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Applicant Guide: Community-based projects (up to \$25,000) – New Horizons for Seniors Program

From: [Employment and Social Development Canada](#)

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i **Note:** Gather your supporting documents and information before you begin your application. After 20 minutes of inactivity on a page, the system will notify you with a pop-up window. If you do not press OK within the expected delay time, the page will time-out and any information entered during this session will be lost.

Part 1: Organization

Organization identification

Question 1: Legal name

Provide the legal name of your organization. This is usually:

- the name associated with your registration with the Canada Revenue Agency (CRA), or
- the name that would appear on funding cheques

i **Note:** The organization must have an active bank account under its legal name upon submission of its funding application. If approved, the payment will be made in the legal name of your organization.

Question 2: Operating name

Provide the operating, or common, name of your organization if it is different from the legal name.

Question 3: Year established

Indicate the year of establishment for your organization

Question 4: Organization type

Select the most appropriate organization type from the following:

- non-profit organization
- private sector
- public sector

Question 5: Organization category

Select the most appropriate category from the following:

Not-for-profit sector

- Local community, charitable, or voluntary
- Provincial non-governmental organizations

- National non-governmental organizations
- Not-for-profit band councils
- Non-governmental organizations (NGOs) with a focus on encouraging employment
- Unions
- Associations of workers or of employers
- Indigenous not-for-profit groups
- Sector councils

Private sector

- Businesses, bodies incorporated or unincorporated
- Banks
- Private universities or colleges
- Indian band corporations (profit basis)
- Private band councils

Public sector

- Public degree school boards/school districts
- Municipal public health
- Municipal governments and agencies
- Provincial governments and agencies
- Territorial governments
- Public community colleges and vocational schools
- Public degree-granting universities
- Public degree-granting colleges

Question 6: Canada Revenue Agency (CRA) business number

What is your 15-digit CRA business number? For registered charities and not-for-profit organizations, what is your registration number? For example, 123456789 RR 0001.

If you do not have a CRA business number, provide 1 of the following:

- your provincial or territorial corporation number. In other words, the number found on your Letters of Patent
- your Registraire des Entreprises Québec (REQ) number
- your federal corporation number with Industry Canada
- a document confirming the proof of operations for your organization (for example, governance structure, list of board of directors, etc.) must be submitted with your application

Question 7: Organization primary address

Indicate the primary address of your organization.

Question 8: Mailing address

Indicate if the mailing address is the same as the primary address. If different, indicate the mailing address of your organization.

Question 9: Organization's primary activities

In 500 words, include the following information:

- the main activities of your organization
- any specific groups that use the same facility. For example:
 - seniors club
 - Royal Canadian Legion
 - FADOQ Club, etc.
- if your organization is the only one in your community that offers a meeting place or accessible communication technology

If applicable, identify the target group(s) that best aligns with your organization's mandate or purpose.

For the visible minorities selection, please specify a group in the space provided (Other (specify)). For example, you can specify 1 of the following:

- South Asian
- Chinese
- Black
- Filipino
- Latin American
- Arab
- Southeast Asian
- West Asian
- Korean
- Japanese

This list aligns with Statistics Canada and the *Employment Equity Act*.

Please specify in the space provided (Other (specify)), if your organization's primary activities also target veteran seniors.

Organization contacts

Question 10 to 13: Primary contact information

Complete the questions about the main contact person.

Question 14 to 17: Secondary contact information

Complete the questions about the secondary contact person.

Question 18 to 19: Does your organization owe any amounts to the Government of Canada

If 'Yes', complete the fields for each amount owing. We will not reject your application for this reason. However, you must provide detail as to the type of debt and the arrangements you have for repayment.

Part 2: Project proposal

Project proposal identification

Question 20: Project title

Give a short title that describes your project. Do not use “New Horizons for Seniors”, or your organization’s name.

Questions 21 and 22: Planned project start and end date

Indicate the planned start and end dates of your project.

Note

We expect to make funding decisions by March 2022.

Projects can only begin once a funding agreement is signed by your organization and the department. A project can only start upon the date of signature of the agreement, but no later than March 31, 2022.

You must complete your project within 12 months from the start date.

The proposed activities cannot begin until the project has been approved and the agreement has been signed by the department and the applicant.

Costs related to any activity conducted prior to the signing of the agreement by the department will not be reimbursed.

Question 23: Amount requested from Employment and Social Development Canada

Indicate the amount you are requesting for your proposed project. It cannot exceed \$25,000.

