

**Council to Reduce Elder Abuse**  
**“Working Together to Reduce Elder Abuse”**  
**Elder Abuse Prevention Capacity-Building Grants**

**Call for Letter of Intent**

**Application Deadline: January 9, 2015, 4:00 p.m.**

The multi-sector Council to Reduce Elder Abuse (CREA) was established pursuant to the provincial government’s *Together to Reduce Elder Abuse – B.C.’s Strategy* (TREA Strategy, [www.gov.bc.ca/elderabuse](http://www.gov.bc.ca/elderabuse)). With funding provided by the Government of British Columbia, CREA is providing grants of up to \$50,000 for projects, involving partnerships between organizations, that further the TREA Strategy’s and CREA’s goal to reduce elder abuse in B.C. Therefore, CREA is soliciting “Letters of Intent” from organizations.

If your organization, jointly with partners, is interested in exploring funding opportunities for projects that meet the eligibility criteria (see Appendix 1), we encourage your organization (as lead organization in the partnership), jointly with the other organizations in the partnership, to prepare a Letter of Intent (maximum two pages), which must include all of the following:

- Name of applicant organization and partner organizations, and their field(s) of work;
- Address/email/phone number/website of lead organization (if available);
- Contact person in lead organization;
- A very brief description of your project idea, including how it relates to the TREA Strategy and CREA priorities (see Appendix 1);
- Where the project would take place (community and setting);
- Why this project is important;
- What is the gap in programs or services that this project addresses;
- Who would be involved (including the other organizations);
- When it would start and end;
- What outcome or impact it would achieve;
- Who would be the beneficiaries of the project; and
- A very brief budget (maximum \$50,000), not to include purchase of capital assets.

Please note that this is one-time funding only.

Please see Appendix 2 for “Frequently Asked Questions”.

Please send a Letter of Intent, electronically, to the B.C. Association of Community Response Networks, with “CREA Capacity Grant Application” in the subject line, at [ed@bccrns.ca](mailto:ed@bccrns.ca), by 4:00 p.m. on January 9, 2015.

An independent panel will review the Letters of Intent and, using guidelines and criteria established by CREA, will identify those projects for which CREA would like to receive a more comprehensive proposal (five pages maximum). A template for this proposal will be provided to

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assist applicants. It is expected that organizations that are asked to submit more comprehensive proposals will be contacted by January 26, 2015.

If you have any questions please contact Sherry Baker [ed@bccrns.ca](mailto:ed@bccrns.ca).

Signed by: Chair on behalf of CREA

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**APPENDIX 1**  
**Eligibility Criteria**

**The following criteria will be used for evaluating the Letters of Intent for Elder Abuse Prevention Capacity-Building Grants:**

**Support current priorities for reducing elder abuse:**

Projects directed at provincial- and community-level capacity building must advance the aims of one or more of the *Together to Reduce Elder Abuse—B.C.’s Strategy’s* (TREA Strategy, please see [www.gov.bc.ca/elderabuse](http://www.gov.bc.ca/elderabuse)) three main objectives to:

- 1) Build awareness to prevent, recognize and respond to elder abuse;
- 2) Train to respond effectively and protect against elder abuse; and
- 3) Intensify efforts to reduce elder abuse through shared leadership and collaboration.

In addition, the project must align with one or more CREA priorities:

- 1) Increase awareness/engagement around elder abuse prevention, recognition and response;
- 2) Reduce financial abuse of older adults; and
- 3) Improve support for elder abuse response mechanisms.

**General project eligibility:**

The project must involve a partnership between the applicant and another organization(s). The application can be made by the lead organization in the partnership or jointly by the organizations comprising the partnership

Priority will be given to programs or projects that:

- Begin, but not necessarily complete, by March 2016;
- Benefit a broad range of demographics at the provincial or community level, or a program/project that targets a very specific audience (e.g., seniors, family, caregivers, front-line workers, etc.);
- Support geographic diversity;
- Support cultural diversity and/or Aboriginal people;
- Will result in a measureable impact or outcome;
- Use an innovative and creative approach that supports elder abuse prevention, recognition and/or response efforts;
- Result in learnings that can be applied more broadly;
- Respond to an identified need or gap in programs/services to reduce elder abuse;
- Build coalitions/networks to increase effectiveness of efforts to reduce elder abuse;
- Use resources efficiently and effectively;
- Do not duplicate existing programs and projects;
- Upon completion of the project an important legacy would be created;

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- Include plans for longer-term sustainability after completion of the project;
- Have strong, identified support in the community; and
- Include an evaluation plan.

**Criteria for applicant organizations:**

- The organization(s) applying for the grant must have an excellent track record and capacity to implement the project;
- The lead people involved with the project must have a good knowledge and understanding of elder abuse; and
- In-kind and other contributions are made to the project by the applicant organizations.

**Examples of potentially eligible programs/projects:**

- Training sessions for staff and /or volunteers;
- Rural and remote learning events;
- Outreach to First Nations and Aboriginal, or ethnocultural communities;
- Opportunities to foster intergenerational respect through joint activities;
- Promotion of positive images of aging; and
- Lead to improved response mechanisms.

**Eligible applicants (as part of partnerships with other eligible applicants):**

- Non-profit organizations
- For-profit enterprises, provided that the nature and intent of the proposed activity is non-commercial and complies with the priorities outlined above. Partnerships with non-profit organizations are encouraged.
- Individuals
- Networks, committees and planning tables may be eligible but would be required to have a partnership with a non-profit organization.

**Ineligible applicants:**

- Federal/Territorial departments and agencies

**Funding Guidelines** – Grants of up to \$50,000 will be provided per successful application.

**Time Frames:** It is expected that successful applicants will be contacted by the end of March 2015.

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**APPENDIX 2**

**Frequently Asked Questions**

**Question 1:**

**If my project is selected, based on the Letter of Intent, to go to the next stage, what will I need for the Comprehensive Proposal?**

The Comprehensive Proposal will ask for more detail about the project, up to a maximum of five pages, including:

- A brief summary of the project and proposed use of funds
- Description of the organizations involved in the project
- Background/rationale regarding how the project will address the TREA/CREA priorities
- How the project meets the eligibility criteria
- Proposed timeline
- Budget
- Expected key outcomes
- Plans for sustainability

**Question 2:**

**Can I submit a Letter of Intent for a project that we are currently already delivering?**

The Capacity-Building Grants are for new projects that will not duplicate existing initiatives. Therefore, if you are submitting to fund a currently-delivered project, you must be able to demonstrate significant innovation (a new practice or an existing practice delivered in new ways) that addresses an existing gap.

**Question 3:**

**When do you expect to notify applicants if their Letter of Intent is accepted for the Comprehensive Proposal Stage? And, notification of funding?**

It is expected that organizations chosen to proceed to the Comprehensive Proposal stage will be notified by February 4, 2015.

It is expected that organizations that will be granted funding will be notified by March 30, 2015.

**Question 4:**

**Must the partner organizations all contribute the same level of participation and must they be located in the same community?**

The organizations involved in the partnership must all contribute significantly, but not necessarily equally. The partners do not need to be located in the same community.