



Ageism Action Day Micro-grants Drop in session

Please put your microphone on mute

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What will we cover today?

- Introduction to Ageing Better and the UK Network of Age-friendly Communities
- Introduction to the Ageism Campaign and Action Day
- Micro-grants key information
- What could you do and what can funding cover
- Application and assessment
- Top tips for a good application
- Time for questions and discussion
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Centre for Ageing Better and the UK Network of Age-friendly Communities

Centre for Ageing Better is a charitable foundation

Our vision is a society where everyone can live a good later life

Influence, tackle ageism and spread ideas that help us to age better

UK Network of Age-friendly Communities is a growing movement of 70 places committed to making their community a better place to age in



Micro-grants key information

- **What:** Available to voluntary sector organisations and community groups based in UK Network of Age-friendly Community areas
- **Why:** Make it possible for groups to take part in the action day and support different ideas
- **Up to £500** (with additional £150 available for making event more inclusive)
- Deadline for application: **10th January 2024** (encourage early applications). Outcome by 22nd January 2024
- Activities ideally should happen **20th March 2024** but must happen between 16th and 24th March



What can you do?

Activities and events which recognise the theme “**see and be seen**”

Examples:

- Showcasing photos, poetry or art of, or by, different age groups
- Having conversations about internalised ageism, and how someone might be limiting their options
- Telling people’s stories of ageing, the contributions they’ve made to society.
- Physically bringing different ages groups together to take action,
- Targeting an activity which would not usually include older people or an older age group

What can funding cover?

Examples of what funding can cover:

- Facilitators, professionals' time, like artists or instructors, volunteer expenses, room hire, equipment (where it is used as part of the event), printing, refreshments

Examples of what £150 for accessibility can cover:

- Transport to event, or bringing activities to people, accessibility requirements, interpreter, carer attendance, translation

What can't it cover?

- Activities that organisations normally run, unless there is a clear change in activity or target group
- Commercial or statutory organisations/companies
- Anything with the purpose of promoting a particular religion/faith/ political party

Applying and assessing

Complete short application who you are, what you'll do, theme, and equality, diversity and inclusion

Minimum criteria

- 1) Happening in AFC, 2) group with bank account can hold funds, 3) whether it is related to ageism

Assessment:

- **Relevance** - How well does the application raise awareness of, or tackle ageism or relate to our theme of “see and be seen”?
- **Quality** - Does the application set out an idea or activity that the panel thinks is good value for money, well planned, innovative or particularly creative?
- **Equality and Diversity** - How well does the application consider equality, such as diversity, inclusion and access issues?

Top tips for a good application

- Check you meet the minimum criteria- find an organisation to apply with if you don't have a bank account
- Answer the questions fully and think about what we are asking for
- Make it clear how your activity is linked to ageism
- Ensure you aren't asking for funding for a business-as-usual activity
- Show how your activity is interesting, exciting and engaging to a range of people

Ageism Action Day: Micro-grants for Age-friendly Communities

Application form

This is the application form you need to complete to apply for a micro-grant to take action on the Ageism Action Day on 20th March 2024. The deadline for application is **10th January 2024**, but we reserve the right to close early if we receive high levels of demand so we encourage applications to be submitted as early as possible.

We would love to receive applications from organisations and community groups big and small. And we've designed the application form to be as easy as possible to fill in - it shouldn't take longer than an hour to complete and return to us so put the kettle on, make a brew and apply.

Anyone can take part in the Action Day, whether or not they receive a micro-grant.

Tips for applying

- Make sure you answer the questions – think about what we are asking for.
- Make sure you fully read the Information Document which includes information what we will fund and how we will assess applications.
- Stick to the word count. Make sure you provide us with the information we need to assess your application. Don't waste the word count telling us about things that are not related to what is being asked and don't send us anything else except this form.

Organisation/Group details

Name of lead group or organisation <small>(This should be the name as it appears on your bank account, and any constitution or terms of reference you have)</small>	
Details of applicant/contact person:	a)
a) Name:	b)
b) Address:	c)
c) Telephone number:	d)
d) Email address:	
What is your organisation/group type? <small>(<u>e.g.</u> community group, Registered Charity, Residents' Association, CIC, Other)</small>	
Please give a brief description of your group	



Thank you

Time for questions

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