Project proposal description

Question 24: Project summary

In 500 words or less:

- identify the need for this project, and demonstrate how your project will address the needs of seniors
- indicate the expected results of your project. Make sure they are realistic and clearly defined

Project activities must align with 1 of the program objectives.

If applicable, describe how your project targets:

- vulnerable seniors' populations (consult the list is in question 29)
- rural and remote areas

Note

- Projects that target vulnerable seniors' populations or rural or remote areas will receive extra points in the assessment
- Organizations that have not received New Horizons for Seniors funding in the last 5 years (since 2016 to 2017) will receive extra points in the assessment
- You can apply for funding to deliver new programs for seniors
- You can apply for funding to continue delivering existing programs for seniors

Seniors must be actively involved in the project's development or implementation in a meaningful way. Be sure to identify the role of seniors. It is not enough that an organization proposes to carry out an activity and then recruits seniors to take part in it. Consulting with seniors to develop a project of benefit to them is also not sufficient.

Project example 1

There is a gap between seniors and youth in your community. You propose a project that focuses on bringing seniors and students together. Senior volunteers will share their life experiences and knowledge with students. Students share their life experiences with seniors. Your project activities include reading, tutoring and crafts. Students could also be volunteers to help seniors age in place by helping them with shopping and gardening. You request \$17,000 for these activities.

Project example 2

Your organization has a broken dishwasher. An inspector said to replace it because it does not meet sanitation standards. Your current programs and activities for seniors are at risk until you install a new dishwasher. A new dishwasher will allow you to continue your social activities for seniors. You request \$700 for these activities.

Project example 3

A local seniors group develops a "Time Banking" Program in which seniors volunteer to assist other seniors to stay in their homes longer. For example, a retired senior handyman may agree to do light house repairs, shovel snow or mow the grass for local seniors in need. In return, other seniors in the area may offer to provide a home cooked meal, darn a sock or assist with paperwork. Ultimately, a time bank system would support an exchange service where seniors take care of seniors.

Project example 4

Age friendly community initiatives that support the social inclusion of seniors and reduce isolation (for example, building of social inclusion networks, helping hands programs, workshops that teach or share skills and information that promote independence).

Question 25: Program objectives and priorities

In 500 words or less, describe in detail how your project meets:

- at least 1 program objective
- if you seek funding for capital assistance, your project must meet 2 program objectives
- the COVID reality

If your project responds to 1 of the national priorities and reflects the COVID reality, your application will receive additional points in the assessment.

Note

You can submit a proposal that is not specifically related to the ongoing COVID-19 pandemic. However, you must explain the delivery of your project in the context of the pandemic. This could include elements such as ensuring adequate social distancing, seniors' well-being, and impacts of technology.

Question 26: Project activities and timelines

List the activities that will take place. Identify who will do them and when they will be done. Ensure the timelines and milestones are specific, detailed and realistic.

Note

- In question 30 of this application, you will have to identify the cost associated with each of the activities you identify
- Seniors must be actively involved in the project's development or implementation in a meaningful way. Be sure to identify the role of seniors. It is not enough that an organization proposes to carry



out an activity and then recruits seniors to take part in it.
Consulting with seniors to develop a project of benefit to them is also not sufficient

Examples of eligible activities:

- organize weekly online sessions for seniors to provide them with support or training and the opportunity to socialize while social distancing
- organize financial literacy seminars to local seniors inviting financial experts to give tips on how to manage finances
- provide sessions on how to manage online banking and on avoiding financial scams
- design and develop a toolkit that would be distributed by volunteers from all age ranges within the community. For example, a tear away sheet with important phone numbers, list of local information hubs, guidelines to accessing various services, etc.
- capital assistance for age-friendly exercise equipment that would make it easier for seniors to remain actively engaged
- teach seniors the tools they need to connect with others online
- have seniors set up meetings with other seniors, creating an online support network of seniors

Examples of COVID-19 relief activities are those that:

- provide web based seminars on financial health and management during and after the COVID-19 pandemic, such as:
 - how to do online banking
 - how to manage financial planning during and after the COVID-19 crisis

- develop and deliver virtual information sessions to local businesses to raise awareness on ageism in the workplace and how to be inclusive when implementing COVID-19 employee safety measures
- deliver virtual learning and information sessions that identify some of the risk factors that contribute to mental health issues and providing tips on how to address or prevent them
- organize a virtual volunteer expo for organizations in need of volunteers, to support them to recruit during this period of increased demand for services due to COVID-19
- recruit senior volunteers to virtually deliver “story time” to young children in the community or to provide academic help while social distancing

