

Eligibility

Who can apply for this funding?

Eligible applicants include registered non-profit organizations, municipalities, and registered charities that serve older adults.

Can municipalities apply?

Yes. Municipalities can apply under any stream. There is no required matching contribution, but some may choose to provide in-kind or financial support. Letters of support from municipalities are strongly encouraged, but formal municipal motions are not required.

Can universities or academic institutions apply?

Not at the sole applicant. Partnerships with community organizations are encouraged.

Is this funding open only to rural communities?

The funding prioritizes rural and small urban areas, but urban programs are still eligible to apply.

What age range defines “older adults”?

Generally, the programs focus on adults aged **55 and older**.

How are “equity-deserving populations” defined?

Equity-deserving populations are groups that face barriers to full participation due to systemic discrimination, including Indigenous peoples, racialized groups, 2SLGBTQIA+ individuals, newcomers, people with disabilities, and those with low income.

Program Scope

Can we apply for multiple streams?

Yes. Organizations may apply for more than one stream (Social Prescribing, Community Supports, and Assisted Transportation). The application portal will ask if you would like to apply for another stream. If you are applying to multiple streams, you need to demonstrate how the programs will integrate with each other for greater impact.

Is there a maximum number of applications or total funding cap across streams?

One application, per organization, per stream. The funding caps for each stream are listed in the application guide.

Can existing programs apply, or is this only for new initiatives?

Both are eligible. Proposals may expand, enhance, or strengthen existing initiatives or develop new ones. This funding cannot be used to cover existing, ongoing operational costs of an organization.

Can provincial or multi-community organizations apply?

Yes, as long as the project clearly identifies the communities being served.

Collaboration

Can multiple organizations apply together?

Yes. Collaborative or partnership applications are encouraged and viewed positively.

Will Healthy Aging Alberta connect organizations in the same region who are interested in collaborating?

Yes. We encourage applicants to reach out to other local groups and can help make connections where appropriate. Please reach out to your Regional Community Developer

Can a non-profit partner with a private business (e.g., grocery store) to deliver services?

Yes, as long as the project is community benefit-focused and aligns with program objectives.

Social Prescribing Stream

Do we need a Link Worker or social worker to apply?

No. This program would support hiring a Link Worker position to implement a social prescribing program and integration with healthcare providers. Proposals should include a clear plan for supporting referrals and connection to non-medical supports.

Can this funding support a staff position to do intakes or navigation?

Yes. Funding can support a new Link Worker staff position that would support with intakes and navigation. The primary source of their referrals should be coming from healthcare providers in the community.

What does a referral from a primary care provider look like?

Social prescribing is focused on formalizing the referral pathway from healthcare providers into community organizations. The model should suit your local context and make it easy for providers to refer.

Assisted Transportation Stream

Can funding be used to purchase a vehicle?

Yes, including accessible or handi-equipped vehicles, if it directly supports transportation for older adults.

Can funding be used to pay for gas, taxi chits, or volunteer mileage?

Yes, those are eligible operational expenses under the transportation stream.

Can we fund volunteer driver programs or expand existing ones?

Yes. Funding can support expansion, coordination, or sustainability of volunteer driver programs.

Can the program cover the cost of rides for low-income seniors?

Yes. Subsidizing or removing fees for essential rides (medical, food bank, social) is eligible. **Can we hire a staff person to coordinate or provide transportation?**

Yes. Staffing costs related to program delivery (e.g., scheduling rides, coordinating volunteers) are eligible.

Community Supports Stream

Do applicants need to provide all listed supports/services?

No. Projects can focus on one or more community support areas based on identified local needs.

Can we use the funding for training staff or volunteers?

Yes, if training is directly related to improving support or service delivery for older adults.

Can we rent office space or cover utilities?

Yes, operational expenses such as rent, utilities, or insurance are eligible if they directly support project delivery.

Can funding be used for community education or recreation?

Yes, including programs for residents or staff that promote social connection, wellbeing, or aging in place.

Could a delivery vehicle (e.g., for food distribution) be funded under this stream?

No. Capital costs are not eligible under this stream.

Eligible & Ineligible Costs

Can funding be used for salaries or honoraria?

Yes. Staff and volunteer honoraria are eligible expenses if tied to project delivery.

Can funding be used for operational costs?

Yes, such as coordination, supplies, and modest administrative costs related to the program.

Can it cover infrastructure like facilities or renovations?

No, major capital infrastructure (e.g., building renovations) is ineligible.

Can funding be used for start-up of a social enterprise?

Possibly, if the enterprise directly delivers eligible community services and is being led by a community-based organization that is eligible to apply for funding.

Application Process

Is there a matching or cost-sharing requirement?

No. Matching funds are not required, but showing other contributions to the program is strongly encouraged, whether that's in-kind or matching funds.

Is funding provided up front, in installments, or as reimbursement?

Details will be provided in the funding agreement, but typically payments are made in installments.

Reporting & Evaluation

What level of financial reporting or audit is required?

A basic annual financial statement on the program is required. A formal audit may be required if the grant is terminated for any reason.

What are the evaluation expectations?

Projects are expected to track key client level and program level outcomes. Details on data collection can be found in the data collection guides linked in the Application Guide. Further guidance, templates, and ongoing supports around evaluation will be provided to successful applicants.

Will we need to use a specific reporting platform or CRM?

All data submitted to HAA is done through Salesforce. There are options for single entry or bulk uploads of client data. An orientation to the platform will be given to successful applicants.