

Age-Friendly: Go Local



Building Neighborhoods Where People of All Ages Can Thrive

**Deadline for Submission:
December 2, 2025**

Fit Check Proposal Review Deadline: October 30, 2025

**All application materials should be submitted to
GOLOCAL@NYAM.ORG**

Building Neighborhoods Where People of All Ages Can Thrive

The Health Foundation for Western & Central New York invites proposals for the next cohort of Age-Friendly: Go Local, a funding and technical support opportunity for grassroots and community-based organizations who are working to build age-friendly neighborhoods that promote the health of all people. The program is funded by the Health Foundation, and technical assistance and program administration are provided by the New York Academy of Medicine.



Age-friendly is a framework that promotes the health and well-being of residents throughout their lives, with particular attention to enhancing the inclusion, participation, and well-being of older adults. Age-friendly environments are accessible, equitable, inclusive, safe, secure, and supportive.

They promote health and prevent or delay the onset of disease and functional decline. The Eight Domains of Livability (see image) describe community features that can be addressed to promote age-friendliness.

What types of projects or programs will Age-Friendly: Go Local fund?

We are interested in funding projects built on the key principles of age-friendliness, livability, and equity to improve the health and well-being of communities. We are especially interested in projects that serve populations with inequitable access to health-promoting resources and services, including: those in poverty, those in rural communities, LGBTQ+ groups, indigenous communities, racial and ethnic minoritized groups, immigrants, refugees and other groups.

The intent of this grant is to fund new and innovative projects. The grant will not fund existing programs as they are currently delivered. However, we are open to supporting the expansion of existing programs into older adult populations that were not previously served, and/or projects that will result in significantly improved programs for older adults. Projects should meaningfully include older adults in planning for program expansion and identify new ways of program delivery. The grant 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 \$25,000 will be awarded for projects that are ready to launch in a community.

Grants up to \$10,000 will be awarded for planning, exploratory, or very early-stage projects.

Who should apply?

We are seeking to partner with grassroots and community-based organizations. Applicants must:

- Operate within one or more of the [16 counties](#) the Health Foundation serves. Special consideration will be given to counties where organizations have not previously received this grant: Wyoming, Cattaraugus, Cayuga, Tompkins, and Cortland.
- 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 may be able to assist you.
- Have an organizational focus on serving older adults, people of color, rural communities, and/or other under-resourced groups.

New this year!

The Fit Check is a way for prospective applicants to get early feedback from the Age-Friendly: Go Local team on their project ideas before submitting their final applications. This is not required, but an opportunity to get feedback early on to strengthen applications. See application page for more details or [view the submission form here.](#)

What to expect as an Age-Friendly: Go Local grantee

Recipients of the Age-Friendly: Go Local grant will be a part of a learning collaborative made up of other participating organizations. The goal of this learning collaborative is to share best practices and lessons learned about implementing and sustaining age-friendly initiatives in communities. [Read the program FAQs.](#)

As part of the learning collaborative, grantees are expected to:

- Participate in two in-person person meetings (Kick-Off meeting and Closing Convening) in Rochester, NY
- Participate in one interim regional meeting (Buffalo or Syracuse)
- Participate in three capacity-building webinars during the grant term
- Check-in with Go Local program staff regularly throughout the grant term

During meetings and webinars, grantees will have the opportunity to connect with organizations and government agencies that are working to advance age-friendly programs and policies across the state. Through these activities grantees will become familiar with “reframing aging,” an effort to combat ageism and reconsider how society values older adults, and how to integrate this into their work. Grantees will also receive training and resources to be champions for age-friendly programs and policies in their community. The goal is for grantees to be able to effectively communicate that what is good for older adults is good for everyone!

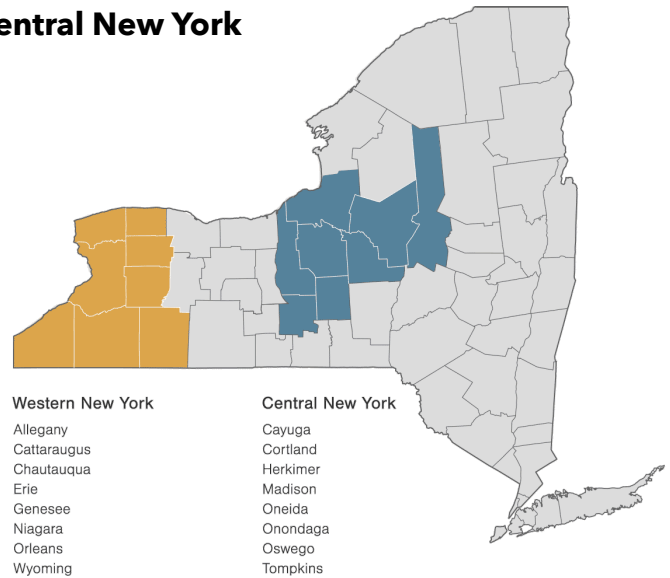
Grantees will also be required to:

- Submit interim reports to track project progress
- Submit a final report at the end of the grant term. The grant term is one year, April 2026 to April 2027. We intend for project activities to be completed during this time frame.

