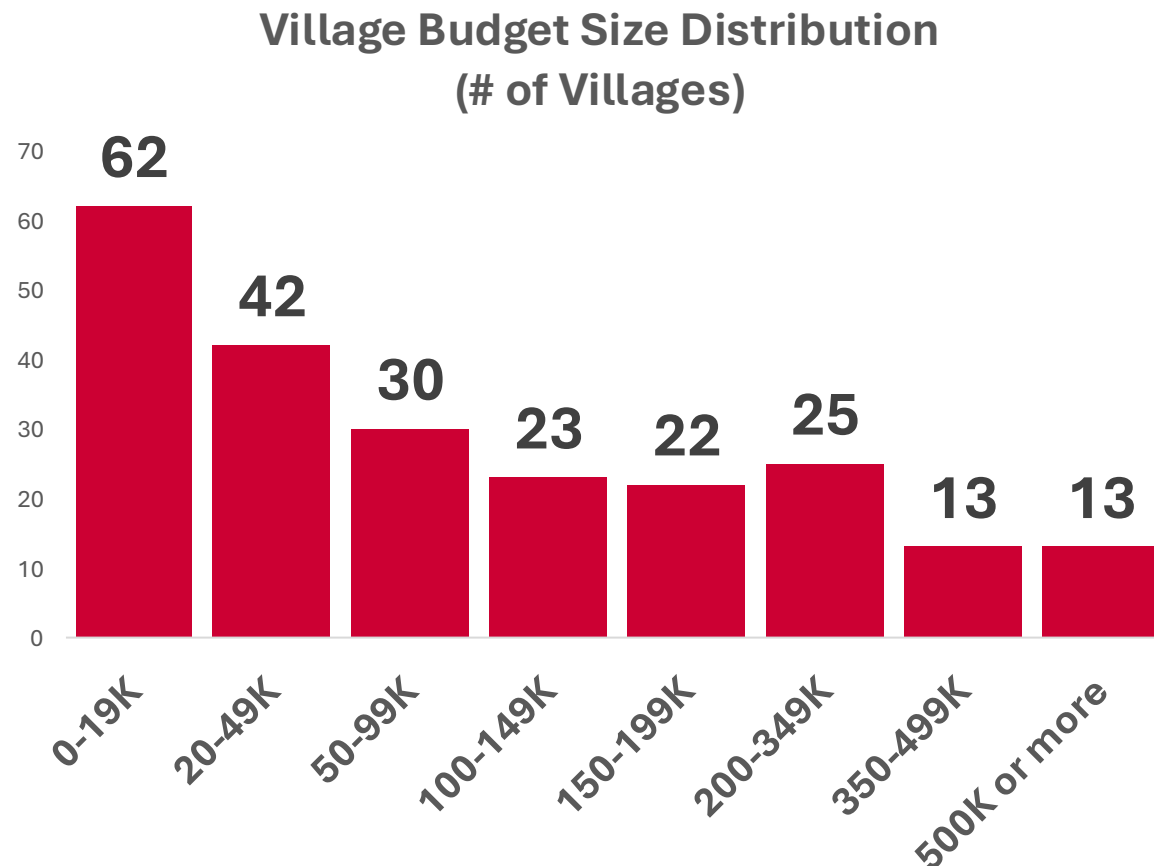
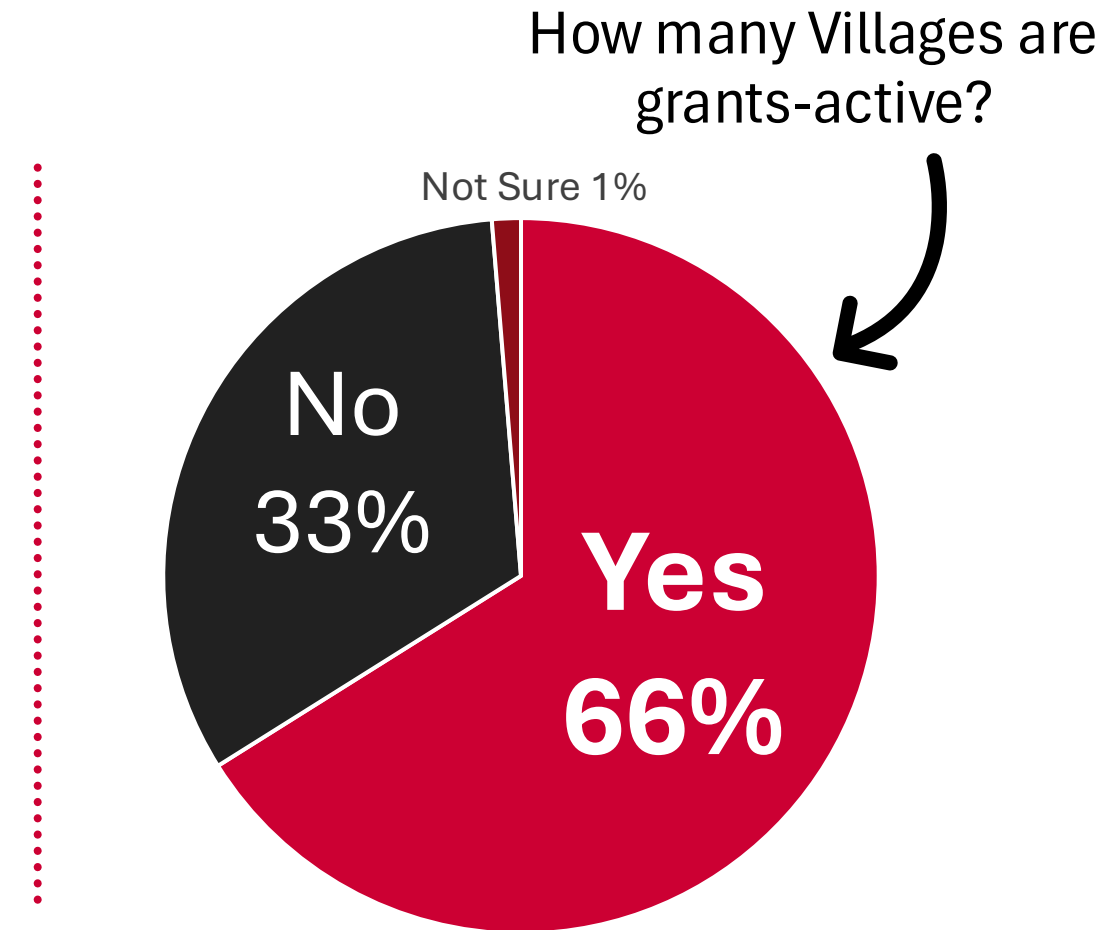
% of all Villages in Census

