



Ministry of Seniors Affairs

Seniors Community Grant Program

Guidelines

2017-2019

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Seniors Community Grant Program

1. Highlights

Background

The numbers of seniors is growing. Today there are over two million seniors in Ontario and this number is expected to double in the next 25 years. For the first time, there are now more Ontarians over the age of 65 than there are children in Ontario under the age of 15.

In 2017, the Government of Ontario established Canada's first stand-alone Ministry of Senior Affairs (MSA) to further enable its vision to make Ontario the best place to grow up and grow old in North America. The MSA's Action Plan for Seniors is committed to promoting the development of Age-Friendly communities and programs that acknowledge the contribution of seniors and keeps seniors active, healthy, independent and engaged.

Age-Friendly communities are those that have programs and resources in place for seniors to lead healthy, active, independent and engaged lives while continuing to learn, contribute and be safe. Ontario's Seniors Community Grant (SCG) Program was established in 2013 solely dedicated to helping seniors in a way that will encourage greater social inclusion, learning, volunteerism, and community engagement. This could include courses for seniors on financial and computer literacy, community events and physical and learning activities such as exercise and cooking classes. To date nearly 1,400 grants have been provided which have impacted the lives of more than 440,000 seniors across Ontario.

In addition to the existing grant streams, MSA is now making up to \$100,000 available to incorporated organizations to plan, implement or evaluate projects that build and sustain local, provincial and regional capacity for healthy aging. This new stream is aimed at providing funding for projects and activities that encourage greater social inclusion, learning, volunteerism, and community engagement.

Over the next two years, up to \$5 million is being dedicated to help seniors across Ontario. Through this Program, projects can support seniors at local community or regional levels, or have a broader provincial scope. Larger capacity building and scalable projects are encouraged to focus on projects that leverage local partnerships and collaboration towards initiatives and results that can be shared across organizations interested in programs and services for seniors.

Grants between \$1,000 and \$100,000 will be awarded for projects in all three streams that must be completed by March 31, 2019. Grants may be limited if the number of eligible applications received exceeds the available funding.

2. Overview of streams

The SCG Program will be administered through three streams:

Stream 1: Grants between \$1,000 and up to a maximum of \$3,000

Total project cost must not exceed \$10,000

- Applications can be made by individuals who represent seniors' groups, **unincorporated or incorporated** not-for-profit organizations, Local Services Boards, municipalities, or Indigenous groups that are incorporated.
- Grants will support up to 100% of the total eligible project costs up to the maximum amount. If the total project cost is greater than \$3,000, the application must outline where the additional funds will come from.

Stream 2: Grants for over \$3,000 up to a maximum of \$12,000

Total project cost must not exceed \$14,400

- Applications can be made by **incorporated** not-for-profit organizations, including Local Services Boards, municipalities and Indigenous groups. Multiple organizations, including unincorporated organizations, can work together on an project application, but must have one lead incorporated representative who will be legally responsible for the project.
- Grants will support up to 80% of the total eligible project costs, up to a maximum project cost amount of \$14,400.
- The remaining 20% can be a combination of the following:
 - Cash contribution from applicant organization
 - In-kind contribution from the applicant or other sources
 - Contributions from federal, provincial or municipal government sources

An unincorporated elder abuse network may receive Stream 2 funding for the execution of an elder abuse project provided that the lead applicant is an incorporated body. In these cases, the lead applicant:

- may receive the majority of their annual operating base funding from the province; and
- may only use the SCG Program funding to deliver the approved elder abuse grant project.

Stream 3: Grants for over \$12,000 up to a maximum of \$100,000

No cap on total project cost; in all cases a 20% cash or in-kind contribution (or combination thereof) is required.

- Applications can be made by **incorporated** not-for-profit organizations, including Local Services Boards, municipalities and Indigenous groups and organizations that receive the majority of their annual base funding directly from the province of Ontario. Multiple organizations can work together on a project application, but must have one lead representative who will be legally responsible for the project.
- A 20% contribution is required and that contribution can be a combination of the following:
 - Cash contribution from applicant organization
 - In-kind contribution from the applicant or other sources
 - Contributions from federal, provincial or municipal government sources

3. Eligibility

- Applicants for all streams must represent senior's groups or not-for-profit organizations and offer programs or services which do or can directly benefit seniors living in Ontario. For Streams 1 and 2, organizations must have been in operation for at least one year at the time of application. For Stream 3, organizations must have been in operation for at least two years at the time of application. See Applicant Eligibility for each stream for details.

4. Application process and timeline

- Applications will be accepted **between September 25, 2017 and November 30, 2017, at 5:00 p.m. E.S.T.**
- Each organization or individual may apply for funding for one project ONLY across all three streams.
- It is important that all areas of the application are fully completed.
- Please read the **Application Guide and Checklist** which provide detailed instructions to help you complete the application form and project plan.
- Please ensure that all services proposed in the project plan are undertaken within the province of Ontario, benefit Ontario seniors and are provided by an Ontario based vendor.
- The specific date(s) of your event(s) must be defined to the best of your ability. If it is a weekly/monthly event, define it as such. If it is ongoing work (not event-based), please explain that in your application.

