



## Age-Friendly: Go Local

Building Neighborhoods Where People of All Ages Can Thrive

The Health Foundation for Western & Central New York invites proposals from grassroots organizations and community groups who are working to build livable, age-friendly neighborhoods.

Age-Friendly: Go Local will support initiatives that are built on the key principles of age-friendliness, livability, and equity to improve the lives and health of residents in their communities.

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**Deadline for Submission:  
Monday, November 7, 2022**

**All application materials should be  
submitted to  
[GOLOCAL@NYAM.ORG](mailto:GOLOCAL@NYAM.ORG)**

**What does “age-friendly” mean?**

The age-friendly communities framework maintains that the quality and availability of certain features of a neighborhood—the “Eight Domains of Livability”—are closely tied to the well-being of older adults and others who live there. Age-friendly environments are accessible, equitable, inclusive, safe, secure, and supportive, and promote health and prevent or delay the onset of disease and functional decline.

**What is Age-Friendly: Go Local, and who should apply?**

Age-Friendly: Go Local is an initiative of the Health Foundation for Western & Central New York in partnership with the New York Academy of Medicine to advance the age-friendly framework and improve the lives of older adults and others at a hyper-local, neighborhood level.

We are seeking to partner with local, grassroots organizations and community groups who are leading or planning initiatives to improve livability in specific neighborhoods or communities, especially those that face significant health disparities.

Projects should be based on the eight domains of livability as defined by the World Health Organization. Some examples of age-friendly projects could be: making a neighborhood safer for cycling or walking; bringing neighbors together to combat social isolation; or improving access to transportation.

**Applicants should:**

- Operate within one or more of the 16 counties the Health Foundation serves.
- Be a nonprofit organization with 501(c)3 status or affiliated with one who can receive and manage grant funds on their behalf. If you need help connecting with a 501(c)3, we can assist you.
- Have an organizational focus on serving older adults, people of color, other under-resourced groups, and/or those living in rural communities.

Age-Friendly: Go Local is also intended to serve populations that may not be defined by a common geography, but face common system-driven disparities, including LGBTQ+ older adults, indigenous communities, immigrants and refugees, and others.

Funds may not be used to support mergers and acquisitions, building or capital projects, drug development, or direct grants to individuals.

**Funding Levels**

Grants up to \$10,000 will be awarded for early stage or exploratory projects.  
Grants up to \$25,000 will be awarded for established projects or those that are ready to launch.

**Have questions? We are here to help! Contact us at [GOLOCAL@nyam.org](mailto:GOLOCAL@nyam.org).**

## **Background**

### **About the Health Foundation for Western & Central New York**

The [Health Foundation for Western & Central New York](#) was founded in 2002. Our mission is to improve the health and health care of the people and communities of western and central New York. The Health Foundation is based in Buffalo, NY with a second office in Syracuse, NY, and serves the following 16 counties:

**Western New York:** Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, Wyoming

**Central New York:** Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego, Tompkins

The Health Foundation's vision is a healthy central and western New York where racial and socioeconomic equity are prioritized so all people can reach their full potential and achieve equitable health outcomes.

To achieve outcomes that last, we work together with community partners to develop, implement, and evaluate sustainable programs that make a positive difference in the communities we serve, with a focus on young children and older adults.

### **About the New York Academy of Medicine**

Established in 1847, the New York Academy of Medicine (NYAM) tackles the barriers that prevent every individual from living a healthy life. NYAM generates knowledge needed to change the systems that prevent people from accessing what they need to be healthy such as safe and affordable housing, healthy food, and healthcare. Our mission is to drive progress towards improved health through attaining health equity. Our three Program Centers include the Center for Community Partnerships and Policy Solutions, the Center for Healthy Aging, and the Center for Evaluation and Applied Research.

As a leader in healthy aging, NYAM has led place-based initiatives such as the [Age-friendly Neighborhoods Fund](#), statewide initiatives such as the award-winning [Health & Age Across All Policies Learning Collaborative](#), and national initiatives such as the [Older Adults' Equity Collaborative \(OAEC\)](#). NYAM is partnering with the Health Foundation for Western and Central New York on the Go Local

initiative. Specifically, NYAM will serve as fiscal agent for the program, aid in the selection of grantees, and provide technical assistance to grantees throughout the grant period. Visit [www.nyam.org](http://www.nyam.org) to learn more about our work.

## What Does Age-Friendly Mean?



The World Health Organization (WHO) describes age-friendly communities as places in which **older people, communities, policies, services, settings, and structures work together to support and enable us all to age well.**

Age-friendly environments **foster health and well-being and the participation of people as they age.** They are accessible, equitable, inclusive, safe, secure, and supportive, and promote

health and prevent or delay the onset of disease and functional decline.

