



CALL FOR PROPOSALS “FROM KNOWLEDGE TO ACTION”

BACKGROUND

Age Friendly Edmonton is a collaborative initiative between the City of Edmonton, Edmonton Seniors Coordinating Council, Edmonton senior-serving organizations and many community stakeholders. Our vision is that Edmonton is a community that values, respects and actively supports the safety, diversity and well-being of seniors.

In 2010, Edmonton was officially accepted as a member of the [World Health Organization's](#) (WHO) Network of Age Friendly Cities and Communities. The Global Network currently includes 287 cities in 33 countries. Membership in the Network reflects the City of Edmonton’s commitment to listen to the needs of our ageing population, assess and monitor our age-friendliness and work collaboratively with older people and across sectors to create accessible physical environments, inclusive social environments and an enabling service infrastructure.

Also in 2010, City Council affirmed its commitment to seniors in "The Seniors Declaration". The declaration speaks to how seniors are valued in our city, recognized for their contributions, and establishes values of safety, participation and access.

The [Vision for an Age Friendly Edmonton Action Plan](#) was released in 2011 by the Edmonton Seniors Coordinating Council after several years of planning and consultation with seniors and community stakeholders. The *Vision for an Age Friendly Edmonton Action Plan* outlines goals and recommended actions over five years that align to the WHO's strategic domain areas for an age-friendly city. The Age Friendly Edmonton initiative received City Council funding in 2013 to implement its five year-work plan. Multi-sector working groups, community volunteers and not-for-profit organizations have undertaken over 40 projects to achieve the 18 goals outlined in the *Vision for an Age Friendly Edmonton Action Plan*. Visit www.agefriendlyedmonton.ca for more information on the projects.

Age Friendly Edmonton has completed literature reviews, focus groups and research on various topics related to the WHO’s framework for an age-friendly city. To build on this foundation of learning, Age Friendly Edmonton is seeking proposals in which organizations will

practically and collaboratively apply Age Friendly Edmonton research findings and resources and/or other local and national research that will improve the wellbeing of seniors and the age-friendliness of the Edmonton community.

CALL FOR PROPOSAL OVERVIEW

Age Friendly Edmonton is seeking proposals that are focused on translating research into action. Projects will build upon existing Age Friendly Edmonton research and resources (i.e. toolkits, tip sheets, etc), and/or related local and national research. Projects must demonstrate application of research findings and/or resources. Project proposals must articulate how the project will produce measurable progress in achieving the relevant outcomes of an Age Friendly Edmonton.

Project budgets must not exceed \$40,000 and will need to be completed by March 31, 2018.

Proposals for projects should focus on the following themes:

- Inclusion
- Civic Engagement
- Safety

If projects include and/or involve current programs or activities, the proposal must clearly demonstrate how the project aligns with the Call for Proposals themes, meets Age Friendly Edmonton outcomes and demonstrates a creative innovation to the program or activity that could not be realized without additional funding.

1. INCLUSION

The desired outcome of projects within the inclusion theme is that “seniors are respected and included”.

Examples of short to medium term outcomes for projects within the inclusion theme are:

- Negative attitudes about aging and older people decrease
- There are more programs and services that are designed to meet the needs of non-mainstream seniors
- There are more intergenerational opportunities available to older Edmontonians

Recommended research and resources for organizations to reference and build upon include:

- [Ageism, Respect and Inclusion of Older Adults Annotated Bibliography](#)
- [Upgrade Your Mindset Facilitator’s Guide](#)
- [Ageism Across Youth & Seniors](#)
- [Revera Report on Ageism: Independence and Choice as We Age](#)
- [Seniors Serving Organizations Toolkit for Inclusion](#)
- Intergenerational Toolkit (available upon request)

- [Age of Wisdom: Giving Voice to Edmonton's Immigrant Seniors and Identifying Their Needs](#)

Links to recommended research and resources can also be found at www.agefriendlyedmonton.ca under "Call for Proposals".