- Allow for sufficient planning and development of your project when determining your project start date.
- Applications will be accepted in English or French by email at seniorscommunitygrant@ontario.ca, as well as by fax at (416) 326-7078 and by mail at 777 Bay Street, Suite 601C, 6th Floor, Toronto ON, M7A 2J4. It is strongly encouraged that your application be submitted electronically to ensure it arrives in a complete and timely fashion.
- Please note that upon receipt of your application you will receive a confirmation email. If you have not received a confirmation email within 48 hours of your submission, please call 1-833-SCG-INFO (724-4636).
- All applications will be evaluated following the closing of the application period.
- Following the evaluation period, the organization's main contact will be notified by email regarding the status of the application in early 2018.
- Please provide accurate and up to date contact information and we urge you to regularly monitor the contact phone number and e-mail address provided to facilitate prompt communication regarding the status of your application.
- All Stream 1 or Stream 2 projects must commence on or after April 30, 2018 and must be completed by **March 31, 2019**.
- Stream 3 projects may commence in February, 2018 and must be completed by **March 31, 2019**.

5. 2017-19 funding – terms and conditions

Once the application has been approved for funding, successful applicants will be required to enter into an agreement with the Province that sets out the terms and conditions of the funding. The following terms and conditions are applicable to projects funded under **ALL STREAMS**:

- Unspent portions of the grant must be returned to the Province.
- Grants will fund eligible cash expenditures and will not be provided for in-kind contributions to a project.
- Cash and in-kind contributions can come from the recipient, a partner or another funding source.
- Funding from other provincial programs or federal and municipal programs is permitted, as long as each funder covers a separate portion of the project and separate funding is clearly identified in the application and reports.
 - **For Stream 3 ONLY**, the application must indicate where this funding is coming from, how much it is for, what part of the overall initiative it is covering and outline how SCG Program funding will contribute to the overall initiative's success.
- In-kind contributions can include the time, based on salaries and benefits, that existing staff contribute directly to the project. In-kind contributions may

also cover ineligible expenses required, if outlined clearly such as capital portions, office expenses and additional technology.

- Staff time (volunteer labour) donated by a partner organization is an in-kind contribution to the project.
- The combination of financial assistance received from the program and other sources cannot exceed the actual budget for the project.
- Stream 1 and 2 grants will be paid in two installments: 80% upon execution of the agreement by both parties and 20% payment upon receipt of a satisfactory Final Report and all relevant receipts.
- The final report is due within **30 days** after the project is completed.
- The payment schedule for Stream 3 grants will vary based on project deliverables and matched to Interim and Final Report requirements.

NOTE: Grant recipients must credit the support of the Government of Ontario in any communication or marketing materials promoting funded activities.

6. Ineligible project costs FOR ALL STREAMS include but are not limited to:

- × Capital projects, including renovations or upgrades to buildings or the building of permanent fixtures (patios, gazebos, facility upgrades)
- × Gardening projects involving repairs or installations of stone walkways, permanent planting structures, irrigation systems, etc.
- × Furniture
- × Health care equipment (dentures, assisted devices, walkers, etc.)
- × Events or initiatives to promote religious beliefs or practices
- × Purchase of vehicles or travel expenses not related to supporting the project
- × Insurance for vehicles or organizations
- × Office supplies, equipment and expenses with the exception of those unique to this project
- × Grants or funding to other organizations
- × Gifts, including t-shirts, mugs, gift cards, etc.
- × Credit and non-credit courses at a college or university
- × Legal, audit, bookkeeping, interest fees, courier fees or shipping/handling
- × Telephone bills or equipment purchases, cellular or land-based
- × Project components already completed or partially funded by another organization or grant
- × Events, expenses or initiatives that are already part of the organization's ongoing operations (activities or events can be planned that enhance existing events, but funding will not support activities that have already been taking place regularly or were supported in the past by the SCG Program)
- × Fundraising, lobbying or sponsorship campaigns

- × Technology (computers or software, software development) that will not directly support the proposed project and ongoing operation of the organization and its activities to support seniors. This includes the initiation of internet systems
- × Feasibility and market studies, general or non-specific research that does not directly support the project goal
- × The creation or growth of endowment funds, direct contribution to fundraising drives, capital campaigns or special fundraising events and campaigns
- × Refundable taxes and expenses – funding will not pay for any tax or expenses that the organization can claim refunds, rebates or credits for, such as HST
- × General operating costs of the organizations that are not specifically related to the project, including standard utilities and rent
- × Employee benefits

7. Acknowledgement of funding

In an effort to demonstrate transparency and accountability related to how public funds are spent, recipients must credit the support of the Government of Ontario in any communications or marketing materials developed that promote activities funded by the grant.

8. Collection and sharing of information

The MSA is subject to the *Freedom of Information and Protection of Privacy Act* (FIPPA). Personal information related to the SCG Program is collected by the MSA for the proper administration of the program, for purposes including; evaluation of the project application and the administration and management of funding agreements.

Information about projects that are funded by this program (including the project name, project description and incorporated organization that is undertaking the project) may be made public by the Government of Ontario through public announcements.

Applicants should be aware that any information provided to the MSA in connection with their application may be subject to disclosure in accordance with the requirements of FIPPA.

