



AARP COMMUNITY CHALLENGE

Grants to make communities livable for people of all ages
aarp.org/CommunityChallenge

AARP Community Challenge 2020

“QUICK-ACTION” GRANTS TO MAKE COMMUNITIES MORE LIVABLE FOR PEOPLE OF ALL AGES

AARP invites you to submit applications for quick-action projects that can help your community become more livable. Applications are now being accepted for small grants to improve housing, transportation, public space, smart cities, civic engagement and more.

Applications are due by April 1, 2020, 11:59 p.m. ET. All projects must be completed by November 9, 2020.

Applications must be submitted through www.aarp.org/communitychallenge.

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 more than 430 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 ages, but we also believe that quick actions 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 376 grants.

AARP is currently soliciting applications for 2020 funding. Applications are due by April 1, 2020, 11:59 p.m. ET, and all projects must be completed by November 9, 2020.

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

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

The following projects are NOT eligible for funding:

- Partisan, political or election-related activities
- Planning activities and assessments and surveys of communities
- Studies with no follow-up action
- Publication of books or reports
- Acquisition of land and/or buildings
- Sponsorships of other organizations' events or activities
- Research and development for a nonprofit endeavor
- Research and development for a for-profit endeavor
- The promotion of a for-profit entity and/or its products and services

What types of projects are acceptable?

See **Attachment C** for specific examples from previous AARP Community Challenges. AARP will prioritize projects that aim to achieve the following outcomes:

- ***New in 2020* Increasing civic engagement with innovative and tangible projects** to bring residents and local leaders together to address challenges and facilitate greater sense of community inclusion and diversity.
- **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 the availability of a range of housing** that increases accessible and affordable housing options.
- **Demonstrate the tangible value of “Smart Cities”** with programs that engage residents in accessing, understanding and using data, and participating in decision-making to increase quality of life for all.
- **Other community improvements.** In addition to the five areas of focus, AARP wants to hear about local needs and new, innovative ideas for addressing them.

Note: While the new **civic engagement** category is targeted to local governments, nonprofits can still apply for and receive a grant in this category, but they must demonstrate that they are working with local governments to solicit and include residents' insights on the project or to help solve a pressing challenge.

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: Proposed project types described above will be prioritized over those that support ongoing programming or events.

The activity defined in the proposal must be completed by November 9, 2020.

Grant Amount

If your idea is big, no project is too small! Grants can range from several hundred dollars for smaller short-term activities to several thousand or tens of thousands of dollars for larger projects.

Does your project have to take place in a community that belongs to the AARP Network of Age Friendly States and Communities?

No. Projects that benefit any community and satisfy all other criteria are eligible for consideration.

2020 Community Challenge Timeline

Dates	Key Activity
April 1 (11:59 p.m. ET)	Deadline for applications.
Week of May 26	Winning applicants notified by email, non-selects to also be notified this week.
June 29	Deadline for MOU and vendor forms to be completed and returned by grantees to AARP.
July 15 (tentative)	National and state announcements of winning grantees to public and projects can start.
November 9	Deadline for project completion.
December 11	Deadline for After-Action Report.

How does an organization apply?

All applications must be submitted through **AARP.org/CommunityChallenge** by April 1, 11:59 p.m. ET.

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.

THRESHOLD CRITERIA (must meet the following criteria to be considered):

- All items in the grant application have been addressed (or noted if not applicable).
- The grant is NOT used for partisan, political or election related activities, or property acquisition.
- The grant is NOT used to promote a for-profit or its products and/or services.
- The grant is for one of the uses in the Project Details section of the application.

More specifically, the projects will be assessed on:

- IMPACT (45 points) – The proposed project addresses a clear need that brings positive change to the community and effectively engages residents. The project also demonstrates the ability to accelerate, grow and/or sustain the community's livability for all, especially those 50-plus.

- EXECUTION (40 points) – Applicants demonstrate capacity to deliver the Community Challenge project on time and within the awarded budget, as well as show that the project will effectively leverage volunteers.
- INNOVATION (15 points) – The project demonstrates creativity, aesthetic beauty, unusual design or engagement elements, and/or the potential to spark additional community change.

AARP reserves the right to make funding decisions based on other criteria, in addition to those described herein.

An Opportunity for Other Possible AARP Funding:

Please note that 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 contact information and a description of your proposal. If you select “yes,” you agree on behalf of yourself and your organization to release AARP from all liability associated with sharing the Project Information with potential funders. We will alert you before this information is given to potential funders.

Application Requirements

- Applicants must meet the eligibility requirements.
- Applications must be submitted through **AARP.org/CommunityChallenge** with all pertinent information.
- Incomplete applications will not be reviewed.

Notification

Grant recipients and unselected applications will be notified by email. Grantees must execute and email a binding Memorandum of Understanding and completed vendor forms to AARP by June 29, 2020. Noncompliance with this time period 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 participants 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.

Learn more at AARP.org/CommunityChallenge

Questions? Email CommunityChallenge@AARP.org