

Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario

OACAO


The Voice of Older Adult Centres
La voix des centres pour aînés



UNLOCKING OPPORTUNITIES: GRANTS AND FUNDING FOR AGE-FRIENDLY COMMUNITIES

WEBINAR SUPPLEMENT

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TYPES OF FUNDING

- **Grants:** Funds awarded by governments, corporations, and charitable foundations to support projects or initiatives that align with a funder’s goals.
- **Request for Proposals (RFPs):** An invitation from an organization to vendors, companies or nonprofit organizations to compete for a contract by proposing how they will complete a specific project.
- **Foundation Opportunities:** Funding opportunities provided by private or community foundations supporting initiatives within specific focus areas.

Category	Grants	RFPs	Foundation Opportunities
Issuing Body	Governments, corporations, foundations	Governments, corporations	Private and community foundations
Purpose	Fund projects or initiatives that promote age-friendly communities	Solve a specific problem related to aging infrastructure or services	Support charitable or research projects focused on aging populations
Process	Submit a proposal for a project/initiative aimed at enhancing age-friendly environments	Submit a proposal/bid to provide a service or infrastructure solution for aging populations	Submit a proposal aligned with the foundation’s focus on aging and elder care
Examples	Federal government offering grants for improving public spaces to support aging in place	City issuing RFP for designing accessible public transportation systems for seniors	A foundation funding a project that provides social engagement opportunities for older adults
Competition	Based on project merit and alignment with goals of promoting age-friendly communities	Competitive bidding process to choose the best service provider for elderly care or infrastructure	Project merit and alignment with the foundation’s mission to support aging populations

HOW GRANTS WORK

- **Eligibility:** Each grant has its own eligibility criteria and it is important to read the description carefully. Some grants may only be open to specific types of organizations (e.g., research institutions, non-profits) while others may target specific regions, populations, or fields of study (e.g., age-friendly communities).
- **Application Process:** To apply for a grant, you will need to prepare a proposal explaining your project/initiative, why it’s needed, and how the grant money will be used. Proposals typically include a timeline, a detailed budget, and expected outcomes.
- **Evaluation:** Grant committees evaluate each proposal and look at factors such as the project’s feasibility, the potential impact, and how the project aligns with the grant’s goals (e.g., enhancing accessibility, health, or social inclusion for grants related to age-friendly communities).
- **Awarding:** Successful applicants are then notified and receive the grant money. Each organization will have specific reporting requirements such as regular updates on project progress, financial reports, or a final report demonstrating the project’s outcomes.

WRITING THE GRANT

Most grants will require the following elements in the proposal.

- **Executive Summary:**
 - Provide a synopsis of the entire proposal.
 - Include a brief overview of your organization, purpose of the project, project goals, and how the funds will be used.
- **Introduction of Organization:**
 - Share relevant history of your organization such as your mission, vision, past initiatives, and any partnerships or collaborations.
 - Include information about key staff members, volunteers, and Board members.
 - State and explain your organization's philosophy and goals. Draw connections between your mission and that of the funding opportunity.
- **Problem Statement:**
 - Clearly define the problem or issue your project would like to address.
 - Highlight the urgency of the issue. Explain why your project needs to start right now.
 - Provide any data or evidence to support the problem you have identified.
 - Explain why your solution will make a difference
- **Goals and Objectives:**
 - Describe what your project aims to achieve.
 - Clearly align your project's goals with that of the funding opportunity.
 - Ensure your objectives are specific, measurable, and have a concrete time frame.
- **Project Design/Methodology:**
 - Provide a detailed plan of how the project will be implemented.
 - Describe your proposed solution including steps, timelines, and required resources.
 - Be sure to connect your strategies to your objectives and problem statement.
- **Evaluation:**
 - Outline how the success/impact of the project will be measured and the time frame needed for evaluation.
 - Include methods and success metrics such as outputs and outcomes.
- **Budget:**
 - Provide a detailed breakdown of all costs including personnel, program development, materials, and any other costs.
 - Be sure to justify all expenses. For example, if you want to hire a research assistant, explain what they will do and why they are needed for the project.
- **Sustainability:**
 - Explain how the project will be maintained or expanded after the grant period ends.
 - Mention any additional funding you plan to receive such as in-kind funding and any other government funding.

TIP: Most granting and funding competitions post recipient lists, Consider reaching out to other organizations recipient lists for advice, support or guidance

TIP: Consider working with a grantwriter who has previous success with the grants you are applying to

FRAMING YOUR PROBLEM

The **Age-Friendly Community Process** can be a helpful tool for you to determine where your organization is in terms of supporting an age-friendly community. The process includes four steps.