Ineligible activities include, but are not limited to:

- activities where the role of seniors is minimal or not clearly described
- core operational activities (activities regularly or normally carried out by your organization)
- projects seeking funding to renovate or maintain an establishment that is:
 - not owned by the applicant, and
 - does not provide direct seniors’ programming (for example theatres, health and care establishments such as health and foot clinics)
- items of a personal or medical nature such as:
 - wheelchairs
 - scooters
 - cardiopulmonary resuscitation (CPR)
 - first aid equipment
 - automated blood pressure monitor
 - defibrillators

- hearing aids
- medical or therapeutic treatments
- transportation to provide a personal service to seniors in urban areas:
 - transportation services for appointments
 - home visit
 - service call
 - meal delivery service
- purchase of gift card
- purchase of vehicle
- purchase of land or buildings, including new construction
- repairs or renovations to a building or the purchase of equipment for a new building that your organization does not yet occupy
- programs or services that fall within the responsibility of other levels of government

Question 27: Project location

Indicate if project activities take place at the organization's primary address. If at a different location, indicate the address for the other locations.

If your project takes place in a rural and remote area, your application will receive extra points in the assessment.

Question 28: English or French linguistic minority communities

Indicate if the project will particularly involve or benefit people in English or French linguistic minority communities. If so, explain in 250 words or less how it will do this. The definition of "particularly" for this question only applies to official language minority communities and not other minority groups.

Question 29: Project target population

Indicate if your project targets vulnerable seniors' populations. If so, indicate the target group(s). You can select more than 1.

For the visible minorities selection, please specify a group in the space provided (Other (specify)).

In addition, if your organization's primary activities target veteran seniors, please specify in the space provided (Other (specify)).

If your project targets vulnerable seniors' populations, your application will receive extra points in the assessment.

Part 3: Budget

Applicants must provide an estimate of the project's costs. ESDC uses the information provided in this section to assess the overall cost of the proposed project, as well as the general nature of the expenditures to be covered by all anticipated sources of funding.

Please use the Budget Detail Template (Excel Format, 68 KB and PDF Format, 37 KB) which must be included as part of the application.

Question 30: Project costs

List each activity that you described in question 26. Then, indicate the associated cost with each of those activities. Costs must be reasonable and support project activities. The total in this question may be higher than the amount listed in question 23.

Further budget details should be provided in the Budget Detail Templates as outlined above.

Quote

You must provide 1 quote for each repair and renovation activity.

i Note:

Salaries, wages and mandatory employment-related costs (MERCs) must not be more than 25% of the funding request from the program. If the amount you request exceeds this threshold, we will adjust the amount requested so it meets the 25% maximum.

You can use the following calculation:

- requested funding (\$) x 25% (0.25) = maximum amount for staff wages

For example: You request \$25,000 from us. $\$25,000 \times 0.25 = \$6,250$ is the maximum amount you can request from us for staff wages. This salary maximum allows for more funding to be directed towards project activities.

Ineligible costs include, but are not limited to:

- activities where the role of seniors is minimal or not clearly described
- salaries for elderly caregiving services
- core operational expenses of an organization, such as:
 - salary dollars unrelated to project activities
 - utilities
 - day-to-day maintenance of facilities including general operating costs of your organization that are not related to this project
- transportation to provide a personal service to seniors in urban areas, such as:
 - transportation services for appointments
 - home visit
 - service call
 - meal delivery service, etc.
- purchase of gift card
- purchase of vehicle

- purchase of land or buildings, including new construction
- repairs or renovations to a building or the purchase of equipment for the new building that your organization does not yet occupy
- decorating and beautification costs, such as:
 - painting
 - landscaping for aesthetics purposes
- unexpected costs, planned contingency costs, or costs for potential price increases

Example of how to fill out the budget section at the question 30:

ABC Senior's Club is submitting an application for a project to improve the social participation of immigrant seniors in Toronto. As part of the project, seniors involved with the organization will conduct:

- run English Cafes where immigrant seniors can practice their English conversation skills:
 - snacks (cost: \$1,000)
 - rental space for English cafes (cost: \$2,000)

In addition, the club will:

- provide transportation to various social outings (cost: \$3,000)
- organize and implement fraud and elder abuse workshops:
 - workshop facilitators fees (cost: \$ 5,000)
 - rental space for workshops (cost: \$5,750)
- advertise (cost: \$2,000)
- hire a part-time program assistant to help administer the project (cost: \$6,250)

Image 1: Example of a completed budget table

SECTION C – Part 3 – Budget**30. PROJECT COSTS (expenses) for the eligible activities or services of the proposed project**

List each eligible activity or service:	Cost is:		Cost (\$ value)
	Cash	Donation (In-kind)	
Part-time program assistant	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$6,250
Promotion and advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$2,000
Van rental for social outings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$3,000
Workshop facilitators	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$5,000
Rental space for workshops	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$5,750
Rental space for English Cafes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$2,000
Snacks for English Cafes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	\$1,000
Total cost of eligible activities and / or services			\$25,000

► Image 1: Text version

Question 31: Funding sources

List the name for each organization providing funding. Indicate the type of funding and value associated with it.

Note:

The amount requested from us must match the amount in question 23 and 30.

The total funding for eligible activities or services in this section may be higher than the amount listed in question 23 and 30. It included all the sources of funding confirmed and not confirmed to realize the project.

Example 2 of how to fill out the budget section in question 31:

ABC Senior's Club will also work with XYZ Seniors Community who will provide:

- access to their fitness facilities of \$8,000
- additional cash funding of \$4,000

ABC Senior's Club (Self-funded) provide a contribution in cash of \$2,000.

Image 2: Funding sources for the proposed project costs

31. Funding sources (revenues) for the proposed project costs				
List Organization Name for each Funding Source (can be other governments, a private sector organization, or self-funded)	Funding amount is:			Funding Amount (\$ value)
	Cash	Donation (In-kind)	Confirmed	
Amount requested from Employment and Social Development Canada				\$25,000
XYZ Fitness - fitness facilities	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$12,000
XYZ fitness - cash funding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	\$2,000
Self-funded	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Total funding for eligible activities or services				\$39,000

► Image 2: Text version

Question 32: Budget details

Please note: The Budget Detail Template (BDT) must be included as part of the application (See BDT links above question 30)

While the Budget Detail Template is mandatory, responding to this question is optional. Note that if you provide additional information here, your project could receive more points in the assessment:

- provide a brief and clear justification of how you intend to use the money, and
- demonstrate that the costs are reasonable and support the project activities

Part 4: Program specific questions and checklist

Question 33: Program objectives

Choose 1 program objective that your proposed project supports. If your proposed project is requesting capital assistance, you must choose 2 program objectives.

Question 34: National priorities

If applicable, choose a national priority that supports your proposed project.

Projects that meet at least 1 of the national priorities and reflect the COVID reality, will receive extra points in the assessment.

Question 35: Community support

In 250 words or less, describe how your community supports this project. Include the following in your response:

- the need for the proposed project in your community
- how your project will likely benefit the community (in 1 or 2 sentences)
- the types of people or organizations that will benefit for your project activities

In addition, provide a letter or document that shows community support for your project.

Letter of support of the proposed project

Provide 1 letter or document from another organization or group showing community support for your project. A sample letter may be shared with the supporting organization.

[Find a sample letter for supporting organization](#)

Letters of support must come from other groups or organizations, such as:

- a local church

- your financial institution
- a local golden-age club
- your Member of Parliament (MP)

Letters from project partners or members of your group or organization are not valid.

Letters must be current (recent) and must include:

- the name and description of the organization offering support
- address and phone number of the organization offering support
- the name, position title, signature of the author, and the date
- where possible:
 - be written on the author organization's letterhead
 - include the website address and email address

Letters must clearly endorse the project and clearly demonstrate the following:

- knowledge and support of your organization
- knowledge and support of your proposed project
- the need for the proposed project in your community
- how your project will likely benefit the community (in 1 or 2 sentences)

In addition:

- If the organization supporting your proposed project is aware of a previous activity that your organization undertook that was a success, it may be referenced in the letter to demonstrate their view of your organization's value to seniors.

Question 36: Indicate the number of seniors and non-seniors who will take part in the planning and design of the proposed project activities

Indicate the number of seniors and non-seniors who will take part in the planning and design of the proposed project.

In 250 words or less, provide the following information:

- demonstrate how seniors will be actively involved in the planning, development or implementation of your proposed project
- outline the participation of seniors in the project activities

i Note

Seniors must be actively involved in the project's development or implementation in a meaningful way. Be sure to identify the role of seniors. It is not enough that an organization proposes to carry out an activity and then recruits seniors to take part in it. Consulting with seniors to develop a project of benefit to them is also not sufficient.