Question #3.4

**What is the most
typical annual
budget size for
Villages nationally?**



Villages Vary in Budget Size and Most are Grants-Active



Question #3.5

What percentage of Villages report partnering with at least one other community organization?



Villages are Well-Connected to Other Organizations in their Communities

95%

Of Village report having at least one partner

6

Average number of partners per Village (range 0-14)

58%

Older Adult/
Senior Center

55%

Area Agency
on Aging

44%

Age-Friendly
Initiative

43%

Home Health
Agency

42%

Hospital,
Health Clinic, or
Health System

32%

Licensed Care
Facility for
Older Adults

% of all Villages in Census



RECAP

#3

Villages From the Inside Out

- Although most Villages operate with relatively small budgets, they have core organizational functions similar to many other community-based organizations, including:
 - Hiring and managing staff
 - Developing and sustaining a Board
 - Budgeting and fiscal reporting
 - Operating digital software
 - Engaging in community partnerships

Implications & Discussion

What are Villages today?





RUTGERS UNIVERSITY
Hub for Aging Collaboration
School of Social Work

**THANK
YOU**

socialwork.rutgers.edu/aging
agingcollab@ssw.rutgers.edu



Follow Us on
LinkedIn



Join Our
Email List

Commentary from the Members of the VtVN Data & Evaluation Committee

Joan

Kahn, PhD

Potomac

Community Village

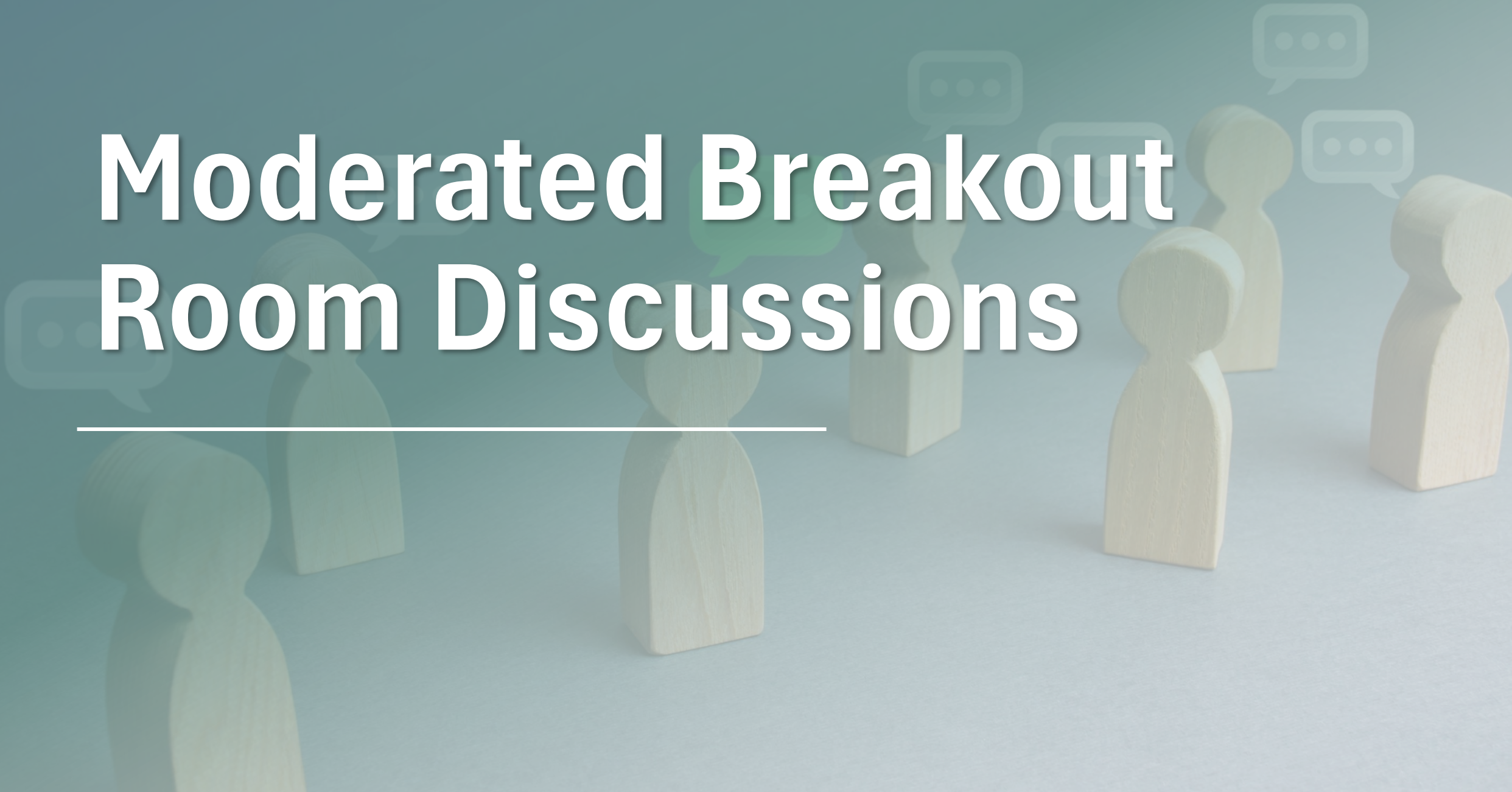
Robin

Anthony Kouyate, PhD

Strathmore Bel Pre Village &

Montgomery County Villages Consortium

Moderated Breakout Room Discussions



Concluding Remarks

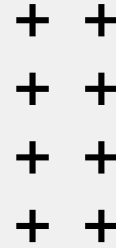
William Kincaid, MD, MPH
Board President, VtVN®



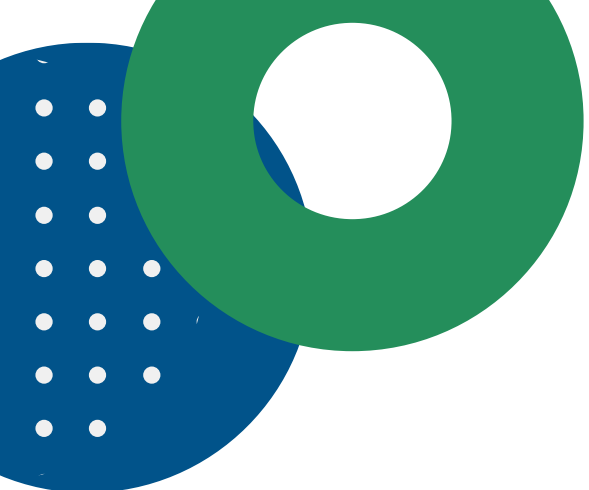
BUILDING THE FUTURE

BETTER DATA. STRONGER STORIES.