Questions about the collection, use and disclosure of information may be directed to:

Ministry of Seniors Affairs
Freedom of Information Co-ordinator
400 University Avenue, 2nd Floor
Toronto ON M7A 2R9
Telephone: 416-314-7711

9. Overview

The SCG Program will provide seniors with the opportunity to connect, contribute, learn and lead active lives.

The program has eight key priorities and applicants are encouraged to develop projects which address more than one priority. Projects should:

1. Foster initiatives and ideas that provide opportunities for seniors to network and be part of the social fabric of their communities.
2. Foster initiatives that promote Age-Friendly community development.
3. Promote intergenerational partnerships.
4. Lead to activities focused on the safety and well-being of seniors.
5. Encourage and support activities, events and programs that promote learning and the sharing of information as it relates to seniors issues.
6. Encourage and support activities, events and programs that embrace seniors as volunteers.
7. Develop programs and services that place an emphasis on partnerships, collaboration, sharing of information and best practices across communities and organizations that provide seniors with the opportunity to connect, contribute and lead active lives (applicable to Streams 2 and 3 only).
8. Develop a comprehensive project plan which includes the implementation of programs or services that allow organizations to build and sustain seniors' programs over a longer term (required for Stream 3).

In addition, at least 50% of the participants benefiting from the project should be 65 years or older.

* For projects related to developing plans (priorities 7 and 8), it is expected that project plans and best practices will be shared with other organizations and communities, so that the benefit of the project will have a broader impact beyond the applicant's community and will contribute to the long-term operation of an organization(s) .

Projects should also consider incorporating these secondary priorities:

- Supporting seniors in rural areas
- Supporting seniors from diverse cultures, including recent immigrants
- Providing opportunities to combat social isolation
- Supporting senior women
- Supporting seniors in Indigenous communities
- Raise awareness about the issue of elder abuse and inform seniors about available resources.

Examples of anticipated project outcomes:

- Seniors and the diverse organizations and communities that support them will become stronger as they work and learn together.
- Capacity within and across organizations will be enhanced with a view of planning and providing for sustained initiatives that have a measureable benefit over time.
- Organizations focused on seniors' issues, programming and services will become better connected through collaboration, partnership and alignment activities.
- Seniors are given more and better opportunities to be an integral and contributory part of the fabric of their communities.

10. Project priorities

All projects must meet at least one of the key priorities. In addition, applicants are encouraged to submit proposals that address more than one of the following priorities, and if possible, also address secondary priorities.

Priority 1

Projects will foster initiatives and ideas that provide opportunities for seniors to network and be part of the social fabric of their communities.

Examples of eligible projects:

- Organization of and participation in local community events that encourage seniors to get together and be part of local social networks, activities and opportunities to network.
- Organized tours or events which would benefit seniors.
- Organized outreach and support services, such as hiring a driver to bring in seniors with limited access to transportation, to involve seniors in community events.
- Organized linkages to seniors to support volunteer opportunities in the community.

Examples of measurable outcomes:

- Group activities were held and well attended by target audience.
- Promotional products and activities were developed and shared with the target number of seniors.
- The event is usually attended by approximately 25 individuals, but with outreach and support activities, attendance was up 50%.
- Participants voluntarily completed assessment forms.
- Reaching seniors who have not previously participated in activities, sustained interest in the organization or program.

Priority 2

Foster initiatives that promote Age-Friendly community development.

Examples of eligible projects:

- Development of ride share programs
- The creation of a check-in phone-support system for seniors to access from home
- Planning for an exercise parkette with information geared to all ages, including seniors, on how best to perform activity safely

Priority 3

Promote intergenerational partnerships.

Examples of eligible projects:

- A school develops a program that brings older adults into schools (ie: grandparent's day) or provides friendly visiting opportunities for students at local seniors residences or Elderly Person Centres ("EPCs")
- An EPC partners with a local youth group to offer technology training for the older adults (social media, computer skills, etc.)

Priority 4

Lead to activities focused on the safety and well-being of seniors.

Examples of eligible projects:

- Organizing and delivering education sessions or a community resource guide for older adults and community organizations about elder abuse prevention and response
- Creating resources for community service providers to clarify and coordinate roles and responsibilities related to programs, awareness and services in relation to seniors' safety issues such as falls prevention or elder abuse. Planning, designing and implementing a tool or channel through which seniors can network, exchange information and learn about available resources
- Organizing and delivering education sessions with local enforcement and first responders

Examples of measurable outcomes:

- Provincial, regional or local shareable partnership plans that address seniors' safety and well-being issues
- Group activities were attended by target audience
- Participants indicate increased ability to identify potential elder abuse

- Participants indicate increased confidence/willingness to address potential elder abuse
- Participants indicate increased knowledge of community resources related to elder abuse and where to find help

Note:

An unincorporated elder abuse network may receive Stream 2 funding for the execution of an elder abuse project provided that the lead applicant is an incorporated body. In these cases, the lead applicant:

- may receive the majority of their annual operating base funding from the province; and
- may only use the SCG Program funding to deliver the approved elder abuse grant project

Priority 5

Encourage and support activities, events and programs that embrace seniors as volunteers.