Step 1: Define Local Principles

Create an Age-Friendly Community profile

Step 2: Assess Needs

Community Needs Assessment

Step 3: Develop an Action Plan

Identify strategies (actions) to address gap

Step 4: Implement and Evaluate

Scale, Research, Evaluation, Implications

Additionally, consider the **eight key domains** where communities can become more age-friendly:

1. Outdoor spaces and buildings
2. Transportation
3. Housing
4. Social participation
5. Respect and social inclusion
6. Civic participation and employment
7. Communication and information
8. Community support and health services

PERFORMANCE METRICS

When developing a plan for evaluating the success of your project, consider looking at outputs and outcomes.

- **Outputs** are direct, tangible products or services delivered by a project.
 - The immediate results of activities that can be easily measured in terms of quantity.
 - What you produce as part of the project.
- **Examples of Measurable Activities:**
 - 10 digital literacy workshops are conducted over 6 months, with 100 seniors attending.
 - Each participant receives a training manual on using the internet and basic apps.
- **Outcomes** are broader, longer-term effects or changes that result from the outputs
 - Represent the change you want to see because of the project.
 - The impact or benefit that the project brings about in the lives of the target audience which can be difficult to measure.
- **Examples of Lasting Change:**
 - Seniors report increased confidence in using smartphones and computers for everyday tasks such as accessing health services online or staying connected with family.
 - Over time, 80% of participants continue using technology regularly, reducing social isolation and improving access to online services.

NATIONAL LANDSCAPE OF FUNDING FOR AGE – FRIENDLY INITIATIVES

ORGANIZATION	FOCUS	DEADLINE	TYPE
ESDC – New Horizons \$25,000	Social Inclusion, Volunteerism, Community Engagement	Mid-2025 (TBD)	Federal
Public Health Agency of Canada – Engage Grants \$7,000- \$25,000	Public Health Decision-making	Dec 2024	Federal
ISED – Digital Adoption and Strategic Innovation Fund	Projects that will help grow Canada's economy for the wellbeing of all Canadians	Rolling	Federal
Canada Summer Jobs	Funding to support jobs for youth age 15-30yrs	Dec 2024-Jan 2025 (TBD)	Federal
Seniors Community Grants \$1,000- \$25,000	Addressing social isolation and helping older adults stay healthy, safe, and active in their communities	Early 2025 (TBD)	Provincial
Inclusive Community Grants	<ul style="list-style-type: none"> Physical and social environments that support independent and active living Enabling older adults and people with disabilities 	Spring 2025 (TBD)	Provincial
Summer Employment Opportunities (SEO)	Funding to support students jobs	Jan 2025 (TBD)	Provincial
EnAbling Change Program	<ul style="list-style-type: none"> Customized educational tools and resources about accessibility and inclusion in your sector Promoting accessibility in daily living Public outreach programs and initiatives 	Jan-Mar 2025 (TBD)	Provincial
Ontario Trillium Foundation	<ul style="list-style-type: none"> Seed, Grow, Capital Resilient Communities Fund 	Early 2025	Provincial
Community Improvement Grants	Sustainable Community Planning	Municipality Dependant	Municipal
Canadian Institutes for Health Research (CIHR)	Planning and dissemination grants (Winter 2025)	Nov 19, 2024	Tri-Council
Social Sciences and Humanities Research Council (SSHRC)	Connection grant workshops, colloquiums, conferences, forums, summer institutes	Feb 2025	Tri-Council
Ontario Brain Institute (OBI)	Growing Expertise in Evaluation and Knowledge Translation (GEEK)	Sep 30, 2024	Other
Centre For Caregiving Excellence	Inclusion and underserved communities; support networks, knowledge sharing	Varies	Other

NATIONAL LANDSCAPE OF FUNDING FOR AGE – FRIENDLY INITIATIVES

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AgeWell	Technology and Healthy Aging	Oct 11, 2024 for AICE – Tech for Healthy Aging grant	Other
SE Health	National Impact Challenge; technology, innovative program or service; Chrysalis	Sep 27, 2024 for Chrysalis Innovation Fund	Other
United Way	General Community Fund	2024	Other
Centre for Aging and Brain Health Innovation (CABHI)	Spark Program; innovation in seniors care	TBD	Other
OACAO	Seniors Active Living Fair (SALF); Links2Wellbeing; Social Prescribing for Older Adults	TBD	Other
HelpAge Canada	Well-Being and Innovative Programming Grants	Summer 2025 (TBD)	Other
Petro Caremakers	Local grant supporting caregivers	Nov 25, 2024	Other
TD Ready Challenge	Inclusive and sustainable tomorrow; 2023 focus was housing, Entrepreneurship 2024	Summer 2025 (TBD)	Other
HydroOne – Energizing Communities Fund	Physical, psychological and emotional wellbeing	Early 2025	Other
RTOERO Foundation	Geriatrics Research; Seniors Health and Wellbeing; Social Engagement	next cycle September 2025	Foundation
Accerta Foundation	Improving access to health care services	TBD	Foundation
Toronto Foundation	Varies	TBD	Foundation
McLean Foundation	Social welfare, education, environmental conservation and the arts	Rolling	Foundation

** Dates are subject to change. Check Organization’s website for updates