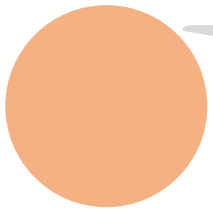
- WILLIAM KINCAID, MD, MPH
VTVN BOARD PRESIDENT



Village Movement 25 Years Strong

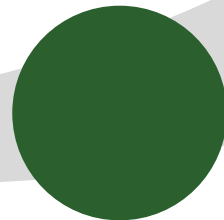


Beacon Hill Village
The first Village is born
in Boston



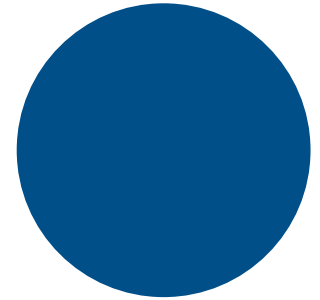
2000

**Capital Impact
Partners**
Infrastructure grows -
supported at scale.

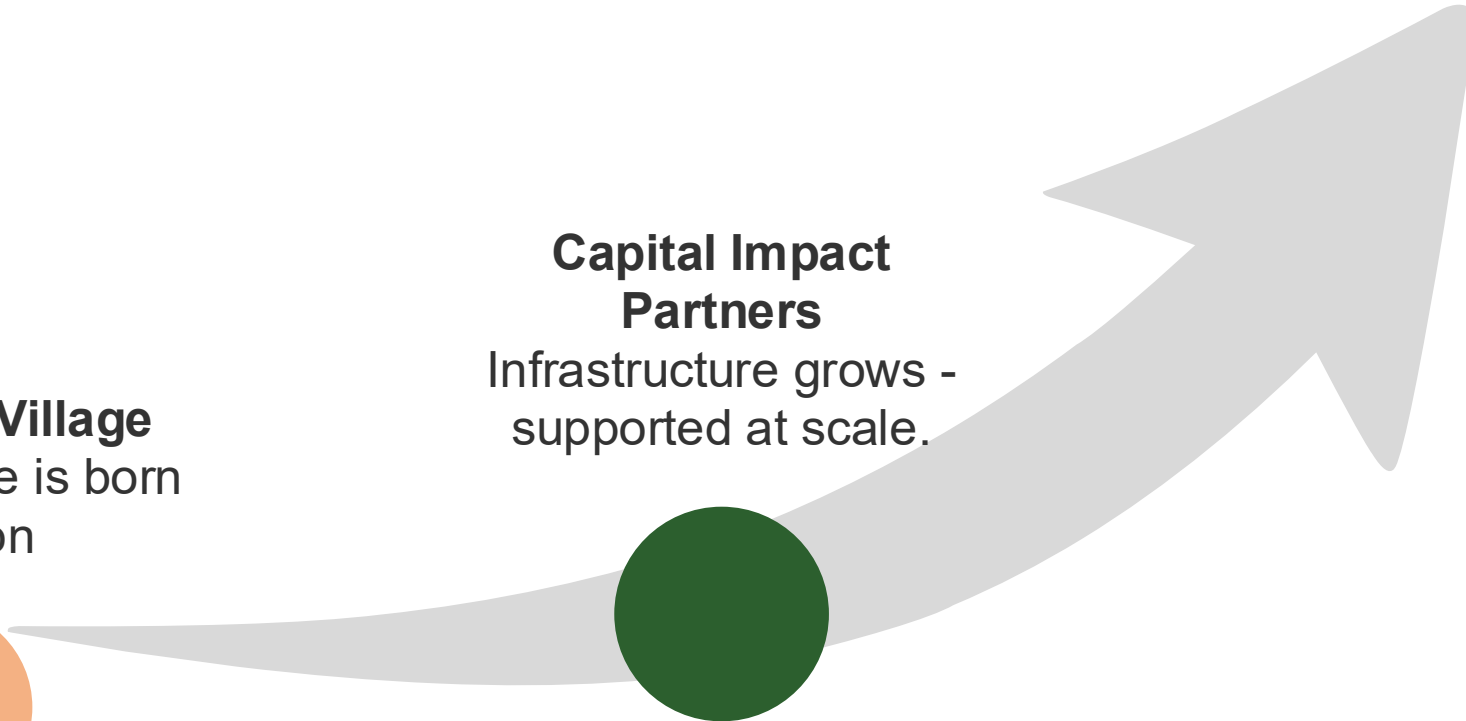


2011–2014

**Village to Village
Network**
National network building
for the **next 25 years.**



2014–Today



2023-2026

OUR STRATEGIC PLAN BROUGHT US HERE

Mission

TO SUPPORT AND ADVOCATE FOR THE VILLAGE MOVEMENT,
EMPOWERING OLDER ADULTS TO AGE IN COMMUNITY.