Examples of eligible projects:

- Development of a senior's volunteer recruitment, training or retention initiative is local in scope or can be shared across organizations
- Training of volunteers or development of a volunteer training program
- Recruitment aimed at acquiring senior volunteers for specific events
- Development and implementation of a seniors volunteer recognition program

Examples of measurable outcomes:

- The target numbers of seniors did participate as volunteers
- The target numbers of seniors were engaged and trained as volunteers
- Community activities requiring volunteers recruited the target number of volunteers
- Local community events experienced an increase in number of volunteers participating

Priority 6

Encourage and support activities, events and programs that promote education and learning related to seniors' issues.

Examples of eligible projects:

- Workshops are offered for seniors on mentoring opportunities in the community and skills and tips on how to be an effective mentor
- Workshops, conferences and seminars are offered for organizations and seniors that are dedicated to, or include agenda items related to seniors' issues such as educational opportunities related to personal development and well-being,

learning to manage personal finances or learning from youth how to use the internet and social media

- Train-the-trainer workshops are organized for seniors

Examples of measurable outcomes:

- Events are organized, promoted and well-attended
- Target numbers of seniors are involved in specific activities
- Participation in local conferences and seminars is planned and attended
- Sustainable, ongoing or repeated events
- Local media promotion

Priority 7

Develop programs and services that place an emphasis on partnerships, collaboration, sharing of information and best practices across communities and organizations that provide seniors with the opportunity to connect, contribute and lead active lives.

Example of eligible projects:

- A comprehensive plan is developed and implemented by an organization (which includes expected outcomes, budget and implementation plan) based on specific theme, with specific outcomes, tracking of lessons learned and best practices
- A local community develops a plan and establishes a local network of seniors who have internet expertise and are willing to meet on a weekly basis to teach others at the local community centre, which can be rented for a nominal fee

Examples of measurable outcomes:

- Plans for projects are developed and implemented. The plan can be applied in other organizations or communities
- Plans include implementation plan, best practices, lessons learned, and other resources
- Includes details about who the plans will be shared with, how the plans will be shared, and by when
- Number of programs/participants, ongoing connection

Priority 8 (required for stream 3)

Develop a comprehensive project plan, which includes the implementation of programs or services that allow organizations to build and sustain seniors' programs over the longer term.

Examples of eligible projects:

- An organization partners with another group such as a Community Health Centre and Indigenous Health Centres to develop outreach and training for senior volunteers in First Nation communities to promote healthy lifestyle programs and tools to be shared across the province
- Investment into resources to research the development of a comprehensive approach to increase volunteerism, inclusion and educational opportunities for seniors, such as the identification of gaps and overlaps in local or regional activities and services. For example, resources within one community may not be able to undertake an activity to train seniors on computers, but outreach could be done to pool the resources of a variety of local community groups to undertake training
- An organization in partnership with other local partners implements a service such as a senior's telephone check-in service, either on a pilot or permanent basis

Examples of measurable outcomes:

- Funding used to initiate a project which will be sustained by other resources in the longer term
- The project has been/can be sustained over an identified minimum period of time.
- Project themes can be replicated
- The purchase of computer or software has led to organizational efficiencies and other benefits
- The plan that was developed has been shared at the municipal level and will be incorporated into broader planning exercises
- The plan that was developed and implemented has increased the involvement of seniors who participate in local events and activities

Projects should also consider incorporating these secondary priorities:

- Supporting seniors in rural areas who may not have access to broader range of resources offered in larger centres
- Supporting seniors from diverse cultures, including recent immigrants
- Supporting senior women
- Raise awareness about the issue of elder abuse and inform seniors about available resources
- Supporting seniors in Indigenous communities

11. Assessment process and criteria

Projects will be evaluated based on:

- Relevance of Project (50%)
- Organizational Capacity (10%)
- Financial Feasibility of the Project (20%)
- Anticipated Results of Project (20%)

All applications will be assessed against the established criteria outlined below, based on how well the projects meet the goal and priorities of the program while ensuring that the request is within the eligibility parameters. Grants awarded may be limited if the number of requests for funding exceeds the funding available.

The relative importance of each criterion is shown in brackets:

a) Relevance of the Project (50%)

- The quality of the proposed initiative and degree to which it is timely and likely to succeed
- The extent to which the initiative addresses the priorities of the program
- The extent to which the initiative supports new collaborations and/or opportunities
- The degree of innovation represented by the project

b) Organizational Capacity (10%)

- Demonstration that there are resources to support the project (i.e. volunteers, administrative resources)
- Track record of the applicant to undertake the initiative
- Any noted funding issues with the organization as it relates to governmental funding
- An effective and realistic work plan in terms of proposed activities/key milestones, funding timelines
- Extent of support from the community through letters of support from collaborators, their level of engagement, financial contribution or in-kind support

c) Financial Feasibility of the Project (20%)

- The proposed budget is realistic in terms of proposed activities and planned results, and demonstrates efficient use of resources
- Leveraged financial and in-kind contributions from other sources
- The project's value for investment is clearly demonstrated

d) Anticipated Results of Project (20%)

- Evidence of realistic goals (i.e. how many people will benefit) and identification of performance measures, or ways that project outcomes can be clearly measured
- Identification of immediate and longer term impacts of the project
- Identification of project outcomes and the degree to which anticipated benefits will have a sustainable impact in the community or culture sector

12. Details of stream eligibility, expenses and focus

Stream 1

Applicant Eligibility

Individuals who represent a seniors group and who are willing to undertake a project that benefits seniors can apply for Stream 1 funding.

