



## AARP COMMUNITY CHALLENGE

Grants to make communities livable for people of all ages  
[aarp.org/CommunityChallenge](http://aarp.org/CommunityChallenge)

### Announcement and Overview

# AARP Community Challenge 2019

## “QUICK-ACTION” GRANTS TO MAKE COMMUNITIES 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 and other community elements.

Applications are due by April 17, 2019, 11:59 p.m. ET, and all projects must be completed by November 4, 2019.

Applications must be submitted through [www.aarp.org/communitychallenge](http://www.aarp.org/communitychallenge). See Attachment A for the sample application outline.

### Introduction to 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 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 300 communities. Ultimately, our vision is for a future in which U.S. communities—urban, suburban and rural—are great communities for ALL.

To help support communities that are working to create change, AARP plays several key roles:

- **Inspiring Communities to Take Action:** AARP provides “quick-action” grant funding to communities through the AARP Community Challenge, supporting projects that improve sidewalks and crosswalks, activate public spaces, and more. We also host local workshops on livability, such as pop-up demonstrations that help inform and catalyze stakeholders to take action.
- **Providing Resources and Expertise:** AARP provides local leaders and community organizations with online, print and in-person resources and expertise to help cities, towns, and neighborhoods launch and implement livability programs and positive changes. We also showcase great ideas from communities in AARP’s print and online publications.
- **Engaging and Mobilizing Residents:** AARP staff and volunteers work with community organizations and local municipalities to engage residents. We collect information about what’s important to older community residents, share it with decision makers, and provide local leaders, advocates, and residents with toolkits for taking action.

Learn more at [AARP.org/CommunityChallenge](http://AARP.org/CommunityChallenge)

Questions? Email [CommunityChallenge@AARP.org](mailto:CommunityChallenge@AARP.org)

## AARP Community Challenge

We know that it takes time to build great communities 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 in communities to improve livability for all local residents. Last year, the AARP Community Challenge awarded 129 grants.

**AARP is currently soliciting applications for 2019 funding. Applications are due by April 17, 2019, 11:59 p.m. ET, and all projects must be completed by November 4, 2019.**

Applications must be submitted through [aarp.org/communitychallenge](http://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) non-profits
- 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 non-profit 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 the 2017 and 2018 AARP Community Challenge. AARP will prioritize projects that aim to achieve the following outcomes.

- **Demonstrate the tangible value of “Smart Cities.”** This new category will encourage communities to develop and implement innovative programs that engage residents in accessing, understanding, and using data to increase quality of life for all. The intention with this category is to encourage applicants to demonstrate new ways to engage in decision-making about housing, transportation, economic development, placemaking, infrastructure, or other community aspect.
- **Deliver a range of transportation and mobility options** in the community through permanent or temporary solutions to increase connectivity, walkability, bikeability, and/or access to public and private transit.
- **Create vibrant public places** in the community through permanent or temporary solutions that improve open spaces, parks and access to other amenities.
- **Support the availability of a range of housing** in the community through permanent or temporary solutions that increase accessible and affordable housing options.
- **Other community improvements.** We want to know the most important needs in your community and the best quick-action ideas you have to address them.

Community Challenge grants can be used to support the following types of projects in the community.

**Please note:** Proposed project types described below will be prioritized over those that support ongoing programming or events.

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

**The activity defined in the proposal must be completed by November 4, 2019.**

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## 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 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.

## 2019 Community Challenge Timeline

Dates	Key Activity
April 17 (11:59 p.m. ET)	Deadline for applications.
Week of June 10	Winning applicants notified by email, non-selects will also be notified this week.
July 15	MOU and vendor forms completed and returned by grantees to AARP national office.
July 17 (tentative)	National announcement of winning grantees to public.
July 17	Projects can start.
November 4	Deadline for project completion.
December 6	Deadline for After-Action Report.

## How does a group/organization apply?

All applications must be submitted through [AARP.org/CommunityChallenge](http://AARP.org/CommunityChallenge) by April 17, 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 (55 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 (30 points) – Applicants demonstrate capacity to deliver the Community Challenge project on time and within awarded budget.
- 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.

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### **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 July 15, 2019. 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 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.

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