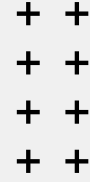
Vision

COMMUNITIES ARE STRONGER WITH A VILLAGE.

+ +
+ +
+ +
+ +



Village to Village Network Values



Community

We build a national community of Villages



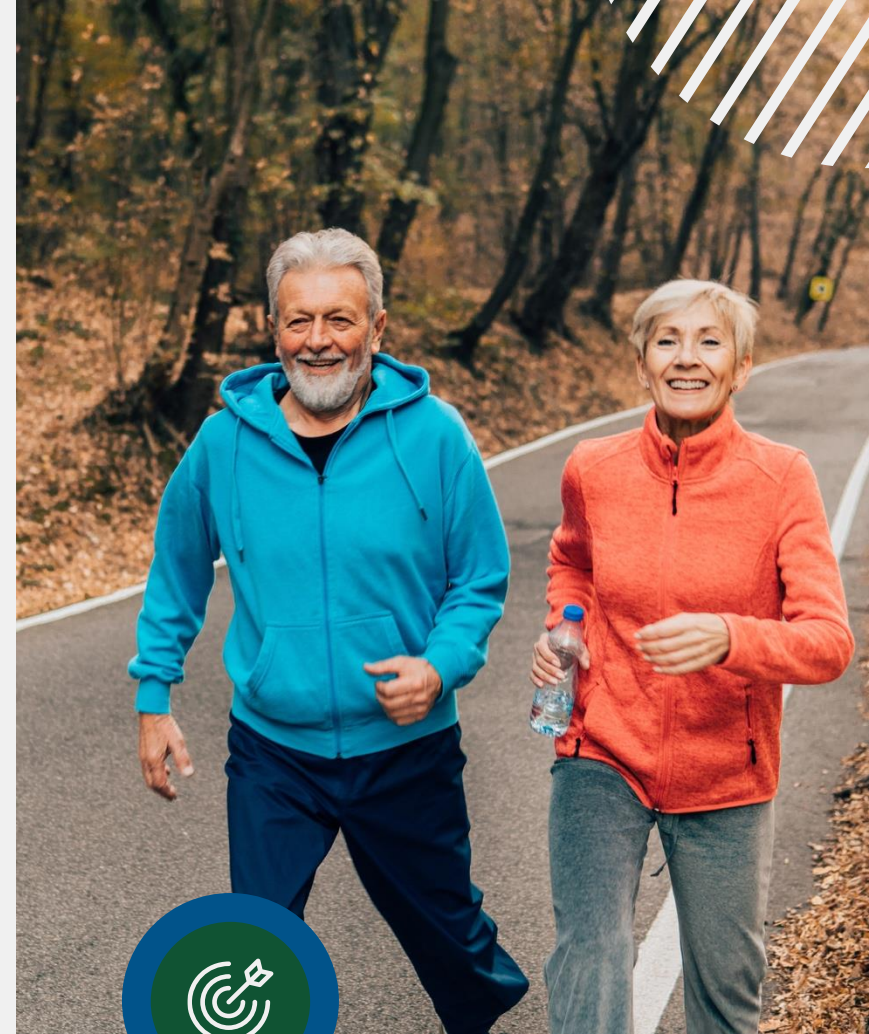
Engagement

We provide local Villages with resources, training & guidance

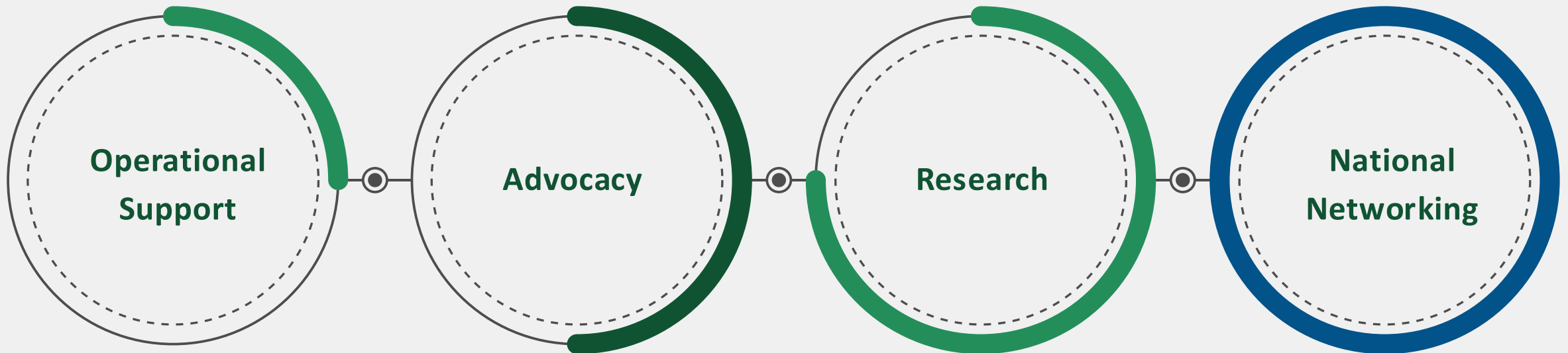


Partnership

We collaborate with national partners to share resources across our network



What We Do

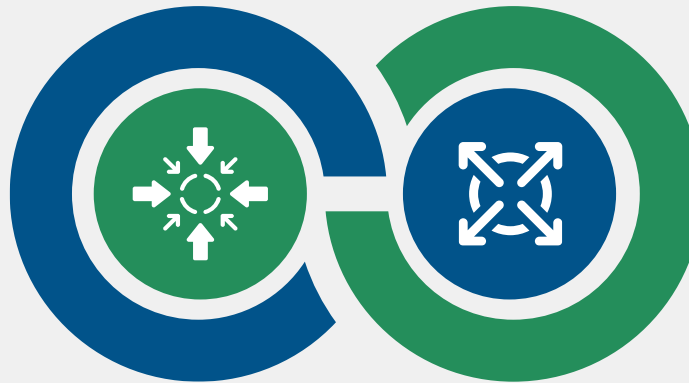


Why Collect Data?



For Support

To better understand the nature of the Villages we serve – so we can better serve you.

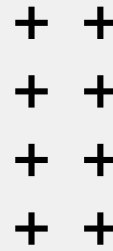


For Understanding

To help you understand how your Village fits within the broader Village Movement and age-friendly ecosystem.

Help Tell Your Story

Data gives the Village Movement its voice.



Villages are grassroots, member-led organizations that help older adults age in community



They connect with a variety of organizations in their community to **build belonging** based on local needs.



TECH
HELP



FOOD
SUPPORT



TRANSPORTATION



SOCIAL
CONNECTION



They are diverse in size, partnerships, and provide a wide variety of **services, programs, and supports.**



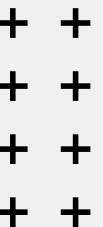
They generally **operate on a lean budget.**