- Individuals who apply must represent a group or organization. The group does not have to be incorporated, but the group as a whole must support the project that is being proposed. A letter of support will be required from the group to demonstrate their support for the project.
- The individual representing the group will be responsible to the province for the project that they are undertaking.
- Individuals must have a permanent address and have lived in Ontario for at least one year prior to the application deadline.
- The group that the individual represents must have been in existence for at least one year prior to the date of application, and must provide a letter of support from a community member to validate this.

Who cannot apply for stream 1

- × Agencies, Boards or Commissions of the Federal or Provincial governments
- × Private or charitable foundations
- × For-profit organizations
- × Private schools
- × Public schools, college and universities
- × Organizations whose purpose is related to political activity (lobbying), as defined by the [Canada Revenue Agency](#)
- × Organizations that are currently in default of a previous provincial government grant.

Eligible expenses for stream 1 include but are not limited to:

- ✓ Website development or upgrades
- ✓ The purchase of technology for educational purposes, with a limit of \$2,000 of the overall funding request. Eligible technology is defined as computers (laptop or desktop), and tablets/IPads only. If you have received technology funding for a previous SCG Program, you must clearly specify how a new request is different for this initiative.
- ✓ Software directly related to the implementation of the project
- ✓ Portable asset purchases directly related to the project, can account for up to 25% of the requested funding and could include items such as: electronic or sports

equipment, art supplies, gardening equipment and supplies (tools, soils, seeds and flowers, shrubs, etc.)

Please note: the technology limit of \$2,000 is a stand-alone amount and does not fall under the 25% funding restriction

- ✓ Group tours, travel and admission costs to cultural or learning events
- ✓ Creation or presentation of seminars or instructional classes
- ✓ Costs to hire a consultant or an employee to plan or execute the initiative
- ✓ Organization of group training, such as workshops and conferences
- ✓ Events to be held for recognition, or generic holiday (non-religious) celebrations
- ✓ Conference or registration fees
- ✓ Honorarium for speakers (to be paid in cash or by cheque)
- ✓ Space and equipment rental
- ✓ Promotional materials
- ✓ Wages: The value of existing staff time allocated to the project must be reflected in the project work plan and must not exceed 20% of the total grant amount. For example, where a project receives a \$3,000 grant, no more than \$600 can be used toward existing staff wages.
- ✓ Transportation and travel expenses for employees, volunteers or participants, in Ontario only*
- ✓ Catering, meals and refreshments (no alcohol)* :
 - All requests are eligible for Stream 1 applications

* Funding to support travel or catering expenses must align with the provincial government's [Travel, Meal and Hospitality Expenses Directive](#).

Stream 2

Applicant Eligibility

Not-for-profit organizations that are incorporated, including municipalities, Local Service Boards and Indigenous groups can apply for Stream 1 or Stream 2 funding.

- Organizations must have been in continuous operation or incorporated in Ontario for at least one year at the time of application.
- Organizations must have seniors' issues and programs as a clear part of their mandate and be able to develop programs and initiatives targeted at seniors. This requirement does not apply to municipalities, Local Services Boards or Indigenous groups.
- Organizations must have a local, regional or provincial mandate. The organization should clearly identify what community or geographic area of Ontario that the organization serves. A provincial mandate means that the organization serves the province as a whole.
- Not for profit retirement homes whose primary source of annual base funding is not the province of Ontario.
- Not-for-profit incorporated organizations include cultural associations, such as (but not limited to):
 - ✓ Ethno-cultural organizations
 - ✓ Organizations that have mandates that are based in local Ontario community or who have a provincial (Ontario) mandate
 - ✓ Municipalities or Regional Governments
 - ✓ Local Services Boards
 - ✓ Indigenous groups, including First Nations, Inuit and Métis
 - ✓ EPCs
- One organization may apply on behalf of a group of organizations or a network. The lead organization will be legally responsible for the agreement and the project on behalf of the group that they represent.
- The lead applicant must meet the program's eligibility criteria.
- Applications that involve partner organizations must rationalize the involvement of each of the participating organizations.
- A letter of support must be provided by each Partner Organization to indicate the support of each organization involved in the project, the role that each group will play in planning and implementing, and how the organization will benefit from the project.