Age-friendly, livable communities have walkable streets, housing and transportation options, access to key services and opportunities for residents at all life stages to participate in community activities. They embrace respect and social inclusion, foster social participation, and enable civic participation and employment.

The [Eight Domains of Livability](#) guide the work the Health Foundation does to support age-friendly communities. To date, our work to advance an age-friendly ecosystem has focused on improving hospital-based care through [Age-Friendly Health Systems](#) and on creating age-friendly planning and policy responses by state, county, and local governments through support for [Health and Aging Across All Policies](#).

## **Why Age-Friendly: Go Local?**

Even if the phrase ‘age-friendly’ is new to you, it is likely there are efforts to make neighborhoods more livable already happening in your community.

Initiatives to make neighborhoods more equitable by increasing greenspace, improving access to fresh food through community gardens, and neighbors-helping-neighbors programs are all examples of age-friendly efforts.

Age-Friendly: Go Local provides funding support for groups that are leading efforts like these, with the goal of helping them have an even greater impact and be recognized as a vital part of statewide, national, and global age-friendly and livability efforts.

The goal of Age-Friendly: Go Local is to support local organizations working to improve the livability of neighborhoods where there are significant health disparities that contribute to reduced life expectancy.

These outcomes are more common in places where systemic inequities and lack of investment have resulted in high rates of poverty, including both urban and rural settings, and where access to services to meet basic needs is more limited.

Age-Friendly: Go Local is also intended to serve populations that may not be defined by a common geography, but face common system-driven disparities, including LGBTQ+ older adults, indigenous communities, immigrants and refugees, and others.

## **Eligibility and Funding**

Age-Friendly: Go Local provides two levels of funding opportunities:

For groups that are working on initiatives that already exist or are ready to launch, Age-Friendly: Go Local provides grants up to **\$25,000**.

For groups who are exploring the concept of age-friendly communities, and are looking for support with planning, organizing, and community engagement, Age-Friendly: Go Local provides grants up to **\$10,000**.

Age-Friendly: Go Local is intended to support projects that can be completed within twelve months of the kick-off event held in April 2023. Please see the timetable at the end of this document for more details.

**To apply for funding applicants must:**

- Operate within one or more of the 16 counties the Health Foundation serves.
- Be a non-profit with 501c3 status or affiliated with one who can receive and manage grant funds on their behalf.
- Have an organizational commitment to serving older adults impacted by poverty; communities that are under-resourced due to the effects of systemic racism, including Black, Indigenous, and people of color; and/or people living in rural communities.

Funds may not be used to support mergers and acquisitions, building or capital projects, drug development, or direct grants to individuals.

Health Foundation staff may request site visits with select applicants after receiving their proposal.

**What selected applicants can expect if they are funded**

The New York Academy of Medicine, in partnership with the Health Foundation, will lead a learning community and provide technical assistance for Age-Friendly: Go Local grantees throughout the grant period. The technical assistance and learning community will be flexible and responsive to grantee needs and focus areas.

Grantees will be required to participate in two 90-minute virtual learning community meetings focused on neighborhood equity-focused healthy aging approaches and sharing grantee learning and best practices. A kick-off meeting will take place in April 2023 and one additional meeting will be scheduled during the 12-month grant period. One to two additional, optional meetings will be scheduled based on grantee needs, e.g., to provide opportunities for grantees implementing projects in similar domains to learn from one another.

NYAM will also be available throughout the grant period to provide individualized technical assistance for grantees on healthy aging, alignment with county and healthy aging efforts, and other relevant topics. A major goal of this technical assistance is to assist grantees with establishing partnerships and documenting short-term impacts of pilot projects to position grantees to obtain longer-term

funding from public and other philanthropic funders to sustain healthy gaining initiatives beyond the 12-month grant period.

## Timeline

September 19, 2022	Age-Friendly: Go Local RFP released
September 30, 2022	Initial questions may be submitted to <a href="mailto:golocal@nyam.org">golocal@nyam.org</a> for inclusion in program FAQ and informational webinar
October 7, 2022	Age-Friendly: Go Local informational webinar in response to submitted questions: <a href="https://us02web.zoom.us/webinar/register/WN_gAJZdgurThqk8yEgLiY0kw">https://us02web.zoom.us/webinar/register/WN_gAJZdgurThqk8yEgLiY0kw</a> 10:00am-10:45am.
October 7 through October 21, 2022	Additional questions, including brief questions on project fit (no more than 1 paragraph), may be submitted to <a href="mailto:golocal@nyam.org">golocal@nyam.org</a>
<b>November 7, 2022:</b>	Proposals are due. Submit to <a href="mailto:golocal@nyam.org">golocal@nyam.org</a>
Beginning November 28, 2022	Health Foundation and NYAM staff may reach out to schedule calls and/or site visits
November 28, 2022 through January 20, 2023	Health Foundation staff to conduct site visits, including in- person site visits as appropriate.
Week of March 13, 2023	Applicants will be notified of status of their submission.
April 2023	Kick-off event for accepted applicants

## How to Apply

Interested organizations must complete a proposal that contains responses to the following questions. While we do not have a strict page or word count limit, we expect proposals to be approximately 4-6 pages in length.