In developing proposals, applicants need to consider how projects will align with criteria that the [World Health Organization](#) and the [Public Health Agency of Canada](#) recommend for measuring and evaluating progress of age friendly cities. More information on international and nation age-friendly movements are available at www.agefriendlyworld.org and <http://www.phac-aspc.gc.ca/seniors-aines/afc-cao-eng.php>

Examples of criteria related to inclusion are:

- Economically disadvantaged older people enjoy access to public and voluntary services and events
- Availability of crime prevention strategies, courses and programs for seniors
- Seniors report feeling respected and socially included in their community
- Community facilities promote shared and multipurpose use by people of different ages and interests and foster interaction among user groups

2. CIVIC ENGAGEMENT

The desired outcome of projects within the civic engagement theme is that "seniors are engaged, participating and contributing to their communities".

Examples of short to medium term outcomes for projects within the civic engagement theme are:

- More seniors participate as employees or volunteers as long as they want and are able
- There are more opportunities for seniors to have a voice in decisions in their communities
- Seniors contributions are showcased more often

Recommended research and resources for organizations to reference and build upon include:

- [The Benefits of Age: Annotated Bibliography of Strategies that Support Improved Labour Market Participation for Older Workers](#)
- [Employing Older Workers Promising Practices](#)
- [Building Blocks for Boomer Volunteer Engagement](#)
- [Gifts of a Lifetime: The Contributions of Older Canadians](#) & [Older Canadians Burden or Benefit Workshop Fact Sheets](#)
- [Volunteering and Older Adults](#)
- [Older Adults Needs Assessment 2016](#) & [Highlights Report](#)

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Examples of criteria related to civic engagement are:

- Older people are included as full partners in decision making affecting them
- Seniors report being involved in decision making about important political, economic, and social issues in the community
- Seniors report a level of satisfaction or desirability of volunteer activity
- Training and re-training opportunities are provided for older workers

3. SAFETY

The desired outcome of projects within the safety theme is that “seniors are safe and well in their homes and communities”.

Examples of short to medium term outcomes for projects within the safety theme are:

- More seniors know about personal safety, elder abuse and fraud
- Public and private spaces are built and maintained with Age Friendly features
- More seniors have access to technology that helps them meet their needs

Recommended research and resources for organizations to reference and build upon include:

- [Age Friendly Edmonton Business Audit Tool](#)
- Home for Life™ guidelines (<http://www.homeforlife.ca/>)
- Outdoor Spaces and Buildings Design guidelines (available upon request)
- [Creating an Age Friendly Business in Alberta](#)
- [Older Adults and Technology Use: Usage and Adoption](#)
- Resources from the [Government of Alberta](#) and the [Alberta Elder Abuse Awareness Network](#)
- Resources from [Alberta Health Services Staying Healthy and Living Well](#)
- Resources from [AGE-WELL](#)

Links to recommended research and resources can also be found at www.agefriendlyedmonton.ca under “Call for Proposals”.

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Examples of criteria related to safety include:

- Housing design facilitates continued integration of older people in the community
- Number of falls and other injuries of seniors occurring in public places
- Seniors report that public spaces and buildings are accessible for all people, including those who have limitations in mobility, vision or hearing
- Proportion of older people who report feeling safe in their neighbourhood

ELIGIBILITY REQUIREMENTS

ELIGIBLE APPLICANTS

- Edmonton-based not-for-profit organizations incorporated for a minimum of one year
- Coalitions, networks and ad hoc committees with an existing eligible fiscal agent, such as a not-for-profit organization
- Edmonton-based educational institutions
- Edmonton-based public health institutions
- Edmonton-based for profit enterprises may be eligible for funding provided that the nature and intent of the proposed activity is non-commercial, not intended to generate profit and supports Age Friendly Edmonton objectives
- Must be in good standing with the City of Edmonton
- Able to demonstrate the ability to successfully implement the project and provide measurable outcomes that align with Age Friendly Edmonton goals

PROJECT ELIGIBILITY

The Age Friendly Edmonton Call for Proposals is seeking to fund projects that:

- Have a benefit to older adults in Edmonton. Projects that directly involve seniors in planning and carrying out project activities are encouraged
- Clearly demonstrate the application of learnings from the recommended research and resources
- Are done in collaboration and partnership with multiple stakeholders
- Demonstrate creativity and innovation by either reaching expanded or new audiences and/or by developing new assets or processes
- Demonstrate a high likelihood for sustainability without ongoing funds from the City of Edmonton