Question 37: How many individuals will benefit from the proposed project activities once the project is complete

Specify the number of seniors and non-seniors that will benefit from the project.

In 250 words or less, provide the following information:

- demonstrate how your project will contribute to improving the social isolation of seniors
- demonstrate how seniors will benefit from the project
- describe how it will benefit the community

Your community or other communities in the area should benefit from your project. For example, seniors can gather community members to clean up a local park and arrange community activities. This will result in a

more inviting park for social gatherings, and lead to increased cooperation. This then further improves the community through the partnerships that are developed.

If a specific group will benefit from this funding, please include this information. Although this program focuses on seniors helping their communities, the people who benefit most from the project can include people in the community who are not seniors.

Program checklist

Review the checklist carefully. Make sure you have all the documents you need before you apply. If your application is incomplete, we will reject it.

Part 5: Attestation

For your application to be eligible, an official representative must attest, or confirm, that they have:

- the authority to submit the proposal
- provided accurate information
- read and understood the program's requirements

In order to do this, the official representative must:

- read the 3 statements
- provide their name, title and the date

As this is an attestation, no signature is required.

i **Note:** If you require accessibility related accommodation, contact your nearest New Horizons for Seniors Program office with the details. We strive to accommodate your needs. We will accept accessibility request until the call closes on December 21, 2021 at 3pm ET.

Sample letter for supporting organization

Letter of support template

Community support is an important element of a New Horizons for Seniors Program (NHSP) funding application for the \$25,000 grant process. When organizations apply for funding, they are required to provide at least one letter or document from another organization or group showing community support for their project. A compelling letter of community support from a respected organization or community leader can make the difference in an application's funding recommendation.

Because of the importance of a letter of support, a letter is required for all \$25,000 grant applications. Applications missing a support letter are considered incomplete and screened out as ineligible.

Organizations will thus seek a Letter of Community Support in support of their project. The guidelines and template below may help with this activity.

Letters of Community Support must be current (recent) and must include:

- the name and a description of the organization offering the support
- your name, position title, and signature, as well as the date
- where possible, your organization letterhead

Letters must clearly endorse the project and clearly demonstrate the following:

- your knowledge and support of the **organization**
- your knowledge and support of the **proposed project**
- the **need** that will be addressed by the proposed project in your community

- the project’s likely **benefits** to the community (in 1 or 2 sentences)

The project endorsement within a letter of support will be assessed by the Department in comparison with the NHSP objectives and the National Priorities of the Call for Proposals (CFP).

i Note:

Long term care facilities are not eligible to apply for projects that support the national priority “helping seniors age in place”.

Furthermore, the Community-based CFP will continue to support seniors dealing with the COVID-19 pandemic, either by funding projects that provide specific COVID-19 relief and recovery activities for seniors or by investing in more traditional NHSP projects but that are developed to also address or take into account the impact of the pandemic.

In addition:

- If you are aware of a previous activity the organization undertook that was a success, you may wish to reference this in the letter to demonstrate your view of the organization’s value to seniors
- Once completed, the support letter needs to be sent to the organization/applicant for them to submit with their application package

Letter template

[Date]

Employment and Social Development Canada (ESDC)

New Horizons for Seniors Program (NHSP)

Regional office address

[City, Province Postal Code]

Subject: Support Letter “ [Project Title] ”

Dear [Contact Name],

I am writing to you in support of an application submitted by organization [organization name] in [insert location], for funding through Community-based stream of the New Horizons for Seniors Program (NHSP)

[Provide a brief description of the organization, the impact it has on seniors in your community, and why you support it.]

The outlined project will [Provide a brief description of the project and the impacts it has on seniors in your community].

Provide a brief description on how the project will advance the established National Priorities (supporting healthy ageing, preventing senior abuse, celebrating diversity and promoting inclusion, helping seniors to age in place).

In addition, please provide a brief description on how the project will mitigate or take into account the impact of the COVID-19 pandemic on seniors.

I support this project as it will support local and community needs such as [provide at least one example]. Overall the project will benefit our community by [provide a short sentence or 2]

For the reasons noted above, I am excited to support your funding request.

Yours sincerely,

[Name]

[Title]

[Name of Organization]

[Address]

Date modified:

2021-11-23