2021 AARP Community Challenge

*A grant program to make communities **more livable** for people **of all ages** with **tangible improvements** that jump-start **long-term change***

AARP invites you to submit applications for quick-action projects that can help your community become more livable by improving public spaces, transportation, housing, civic engagement, coronavirus recovery, diversity and inclusion, and more.

Applications must be submitted through www.aarp.org/communitychallenge and are due by April 14, 2021, 8:00 p.m. ET. All projects must be completed by November 10, 2021.

AARP AND LIVABLE COMMUNITIES

AARP's work on livable communities supports the efforts of neighborhoods, towns, cities and counties nationwide to become more livable. We believe that communities should provide safe, walkable streets; affordable and accessible housing and transportation options; access to needed services; and opportunities for residents to participate in civic and community life.

AARP has offices in every state, the District of Columbia, Puerto Rico and the U.S. Virgin Islands and is working with local leaders in roughly 500 communities who are part of the AARP Network of Age-Friendly States and Communities. Ultimately, our vision is for a future in which places—urban, suburban and rural—are great for people of all ages.

AARP COMMUNITY CHALLENGE

We know that it takes time to build great places for all, but we also believe that quick actions and tangible improvements can spark longer-term progress. AARP launched the AARP Community Challenge to fund projects that build momentum for change.

Since 2017, the AARP Community Challenge has awarded 560 grants that demonstrated the program's ability to:

- Leverage **additional funds** and support from public, private and philanthropic organizations and funders**;**
- Advance change and **overcome policy barriers**; and

- Lead to new relationships, and greater **awareness and engagement** with the effort.

AARP is currently soliciting applications for 2021 funding. Applications are due by April 14, 2021, 8:00 p.m. ET, and all projects must be completed by November 10, 2021.

Applications must be submitted through **aarp.org/communitychallenge**. See Attachment A for the sample application.

PROJECT TYPES

AARP will prioritize projects that deliver inclusive solutions that meet the needs of diverse populations, as well as those that directly engage volunteers through permanent or temporary solutions that aim to achieve one or more of the following outcome areas:

- Create vibrant **public places** that improve open spaces, parks and access to other amenities.
- Deliver a range of **transportation** and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements.
- Support a range of **housing** options that increases the availability of accessible and affordable choices.
- Increase **civic engagement** and demonstrate the tangible value of **"Smart Cities"** with innovative and tangible projects that bring residents and local leaders together to address challenges and facilitate a greater sense of inclusion.
- Support local recovery from the **coronavirus** pandemic with an emphasis on economic development, improvements to public spaces, and transportation services.
- Ensure a focus on **diversity and inclusion** while improving the built and social environment of a community.
- **Other** community improvements. In addition to these areas of focus, AARP wants to hear about local needs and innovative ideas for addressing them.

Community Challenge grants can be used to support the following types of projects:

- **Permanent physical improvements** in the community
- **Temporary demonstrations** that lead to long-term change
- **New, innovative** programming or services

Please note: Project types described above will be prioritized over those that support ongoing programming or events.

See **Attachment C** for specific examples from previous AARP Community Challenge funded projects.

ELIGIBILITY

The program is open to the following types of organizations:

- 501(c)(3), 501(c)(4) and 501(c)(6) nonprofits
- Government entities
- Other types of organizations considered on a case-by-case basis

GRANT AMOUNTS

Grants can range from *several hundred* dollars for smaller, short-term activities to *several thousand* or *tens of thousands* of dollars for larger projects.

2021 TIMELINE

Dates	Key Activity
April 14, 2021 (8:00 p.m. ET)	Deadline for applications.
June 2021	Selected and non-selected applicants will be notified of their status via email.
July 14, 2021	Deadline for MOU and vendor forms to be completed and returned by grantees to AARP.
July 28, 2021 (tentative)	National and state announcements of selected grantees to public and projects can start.
November 10, 2021	Deadline for project completion.
December 8, 2021	Deadline for After-Action Report.

APPLICATION REQUIREMENTS

- Applicants must meet the eligibility requirements.
- Applications must be submitted through **AARP.org/CommunityChallenge** with all pertinent information by April 14, 8:00 p.m. ET.
- Incomplete applications will not be reviewed.