INELIGIBLE PROJECTS AND ACTIVITIES

- Core funded programs
- Fundraising activities
- Projects requiring ongoing funding
- Ongoing operational funding
- Projects that duplicate services that are ordinarily provided by a government or government agency

ELIGIBLE PROJECT COSTS

Project costs must relate to the project and could include:

- Salaries, wages and mandatory employment related costs for project staff
- Professional services (i.e. consultants, facilitators, etc.)
- Evaluation costs
- Honoraria and hospitality costs
- Purchase of materials and supplies related to the project
- Printing and distribution of project materials
- Rental of equipment required for the project
- Rental of space or facilities necessary for the execution of the project
- Renovations or repairs necessary for the execution of the project
- Capital costs required to undertake the project (i.e. equipment, furnishings)

Project costs will be assessed and certain items may not be accepted.

INELIGIBLE PROJECT COSTS

The following are not eligible for funding:

- General operating costs of the organization that are not related to the project
- Project costs incurred before project approval and funding agreement signed
- Purchase of land or buildings
- Repairs or renovations not demonstrably related to the project
- Decorating or beautification costs

HOW TO APPLY

Proposals must be submitted on the Age Friendly Edmonton Project Proposal Template and include the following:

PROJECT DESCRIPTION

Proposals must provide a comprehensive description of:

- What the project is, why it is needed and who will benefit
- Research and/or resources that will be utilized and how the project builds upon the recommended research and resources
- What will result from the project, both tangible and intangible
- How seniors are involved in the planning and implementation
- In case of a collaborative proposal, a description of all proposal partners and what roles they will have in delivering the project

EVALUATION

Proposals must provide a comprehensive description of:

- What will change as a result of this project, both short and long-term outcomes
- Key indicators will be used to measure success
- How achievement of Age Friendly Edmonton goals will be measured

MAJOR ACTIVITIES AND TIMELINES

Proposals must include:

- A detailed work plan including tasks, sub tasks and target dates
- For project proposals involving multiple stakeholders, details of the tasks to be undertaken must include which party is responsible for completion

BUDGET

The proposal must include specific detail on the budget breakdown, including an indication of other financial or in-kind resources. The maximum grant available from Age Friendly Edmonton is \$40,000.

SUSTAINABILITY AND IMPACT

The proposal must include a comprehensive response to the Age Friendly Edmonton Sustainability and Impact Checklist (which is located on the Project Proposal Template)

APPLICATION REVIEW PROCESS

There are three phases in the application review process:

1. Screening:

- Upon receipt, applications will be screened to ensure compliance with the requirements outlined in the Call for Proposal.

2. Assessment:

- After October 3rd, applications will be assessed on a number of criteria, including:
 - Meeting Age Friendly Edmonton goals and outcomes;
 - Anticipated positive impact on seniors and Edmonton community;
 - Application of research and resources to the project for which organizations are requesting funding;
 - Collaborative approach;
 - Feasibility of project plan and budget;
 - Creativity and innovation; and
 - Potential for the activities to continue after the funding ends, if applicable.

3. Final decision:

- All applicants will be contacted by the second week of November

PROJECT REPORTING

Each group or organization that receives funding is expected to submit a report within 90 days of the completion of the project.

A template will be provided to complete the report. This report must include:

- Impact of the project on the community
- Successes and/or areas of improvement

- Participant feedback
- Plans for creating sustainable, long-term impact
- Budget reporting, including number of seniors involved in various capacities

Community groups may be asked to share their experiences and learnings with other community groups through Age Friendly Edmonton publications, and at Age Friendly Edmonton events held throughout the year.

ACKNOWLEDGEMENT OF FUNDING

Public acknowledgement of funding by Age Friendly Edmonton is expected. The Age Friendly Edmonton logo will be provided to use on publications as required.

SUBMISSION

Proposals may be submitted electronically or by mail to Ingrid Hoogenboom.

ingrid.hoogenboom@edmonton.ca

8th Floor, CN Tower
10004 104 Ave NW
P.O. Box 2359
Edmonton, Alberta
T5J 2R7

Submissions must include the following documents:

- Signed Age Friendly Edmonton Project Proposal, completed to a maximum of 20 pages
- Current Proof of Filing
- List of current Board of Directors
- Most recent audited financial statements
- Most recent annual report

Submission Deadline: October 3rd, 2016 at 4:00 pm