**If you anticipate difficulty completing a written proposal, please contact us to discuss accessibility options at [golocal@nyam.org](mailto:golocal@nyam.org).**

Tell us about the project you are proposing for Age-Friendly: Go Local.

1. What is the amount of funding you are requesting?
2. What is the issue your project seeks to address and how does it relate to one of the [Eight Domains of Livability](#)?
3. Please describe the program or project for which you are requesting funding, including the proposed goals, activities, and a brief timeline.
4. Describe the expected impact of your project. How will the community benefit from the project and how will this project address equity among older adults? How will this project improve the lives of low-income older adults, people of color, other marginalized groups, and/or those living in rural communities?
5. Tell us how you will involve older adults and other community members in this work.
6. Tell us about those who will be working on this project. What organization will be leading this work? Please provide a brief description of the organization including mission, staff size, and a general description of services/programs offered and population(s) served.
7. Is the organization a registered 501(c)3 nonprofit organization? If not, what organization will serve as the fiscal agent for this project? *Please indicate if you would like us to connect you with a 501(c)3 nonprofit organization.*

Please complete the attached budget explanation to show how requested funds will be used.



## Examples of Age-Friendly Projects

There are many ways that people, communities, and neighborhood organizations work together to improve the ability of people to age well in their communities. We encourage applicants to explore some of the videos below to see what others are doing.

This list includes some ideas of age-friendly projects, but is not comprehensive, and new ideas are encouraged. These examples address a wide array of the domains of age-friendly work.

- [Fulton Block Builders](#)  
Fulton Block Challenge is a neighborhood revitalization program that helps both homeowners and property owners recover part of the cost of their property improvements.
- [Seniors Helping Other Seniors](#) & [Lifelong Homes Coalition](#)  
These programs consist of volunteers that build and install adaptive devices to help older adults stay safe and age-in-place in their homes. These include ramps, handrails, improved lighting, bathroom grab-bars, swapping doorknobs for door handles, and more.
- [“Walk in our Shoes, Act on our Issues”](#)  
This intergenerational program based in Scotland helps communities to identify barriers to older people’s inclusion in the community and gain support from local decision makers by experiencing the neighborhood from the perspective of an older adult.
- [Pointing the Way to Walking in Older Age](#)  
Improved signage can be a great way to encourage older adults (and other community members) to walk throughout their community more, creating opportunities to live a more active lifestyle and promote social connection and economic participation.
- ["SilverSpokes" Age-friendly Cycling Program](#)  
Cleveland’s SilverSpokes program provides appropriate and age-friendly cycling experiences to older residents. Participants are provided modern adaptive bikes (recumbent, tricycle, etc.), safety equipment, and training on rules of the road.
- [“Institute for Empowered Aging” in NYC](#)  
This program boasts a number of innovative intergenerational projects

including urban farms, culinary workforce development programs, after school dance exchanges, technology skills development, and more.

- [Enhancing Community Gardens with Raised Flower Beds](#)

Existing community gardens can be enhanced with raised beds, picnic tables, and portable toilet facilities to make it easier for older people to participate and connect with the community.

- [“The Crossing” | Age-friendly Pittsburgh](#)

This project seeks to raise awareness about street safety and mobility for all ages and abilities. Through street theater performance and community engagement, “The Crossing” illustrated both the hazards of street crossing at dangerous intersections and the transformative power of creative community engagement.

- [“Choir of Ages”](#)

Ireland’s Choir of Ages brings children and older adults together through the expressive power of music. The choir promotes cross-generational connections that provide innumerable benefits for all participants.

- [Better Block](#)

This program educates, equips, and empowers communities and their leaders to reshape and reactivate built environments to promote the growth of healthy and vibrant neighborhoods for people of all ages. See examples of this work in [Ottumwa](#) & [South Dallas](#)

- Age-friendly Bulletins in [China](#) & [Australia](#)

Bulletins can be a great way to promote the awareness of age-friendliness throughout a community, share information on resources, and highlight the voices of older adults. The target audience can include older adults, caregivers, city councils, local government offices, local businesses, and other organizations.

**Age Friendly: Go Local Applicant Budget and Explanation**

Organization Name:

County(ies) served by organization:

	Budgeted Amount	Budget Explanation	Comments
<b>Personnel</b>			
<b>Total personnel</b>	\$0		
<b>Non-personnel</b>			
OfficeSupplies			
Miscellaneous			
<b>Total non-personnel</b>	\$0		
<b>Indirect costs</b> (maximum 10% of budget)			
<b>Requested Budget Total</b>	\$0		