



April 27, 2020 / FOR IMMEDIATE RELEASE

Contact: Jim Flaherty, Communications Director

Office 608/ 286-6308 – Cell 608/ 698-0928, jflaherty@aarp.org

Apply now for AARP Wisconsin's "Small Dollar, Big Impact" grants

MADISON, WISCONSIN – AARP Wisconsin is now accepting applications from across the state for "Small Dollar, Big Impact" grants, which will be awarded to projects designed to improve a community and make it a better place for everyone to live, work, and play as they age.

Grants of up to \$1,000 will be awarded once a month from June through November of 2020. The grant amount could be a portion of or the total cost for the project. All projects must be completed within 60 days from winner announcement.

"We are thrilled to begin offering this grant opportunity in 2020 and we encourage all eligible organizations to apply as soon as possible," said AARP Wisconsin State Director Sam Wilson. "We've seen tangible results from hundreds of previous grants we've offered around the country to support communities as they make changes and inspire long-term progress on livable issues."

Since 2016, AARP has offered a Community Challenge Grant program that funds projects in communities throughout Wisconsin and the U.S. Beginning in 2018, and for 2019, AARP Wisconsin funded several additional projects in the state that applied for these grants but were not selected.

"This year we decided to return to basics and begin offering these Small Dollar, Big Impact grants, which are exactly what the name describes – simple, short-term, low-cost solutions that could have remarkable impacts on the shaping of neighborhoods and cities," said Darrin Wasniewski, Associate State Director of Community Outreach for AARP Wisconsin.

“There are so many great ideas and proposals for making life better in communities across Wisconsin. We know how impactful \$1,000 can be. This is our way of extending some seed money to get these projects off the ground,” Wasniewski said.

Applications for the first grant cycle will be due by May 18, with the winner to be announced on June 4. Future grant applications will be due by June 15, July 20, Aug. 17, Sept. 21 and Oct. 19.

AARP will prioritize projects that aim to improve one or more of the following “8 Domains of Livability,” which include:

- Outdoor Spaces and Public Places
- Transportation
- Housing
- Social Participation
- Respect and Social Inclusion
- Work and Civic Engagement
- Communication and Information
- Community and Health Services

The “Small Dollar, Big Impact” grant program is open to some nonprofits and government entities in Wisconsin. Other types of organizations will be considered on a case-by-case basis. A full listing of requirements and expectations, as well as a link to apply for the grants, can be found at www.aarp.org/wi

###

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment security and retirement planning. We advocate for consumers in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP VIVA, a bilingual news source. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.