About the Funder: 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. Our 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.

The Health Foundation is based in Buffalo, NY, with a second office in Syracuse, NY, and serves the 16 counties noted here.



About the Project Manager: New York Academy of Medicine

Founded in 1847, the New York Academy of Medicine (NYAM) is one of the nation's longest-running nonprofits dedicated to advancing the health of all people. NYAM's mission is to drive progress toward health equity by tackling the barriers that prevent individuals and communities from living healthy lives. Through innovative research, health policy, and community partnerships, NYAM focuses on improving health across every phase of life to expand healthspan – ensuring not only longer lives, but healthier ones.

NYAM's Center for Healthy Aging leads efforts to improve the health and well-being of current and future aging populations. As part of this work, NYAM provides capacity-building support to organizations and partners, helping them strengthen their impact and sustainability throughout initiatives and grant periods.

Why we support Age-Friendly: Go Local

Even if the phrase “age-friendly” is new to you, it is likely that there are efforts to make neighborhoods more livable happening in your community. For example, initiatives to support healthy aging 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 for groups that are leading efforts like these, to help them have an even greater impact in improving neighborhoods and quality of life. The grant also helps bring together organizations with statewide, national, and global age-friendly and livability efforts. Age-Friendly: Go Local is intended to serve populations that may not be defined by a common geography but face inequitable access to health-promoting resources and services, including: those in poverty, those in rural communities, LGBTQ+ groups, indigenous communities, racial and ethnic minoritized groups, immigrants, refugees and other groups.

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. New ideas are encouraged. These examples address a wide array of the domains of age-friendly work around the globe.

[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.

["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.

["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.

Program Timeline

October 2, 2025	Request for Proposals (RFP) released and proposal Fit Check form released
October 27, 2025	HFWCNY and NYAM will host a webinar to share information and answer questions about the grant opportunity
October 30, 2025	Last day for prospective applicants to submit a Fit Check request to receive feedback on their early-stage proposal
December 2, 2025	Proposals are due
January 2026	HFWCNY and NYAM will have follow-up meetings with applicants that have advanced to the second round of review
March 12, 2026	Applicants notified of the status of their submission
April 29, 2026	Kickoff event for accepted applicants

Application and Budget Form

New this year! Fit Check Proposal Review

[You can access the Fit Check form here.](#)

The Fit Check is a way for prospective applicants to get early feedback from the Age-Friendly: Go Local team on their project ideas before submitting their final applications. This is not required, but an opportunity to get feedback early on to strengthen applications.

You can download an editable version of this [application form here](#).

Please respond to the following questions. Proposals should be approximately 3-6 pages in length. If you anticipate difficulty completing a written proposal, please contact us to discuss accessibility options at GoLocal@nyam.org.

Project/Program

1. What is the health or livability issue impacting older adults that your project seeks to address?
2. Which of the Eight Domains of Livability does your project address?
3. How will your project improve the lives of older adults?
4. Tell us about who will benefit from this project. Please include the demographic characteristics of the people your project intends to serve. This includes characteristics such as socio-economic status; race/ethnicity; immigrant status; language; sexual/gender identity; and/or rural vs. urban status.
5. What are the goals of your project?
6. How will you measure the impact of your project using Results-Based Accountability (RBA) measures? Results-Based Accountability (RBA) is a simple framework to help organizations track how much they are doing, how well they are doing it, and whether anyone is better off because of their work. For this proposal, please choose two RBAs (one from each set) from the list below and describe how you will use them to assess your program's impact on older adults.

(Continued)

Choose from the following RBA measure sets:

Set 1

- Number of people served
- Number of events held
- Number of people engaged

Set 2

- Percentage of older adult participants reporting “the program/service was helpful”
- Percentage of older adults reporting they are satisfied with program/service
- Number and percentage of older adults with improved health outcomes

7. How will you involve older adults and other community members in the planning and implementation of this work?

Organization

8. What organization will be leading this work? Please provide a brief description of the organization including mission, staff size, volunteer size and a general description of services/programs offered and population(s) served.

9. If you will be partnering with other organizations on this project, please list them.

10. Please also list other organizations partnering on this project, if identified.

11. Is the lead 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.

Budget

12. What is the amount of funding you are requesting?

13. Please complete the budget explanation [linked here](#) to show how requested funds will be used.