Who cannot apply for stream 2

- × Agencies, Boards or Commissions of the Federal or Provincial governments
- × Private or charitable foundations
- × For-profit organizations

- ✗ Private schools
- ✗ Public schools, college and universities
- ✗ Organizations whose purpose is related to political activity (lobbying), as defined by the [Canada Revenue Agency](#)
- ✗ Organizations that are currently in default of a previous provincial government grant.
- ✗ Organizations whose primary source of annual base funding is from the province of Ontario

Eligible expenses for stream 2 include but are not limited to:

- ✓ Website development or upgrades
- ✓ The purchase of technology for educational purposes, with a limit of \$2,000. Eligible technology is defined as computers (laptop or desktop), and tablets/IPads only. If you have received technology funding for a previous SCG Program, you must clearly specify how a new request is different for this initiative.
- ✓ Software directly related to the implementation of the project
- ✓ Portable asset purchases directly related to the project, can account for up to 25% of the requested funding and could include items such as: electronic or sports equipment, art supplies, gardening equipment and supplies (tools, soils, seeds and flowers, shrubs, etc.)
Please note: the technology limit of \$2,000 is a stand-alone amount and does not fall under the 25% funding restriction
- ✓ Group tours, travel and admission costs to cultural or learning events
- ✓ Creation or presentation of seminars or instructional classes
- ✓ Costs to hire a consultant or an employee to plan or execute the initiative to a maximum of \$5,000.
- ✓ Events to be held for recognition, or generic holiday (non-religious) celebrations
- ✓ Conference or registration fees
- ✓ Honorarium for speakers (to be paid in cash or by cheque)
- ✓ Space and equipment rental
- ✓ Promotional materials
- ✓ Wages: The value of existing staff time allocated to the project must be reflected in the project work plan and must not exceed 20% of the total grant amount. For example, where a project receives a \$12,000 grant, no more than \$2,400 can be used toward existing staff wages.
- ✓ Transportation and travel expenses for employees, volunteers or participants, in Ontario only*
- ✓ Catering, meals and refreshments (no alcohol)* up to \$5,000

* Funding to support travel or catering expenses must align with the provincial government's [Travel, Meal and Hospitality Expenses Directive](#).

Stream 3

Applicant Eligibility

Not-for-profit organizations that are incorporated, including municipalities, Local Service Boards and Indigenous groups can apply for Stream 3 funding.

- Organizations must have been in continuous operation or incorporated in Ontario for at least two years at the time of application
- Applicants should be able to develop programs and initiatives targeted at seniors
- Organizations must have a local, regional or provincial mandate. The organization should clearly identify what community or geographic area of Ontario that the organization serves. A provincial mandate means that the organization serves the province as a whole
- Organizations that receive the majority of their annual base funding from the province of Ontario
- Public schools, college and universities for research to build capacity
- Public libraries and library associations
- Not-for-profit incorporated organizations include cultural associations, such as (but not limited to):
 - ✓ Ethno-cultural organizations
 - ✓ Organizations that have mandates that are based in local Ontario community or who have a provincial (Ontario) mandate
 - ✓ Municipalities
 - ✓ Local Services Boards
 - ✓ Indigenous groups, including First Nations, Inuit and Métis
 - ✓ EPCs
- One organization may apply on behalf of a group of organizations or a network. The lead organization will be legally responsible for the agreement and the project on behalf of the group that they represent
- The lead applicant must meet the program's eligibility criteria
- Applications that involve Partner Organizations must rationalize the involvement of each of the participating organizations
- A letter of support must be provided by each Partner Organization to indicate the support of each organization involved in the project, the role that each group will play in planning and implementing, and how the organization will benefit from the project

Who cannot apply for stream 3

- ✘ Agencies (with the exception of Local Health Integration Networks (LHINs) who can partner with an incorporated organization for an initiative but cannot be the lead applicant nor in direct or indirect receipt of funds), boards or commissions of the federal or provincial governments
- ✘ Private or charitable foundations (charitable foundations for initiatives that are other than fund raising)
- ✘ For-profit organizations
- ✘ Private schools
- ✘ Organizations whose purpose is related to political activity (lobbying), as defined by the [Canada Revenue Agency](#)
- ✘ Organizations that are currently in default of a previous provincial government grant

Examples of types of projects could include, but are not limited to:

- Develop and implement pilot programs that could have scalable, shareable results and best practices to help inform longer terms planning and programs and ultimately result in the ability to sustain seniors programs over time
- Age-Friendly planning and implementation initiatives
- Planning and implementation of services and programs that have the potential to minimize social isolation, maximize social engagement and participation, promote intergenerational partnerships, support seniors to age well in their communities and connect seniors in a meaningful way to one another and the services they require
- An organization or group of organizations pilot a project to assist seniors and their caregivers access to local and community services and activities to keep seniors active and healthy – funding could also include the development of a digital application
- Research towards assessing the feasibility of a specific seniors related initiatives or to identify service and program gaps for seniors
- Planning and implementation of programs and tools to assist seniors in system navigation so they can learn how to access local, provincial and federal programs
- Plans, tools and resources for businesses to better serve seniors
- Programs and technology focused on seniors' safety that can be adopted for use across organizations and communities
- Design and implementation of a scalable program that can be replicated for use across a sector or the province
- An organization undertakes an evaluation of social media literacy programs for seniors being offered by like organizations as a way of learning best practices, eliminating duplication and based on results, develops a tool kit for sharing across the sector or community

Stream 3 applications must:

- Identify what is innovative or new as a result of this project.
- Explain clearly why this funding is needed. What are the long term, sustainable benefits for seniors?
- Explain how the initiative is scalable at a regional or provincial level. Identify how it could be shared across communities and if you also have plans to do so as part of your project. If and how this could streamline/eliminate duplication?
- Be specific to partnerships – why? Is cost sharing part of the partnership?
- Define specific timelines/deliverables.
- Define specific performance measures you are using to measure your project's success and overall impact.