GRANT SELECTION

Grant recipients will be selected by an AARP panel of experts on aging, community development and livable communities. Projects will be judged on the degree to which their goals make an immediate change that leads to longer-term impact in a manner that meets all other selection criteria.

The following projects are <u>NOT</u> eligible for funding:

- Partisan, political or election-related activities
- Planning activities and assessments and surveys of communities without tangible engagement
- Studies with no follow-up action
- Publication of books or reports
- Acquisition of land and/or buildings or a vehicle purchase

- Sponsorships of other organizations' events or activities
- Research and development for a non-profit endeavor
- Research and development for a for-profit endeavor
- The promotion of a for-profit entity and/or its products and services

Eligible projects will be assessed on:

- IMPACT (65 points) – The project addresses a clear need that brings positive change and demonstrates the ability to overcome barriers and accelerate, grow and/or sustain the community's efforts to become more livable for all (especially people 50+), and/or focuses on diversity and inclusion.

- EXECUTION (25 points) – Applicants demonstrate capacity to deliver the AARP Community Challenge project on time and within the awarded budget, effectively engage residents and key stakeholders, and leverage volunteers (especially 50+ volunteers) in the execution.

- INNOVATION (10 points) – The project demonstrates creativity or unique design or engagement elements which will contribute to its impact.

In addition to the criteria provided, AARP will also evaluate each project based on its consistency with the AARP mission.

ADDITIONAL OPPORTUNITIES

An Opportunity for Other Possible AARP Funding:

By submitting a proposal for the AARP Community Challenge initiative, you and your organization give AARP permission to reach out to you and others at your organization about other possible AARP funding opportunities that your proposal may be eligible for based on the AARP Community Challenge criteria. However, please note that AARP is not obligated in any way to consider your proposal for any additional AARP funding.

Note Regarding Other Potential Funders:

AARP might be contacted by other potential funders that could be interested in funding projects that were not funded through the AARP Community Challenge. The potential funders may have additional process steps and funding requirements than those of the AARP Community Challenge. If requested, AARP would like to send your contact information, organization name and a short description of the proposal, including the community where the project would take place ("Project Information"). Please note that these projects will be subject to any potential funder's own terms, conditions and review. Please indicate in your application whether or not you give permission to AARP to share your Project Information with other potential funders. If you select "yes," you agree on behalf of yourself and your organization to release AARP and its affiliates and their respective officers, directors, employees, contractors, agents and representatives from all liability associated with sharing the Project Information with potential funders. We will alert you before this Project Information is given to potential funders.

NOTIFICATION

Grant recipients and unselected applicants will be notified by email in June, 2021.

Grantees must execute and email a binding Memorandum of Understanding and completed vendor forms to AARP by July 14, 2021. Noncompliance with this deadline may result in disqualification or delayed funding.

TERMS AND CONDITIONS

By submitting an application to AARP, the applicant agrees that:

- The decisions of AARP regarding the eligibility of applicants and the validity of entries shall be final and binding.

- All submissions will be judged by AARP, whose decisions and determinations as to the administration of the award and selection of award recipients are final.

- AARP has the right, in its sole discretion, to cancel, or suspend the award.

- All projects and applications shall not violate any third-party rights.

- Except where prohibited by law, participation in the AARP Community Challenge constitutes the Applicant's consent to AARP's use of the organization's name and corporate logo, street address, city, state, zip code, county, and names, likenesses, photographs, videos, images, and statements made or provided by the Applicant's representatives regarding the award for promotional purposes in any media without further permission, consent, payment or other consideration.

- All promotional materials (such as newsletters, press releases), events and signage related to the funded project will include a statement indicating that support was received from AARP.

- The organization is required to capture photos of the project and is encouraged to capture video. As the organization captures photos and video of the project, if an identifiable individual appears in the photos and/or videos, the organization is responsible for having him/her sign the AARP General Release (this document will be provided to grantees with the MOU and other required paperwork). In addition, the organization should not include any element in photos or videos provided to AARP that may violate third party rights such as artwork and trademarks in text and logo other than those owned by the organization and AARP. The organization should be prepared to send work in progress photos to AARP upon request. Following the grant period, grantees are required to respond to periodic requests for updates from AARP.

- AARP and its affiliated organizations, subsidiaries, agents and employees are not responsible for late, lost, illegible, incomplete, stolen, misdirected, illegitimate, or impermissible submissions or any other error whether human, mechanical or electronic.