New Horizons for Seniors Program

Funding for Community-Based Projects

Regional Community Engagement Presentation
Call for Proposals 2018-2019
Do you need funds to help get seniors involved in activities in your community?

The New Horizons for Seniors Program (NHSP) for community-based projects may have the funding you need!
What is the New Horizons for Seniors Program?

The New Horizons for Seniors Program (NHSP) is a federal program that provides funding under two streams:

- The NHSP for **Community-based projects**
- The NHSP for **Pan-Canadian projects**

**Important:** Eligibility criteria, the application process and related forms are distinct for each of the two streams.
Two Streams of the NHSP

Community-based project funding

- The Community-based stream provides funding to support projects and initiatives that are led or inspired by seniors, and have a positive influence on others and the community.

- Community-based projects are eligible to receive up to $25,000 per year per organization in grant funding for a period of 12 months.

- NEW Pilot initiative - Small-grants projects are eligible only for “new” recipients up to $5,000. This pilot is targeted to organizations that have not received funding within the last 5 years (including the 2012-2013 NHSP CFP).

Pan-Canadian project funding

- Pan-Canadian projects can be funded up to $750,000 over a period of up to three years.

*Today’s presentation will be exclusively about Community-based project funding.*
Overview – Community-Based Projects

- Up to $25,000 per organization

Your projects must:

- Be led or inspired by seniors
- Actively involve seniors as volunteers in project activities
- Propose activities that address an identified need or an area of concern within the community
- Occur within 12-month period (52 weeks)
- Be supported by the community
Overview – Community-Based Projects (continued)

- Funding is available for new activities, as well as for recurring activities.

- **NEW** - Funding for some projects with a “service” component are now eligible.
  - Transportation and meal delivery service to seniors in remote areas;
  - Support home visit or phone call service to isolated seniors, seniors living alone and to seniors caregivers, in rural or remote regions including Northern regions;
  - However, applicants should not already be receiving funding from other levels of government.
Who Can Apply?

A wide range of groups are eligible to apply for funding:

- Not-for-profit organizations
- For-profit enterprises\(^1\)
- Community-based coalitions, networks and committees
- Municipal governments, research organizations and institutes
- Public health and social service institutions\(^2\)
- Educational institutions (universities, colleges, CEGEPs, school boards, school districts)\(^2\)
- Band and tribal councils and other Indigenous organizations

**Note:** Only new recipients for small-grants (have not been funded under the community-based stream for the last five years)

\(^1\) Provided that the nature and intent of the activity is non-commercial, does not generate profit, and fits within the program objectives.

\(^2\) Requires the agreement of the provincial or territorial government.
Projects Must Meet NHSP Objectives

Your projects must meet at least one of five program objectives

1. Promote volunteerism among seniors and other generations

Your projects could focus on developing and/or implementing:

- Approaches to attract, recruit, engage and retain seniors and/or the next generation of seniors (i.e. baby boomers) as active volunteers in community activities

- Volunteer recruitment strategies, volunteer engagement guides, other related tools and policies, etc.
Project Must Meet NHSP Objectives  (continued)

2. Engage seniors in the community through mentoring of others

Your projects could focus on transmitting seniors’ knowledge to:

- Support others in the community
- Address certain social challenges
- Improve community members’ opportunities for life-long well-being
3. **Expand awareness of elder abuse, including financial abuse**

Your projects could focus on developing and/or delivering:

- Awareness activities (information sessions/workshops)
- Sharing approaches and resources for elder abuse prevention through community networks and partnerships
Project Must Meet NHSP Objectives (continued)

4. Support social participation and inclusion of seniors

Your projects could focus on encouraging seniors to play an important role in their community by:

- Developing social and active living programs for seniors
- Engaging seniors to lead and participate in community activities
Projects Must Meet NHSP Objectives (continued)

5. **Provide capital assistance for new and existing community projects and/or programs for seniors**

   NOTE: Projects proposed for this program objective *must* also support one of the first four program objectives.

   Your projects could focus on making necessary modifications, such as:
   - Repairing or renovating existing seniors’ community facilities
   - Purchasing or replacing equipment and furnishings

   In order to allow your organization to:
   - Support the continuation of seniors programs and activities
   - Enable the creation of new seniors programs and activities
National Priorities

- **NEW – National Priorities:**
  - Projects that will benefit vulnerable seniors populations;
  - Projects focusing on the diversity of Canada’s seniors;
  - Projects that will use volunteerism to increase an organization’s capacity.
Overview – Small-Grant Projects

- Up to $5,000 per organization (new recipient that serve vulnerable senior populations will be prioritized)

- Your projects must:
  - Be led or inspired by seniors
  - Actively involve seniors as volunteers in project activities
  - Propose activities that will increase organization’s capacity
  - Occur within 12-month period (52 weeks)
  - Must provide one quote for the material and/or equipment they planned to purchase
  - Meet one of the National priorities

- Funding is available under three options:
  - IT equipment upgrade (e.g. computer or tablets)
  - Capital assistance for current or new activities
  - Volunteering/mentoring
Eligible Project Activities for Community-Based Projects

A variety of project activities are eligible for funding:

- Volunteering, mentoring, and leadership training for seniors
- Seniors learning new skills and skill matching for seniors
- Seniors sharing knowledge, skills and experience with others
- Intergenerational and intercultural learning for seniors
- Relationship-building programs and activities for seniors
- Seniors developing and/or sharing tools and/or resource materials
- Seniors sharing best practices
Examples of Projects Led or Inspired by Seniors for Community-Based Funding

- Seniors involved with the organization will promote the social participation of seniors in the community through a new intergenerational activity. Local youth will collect information and testimonials of seniors in order to create a memory book and DVD with the seniors.