Eligible Stream 3 expenses include but are not limited to:

- ✓ The purchase of technology (*allowable amount to be determined in context of overall project requirements and deliverables*) - technology can be defined as computers (laptop or desktop), and tablets/IPads or phone systems only
- ✓ Software directly related to the implementation of the project
- ✓ Website development or upgrades
- ✓ Portable asset purchases directly related to the project (*allowable amount to be determined in context of overall project requirements and deliverables*)
- ✓ Creation or presentation of seminars, tools, webinars or instructional classes
- ✓ Costs to hire a consultant or an employee to plan or execute the initiative to a maximum of a fixed amount (*allowable amount to be determined in context of overall project requirements and deliverables*)
- ✓ Organization of group training, such as workshops and conferences
- ✓ Space and equipment rental
- ✓ Promotional materials
- ✓ Wages: The value of existing staff time allocated to the project must be reflected in the project work plan (*allowable amount to be determined in context of overall project requirements and deliverables*)
- ✓ Website development or upgrades
- ✓ Honorarium for speakers (to be paid in cash or by cheque)
- ✓ Transportation and travel expenses for employees, volunteers or participants, in Ontario only*
- ✓ Catering, meals and refreshments (no alcohol)* (*allowable amount to be determined in context of overall project requirements and deliverables*)

* Funding to support travel or catering expenses must align with the provincial government's [Travel, Meal and Hospitality Expenses Directive](#).

13. Agreement terms and conditions of funding

The following is an outline of the terms and conditions that will be set out in the agreement that the successful recipient will sign.

Agreement

Applicants who are approved to receive project funding will receive a letter to confirm approval and confirm the grant amount. Applicants approved for project funding will enter into an agreement with the Province. The agreement will set out the project grant amount, the project deliverables, responsibilities and required reporting. In order to receive the grant, the MSA will make payment either by cheque or by electronic funds transfer (EFT) to the bank account that the grant recipient identifies.

Certificate of Insurance (COI) – Stream 2 and 3 grants only

A valid COI with an inclusive limit of not less than two million dollars (\$2,000,000) on a per occurrence basis and which references the grant by project name and file number must be provided to the MSA before any funds are released. The COI must be valid and in effect for the duration of the project and any policy renewals and/or replacements that occur during the term must be provided to the MSA promptly. Details will be provided to successful grant recipients.

Project Activity

Recipients are required to inform the MSA, as well as any project partners, of any proposed changes that could impact the project. Changes to the project involving scope, budget or timelines require written consent from the MSA prior to the making of any changes. Requests must be made in writing (email is acceptable) and must be approved before any change to the project scope or funding is made. Where significant changes are required and have been approved, an amending agreement may be required.

Reporting

Recipients will be required to submit a Final Report within thirty (30) days of the completion of the project, outlining actual activities and expenditures. Recipients are required to include proof of expenditures such as copies of all receipts and financial statements signed by the responsible party.

All grant recipients are required to keep all financial records and non-financial records relating to the grant or to the project for a period of seven (7) years. These records include records of all expenditures related to the grant and records substantiating project staffing costs.

Communications, Acknowledgement of the Government of Ontario and Announcements

Successful applicants will be required to adhere to a communication protocol as part of the contracting process.

Successful applicants will be asked to provide the MSA seven (7) days advance notice of any event(s) being held in relation to their project, if not already indicated in the application.

In an effort to demonstrate transparency and accountability related to how public funds are spent, all media and promotional/public materials must acknowledge funding from the Government of Ontario. This includes publicity, communications or marketing materials developed that promote activities funded by the grant, as well as all other project materials developed, including reports and oral presentations. The issuance of media releases will also be subject to the approval of the MSA.

Successful applicants will be asked to refrain from making local media announcements until the MSA has made a province-wide announcement about the Program.

Information about organizations that receive grants including the name, address, telephone/fax numbers or e-mail addresses may be made public by the MSA who also reserves the right to make a public announcement about any approved grant.

Other funding from the Government of Ontario: You must not be in default for any other funding that you have received from the provincial government.

14. Application inquiries

Please refer to the Application Guide, Checklist and Application Form for detailed information about the application process.

If you have questions about the application process, please contact:

Ministry of Seniors Affairs
777 Bay Street, Suite 601C
Toronto ON M7A 2J4 Canada
E-mail: seniorscommunitygrant@ontario.ca
Toll Free: 1-833-SCG-INFO (1-866-724-4636)
TTY (for the hearing impaired): 1-800-387-5559
Fax: 416-326-7078

15. Glossary/explanation

Audit: Examination of a recipient's accounts, records or other evidence deemed necessary in the circumstances. An audit may be done to review the expenditures related to a specific project, or the audit may concern the expenditures of an organization for the fiscal year.