They exist in urban and rural locations - and everywhere in between - from **coast to coast.**



VILLAGE
to village
network[®]





Partnerships

- Medical Systems
- Government – Local, State, Federal
- Philanthropic – Private & Public
- Housing – CCRC, Nursing homes, Missing Middle
- Business Community
- Research Partners
- Other HCBS providers



Building the Future

The Village to Village Network Toolbox

- Data Library
- Forums/Mentoring
- Newsletters/Email blasts
- Advocacy Alerts
- Webinars - expanded topics
- Special Initiatives - Fundraising, Data Mining, Networking



Call to Action

VISIT OUR WEBSITE

For the Census Poster, Slides
and Video Recording

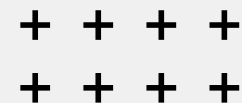
ANNOUNCEMENT



JUNE 16, 2026 2 PM ET

[VtVN Census Webinar, Part 2](#)

All Villages Welcome!





THANK YOU FOR PARTICIPATING

YOU are a vital part of the Village Movement.

CONTACT

✉ bill.kincaid@vtnetwork.org

🌐 www.vtnetwork.org

📍 4818 Washington Blvd. #48, St. Louis, MO 63108



CLOSING ANNOUNCEMENTS

- Thank you!
- Exit survey
- Follow-up email with materials from today
- [Next webinar about the Census \(for Villages\)](#)
- Happy Older Americans Month!
- Stay in Touch: Follow the Hub on LinkedIn and through the Villages research e-blast list



Follow the Hub on
LinkedIn

go.rutgers.edu/HubLinkedIn



Sign Up for Village
Research e-Newsletter

go.rutgers.edu/JoinVillageEmail