- Seniors involved with the municipality will add a boardwalk to a community garden so that seniors with limited mobility can mentor other seniors in the community, as well as people with disabilities, in gardening techniques.

- Seniors involved with the organization will increase awareness of elder abuse by developing and disseminating a resource guide for seniors in retirement homes and others in the community.

- The organization will replace tables and chairs to attract new seniors and allow current senior members to continue offering the Meet & Greet program and weekly card games, which are currently at risk.
Examples of Small-Grant Projects

**IT equipment upgrade (computer or tablets)**
- Seniors could be trained by students on the use of Skype, social media, computer games, basic programs, etc. In turn, seniors would teach other seniors their new skills (train the trainer).
- Promoting *volunteerism* by developing a brochure with the new technology, preparing schedules for volunteers, etc.

**Capital assistance for current or new activities**
- An intergenerational and *mentoring* activity where seniors could buy all the necessary *equipment and supplies* to create a community garden and teach gardening to younger people. Furthermore, the fruits and vegetables harvested could be donated to communal kitchens.

**Volunteering**
- An ad hoc group of former teachers could *mentor* students with learning difficulties;
- A social enterprise or a no-for-profit organization serving vulnerable senior populations can plan an activity to recruit new *volunteers*, such as newly retired seniors whose service and skills could be beneficial.
Getting Started on your Project Proposal

- Meet with others in the community
  - Brainstorm and discuss issues affecting your community
  - Review research on seniors’ issues and community needs
  - Develop project ideas and related activities for seniors

- Determine if your project idea is a good fit for the NHSP
  - Review program objectives
  - Determine how community needs can be addressed through your project idea
  - Secure partner(s) and agree upon roles and contributions
Strengthen the Impact of Your Project

- Service Canada representatives will assess your application to determine the extent to which your project activities meet program objectives and eligibility criteria.

- In your application, remember that the NHSP seeks to fund projects that:
  - Are led or inspired by seniors
  - Promote volunteerism
  - Benefit a wide audience in your community
  - Propose new activities, as well as for recurring activities that have a proven track record in meeting the needs of seniors
  - Strive to have a lasting impact on the community for the future
  - Use resources efficiently and effectively
  - Involve collaboration and create partnerships

- You are encouraged to work with other partners in your community to identify the local needs of seniors and to design projects that respond to these needs.
Here are examples of strong projects and weak or ineligible projects:

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<thead>
<tr>
<th>Strong</th>
<th>Weak or Ineligible</th>
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<td>▪ Addressing seniors related issues that your organization has not addressed before</td>
<td>▪ Projects where the activities are not focussed on seniors</td>
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<td>▪ Applying a strong approach used in other communities</td>
<td>▪ Ineligible projects include the following examples:</td>
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<td>▪ Clearly demonstrate how the existing activities have a proven track record in meeting the needs of seniors</td>
<td>• Health interventions or services</td>
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<td>▪ Clearly demonstrate the role seniors will be playing (i.e. how the project is led or inspired by seniors)</td>
<td>• Expenditures that are not project specific and will only benefit the running of the organization (e.g. buying cash registers, accounting, utilities)</td>
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<td>▪ Seniors’ involvement is new to your organization and its programs/activities</td>
<td>• Training of existing staff related to core work/activities within your organization</td>
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<td>• Seniors walking groups asking for lighting on municipal trails</td>
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Ensure Your Application is Complete

• You must use the Standard Grant Application for Funding (for all of Canada)

• The NHSP will only assess complete applications from organizations that propose project activities within funding guidelines

• To ensure your application is properly completed:
  • Include all the supporting documents required at the time you submit
  • Carefully follow the instructions in the NHSP Applicant Guide (see Required Documents Checklist and the tip sheet titled Application Checklist), which also includes detailed program information (objectives, etc.)
  • Describe and explain clearly and in detail in order to demonstrate
    – How your project activities are led or inspired by seniors
    – The role of the seniors involved
    – How this funding will impact seniors and the community
  • Choose an organization contact who is readily available to discuss the application, if necessary

• Note that by signing your application, you are confirming having read the articles of agreement and are agreeing to respect them
Application Process

- A Call for Proposals is issued to open the application period
- Applications and all supporting documents **must be** submitted by the deadline
- An acknowledgement letter or email is sent to all applicants; this is not a notice of a funding decision
- Applications are screened to ensure they meet eligibility criteria
- Eligible applications are reviewed and assessed in collaboration with the Regional Committee/Joint Management Committee*; the Committee recommends projects
- The Department finalizes funding decisions (early in the following year)
- Decision letters are sent to all applicants
  - If you are approved for funding, an agreement (Schedule A) signed by the Department will be sent to you for your consent and signature
  - If your organization’s project activities begin before you receive a funding decision, you will become ineligible for the funding
  - Additional information regarding direct deposit payments will be provided to successful applicants
- Funded organizations **must** complete and submit a final report at the end of their project

*Regional Committee/Joint Management Committee are composed of seniors and other volunteers in each province and territory to ensure the needs and views of seniors and their communities are represented.
Calls for Proposals

- We are now accepting project proposals for NHSP’s community-based projects
- The deadline to apply is **June 15, 2018** (postmarked)
- The application and guide are available on the website*

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* The application and guide are available on the website only during the active period of the calls for proposals.
For More Information

Visit the Department’s website at:
Canada.ca/funding-new-horizons-seniors-community

Be sure to click on links for the NHSP’s “Community-Based Projects”
Read the NHSP Applicant Guide!

OR

If you cannot find the specific information you need on the website,
contact us at:
ON-PD-EP-NHSP-PNHA-GD@hrsdc-rhdcc.gc.ca
1-866-945-7342 or 1-800-277-9914 (select "0")