Elder abuse: While there is no single accepted definition, elder abuse, or the abuse or mistreatment of older adults, is often defined as any act or omission that harms a senior or jeopardizes his or her health or welfare. The World Health Organization defines abuse of older adults as "a single or repeated act, or lack of appropriate action, occurring in any relationship where there is an expectation of trust that causes harm or distress to an older person." It can take place in the home, in other residential settings, or in the community. It may include financial, physical, psychological and emotional, or sexual abuse, as well as neglect.

Elderly persons' centre (Soon to be known as a Seniors Active Living Centre): A non-residential facility which provides a range of services for older adults that include social and recreational programs as well as preventative, health education and support services.

Evaluation: The systematic collection and analysis of information on the performance of a policy, program, project or initiative to make judgements about relevance, progress or success and cost-effectiveness and/or to inform future programming decisions about design and implementation.

Final report: The Final Report is submitted by the grant recipient within thirty (30) days, or one (1) month after the project is completed. The Final Report will provide information on both the project administration as well as the financial activity. It will provide details related to whether the project's objectives were met, how the success of the project was measured, the level of community participation and response, and any other details required, as outlined in the agreement. As part of the Final Report, all details of financial activity must be documented and reported, such as a financial statement summarizing all project costs, expenses and incomes (such as in-kind contributions). Details will be provided in the agreement.

Grant: Transfer payment for a specified purpose for which obligations are outlined in program guidelines, the agreement and program correspondence.

In-kind contribution: Donation to a project by an individual, business or organization of materials, goods, services or time that would otherwise have been paid for by the recipient. It involves non-cash asset transactions such as equipment, use of facilities, labour and goods. An in-kind donation to a project must: (a) be essential to a project's

success; (b) represent an expense that would have otherwise been incurred and paid for by the recipient as part of the project; (c) be noted in the application, and documented in the recipient's accounts; and (d) be reasonably estimated at fair value on the date it is made, using either market value or an appraisal. In-kind contributions can and should be included as part of a project's total value, especially Stream 2 projects.

Lead organization: A project may be supported by several organizations; however, one organization must be responsible for the project as a whole and for the legal agreement. (See also Partner Organization)

Local projects: Projects that address community needs at the local level. See also Project scope.

Local services board: A local services board (LSB) is a volunteer organization that has the authority under the *Northern Services Boards Act* to deliver approved powers (services) to residents. These boards are set up in rural areas where there is no municipal structure to deliver services such as fire protection or library services. Area residents vote to determine an LSB's boundaries.

Mandate: The mandate, or organizational mandate, defines the purpose or intention that the organization serves.

Not-for-profit organization: A not-for-profit organization is a club, society, or association that's organized and operated solely for social welfare, civic improvement, pleasure or recreation or any other purpose except profit. These organizations may be incorporated and for the purposes of the SCG Program, must provide proof of incorporation and not-for-profit status by producing a copy of the Articles of Incorporation or letters patent.

Ontario's action plan for seniors: This document lays out a plan to help seniors stay safe, healthy, vibrant and active. Inside the plan you'll learn about new and existing programs, services and benefits for seniors, their families and caregivers. For complete information, please visit [Ontario's Action Plan for Seniors](#) or call toll free: 1-888-910-1999, TTY (for the hearing impaired) 1-800-387-5559, email infoseniors@ontario.ca or write to: Ministry of Seniors Affairs, 777 Bay Street, Suite 601C, Toronto ON M7A 2J4.

Operational expenses: Costs incurred by an organization to support their ongoing day to day activities not specifically related to administration of the project. Operational expenditures are not eligible for funding under the SCG Program.

Organizational mandate: See Mandate.

Outcomes: Changes that are the result of implementing the project. They are the effects or consequences of the project that are considered significant in relation to its initial commitments. Outcomes must be measurable and may occur within organizations,

communities and/or individuals. They may relate to behaviour, skills, knowledge, attitudes, values, conditions or other attributes. While there is less degree of control over outcomes, there should be a direct relationship between outputs and outcomes.

Partner organization: An organization that supports the Lead Organization (and recipient) to undertake the project. A Partner Organization must provide written confirmation in the form of a letter about their role in the proposed project and what activities they will undertake. A Partner Organization can play a significant role in the project, including taking part in the planning, development, implementation and/or evaluation of the project.

Performance measures: Indicators that provide qualitative and/or quantitative information needed to measure the extent to which a project is achieving its intended outcomes. Qualitative data can be expressed in terms of change or comparison between two states, while quantitative indicators can be in the form of a ratio, percentage, comparison or figure.

Project: A set of activities or functions that a recipient proposes to undertake. A project has a clear start and end date, occurs within a reasonable period of time, and demonstrates measurable outputs and outcomes.

Project scope: The scope of the project identifies who will benefit from this project. The project should identify whether the results will benefit a small local group of seniors, a larger community of seniors (such as francophone seniors or seniors in northern Ontario), or if the project has a provincial scope, which means that the project will benefit all seniors living in Ontario.

Scalable: The ability for an initiative to be changed in size or scale. For example, a pilot project in a single location could be re-developed into a larger provincial program distributed to multiple chapters of an organization.

Seniors: Individuals age 65 and older.

Volunteer services: For donated services, applicants must calculate the value of donated labour using minimum wage rates, unless information from a reliable source included in the application demonstrates that the donated labour has a higher value than minimum wage (e.g. information from a professional association).

