Employment and
Social Development Canada

Emploi et
Développement social Canada

Service
Canada

New Horizons for Seniors Program

Community-based projects

Call for Proposals 2023-2024

Regional Community Engagement

New Horizons for Seniors Program (NHSP)

Investments that help seniors to be valued in their communities:

Community-based stream

Pan-Canadian stream

NHSP funding opportunities

Community–based projects

up to $25,000 for up to 12 months

Pan-Canadian projects

up to $5,000,000 for up to 5 years

NHSP objectives

1. Promoting volunteerism among seniors and other generations

2. Engaging seniors in the community through the mentoring of others

3. Expanding awareness of elder abuse, including financial abuse

4. Supporting social participation and inclusion of seniors

5. Providing capital assistance for new and existing community projects and programs for seniors

Eligible activities

- **Volunteering, mentoring, and leadership training for seniors**
- **Seniors learning new skills and skill matching for seniors**

- **Seniors sharing knowledge, skills and experience with others**
- **Intergenerational and intercultural learning for seniors**
- **Relationship-building programs and activities for seniors**

- **Seniors developing and/or sharing tools and/or resource materials**
- **Seniors sharing best practices**

National priorities 2023-2024

1. Supporting healthy ageing

- addressing social isolation, including through supporting seniors' digital literacy
- addressing ageism
- supporting mental health and dementia

2. Preventing senior abuse

- providing measures to reduce crimes and harm against seniors including elder abuse
- developing educational material to prevent unscrupulous practices, financial fraud and scams from happening to seniors

3. Celebrating diversity and promoting inclusion

- promoting intergenerational mentoring and engagement
- advancing reconciliation with Indigenous Peoples and helping to secure a better quality of life for Indigenous seniors
- collaborating with diverse communities, notably, by serving members of the following vulnerable groups: low-income seniors, Indigenous Peoples, members of 2SLGBTQI+ communities, members of official language minority communities, seniors who primarily speak languages other than English and French, members of racialized and newcomer groups, persons with disabilities and veterans; and seniors living in rural or remote areas
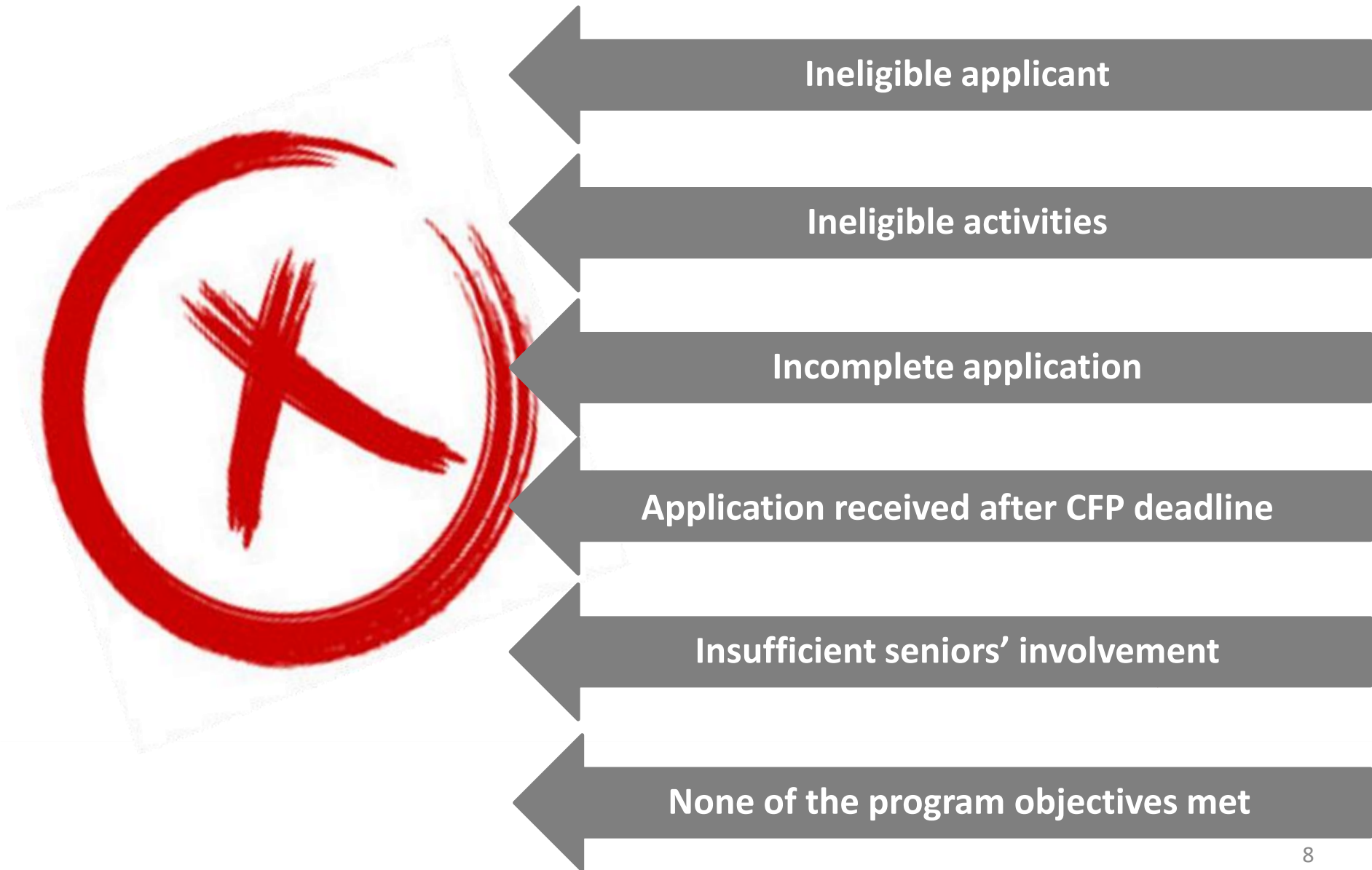
4. Supporting financial security

- helping seniors navigate and access government services and benefits and providing support to file their taxes
- supporting financial empowerment of seniors

Ineligible activities

×   Minimal seniors' participation or unclear description of their role

×   Regular or core organizations' activities

×   Renovation or maintenance of buildings not owned by applicants or locations where direct services to seniors are not provided

×   Beautification or esthetic modifications to buildings and sites

×   Purchase of personal or health-care items

×   Purchase of gift cards

×   Purchase of vehicles

×   Purchase of land or buildings, including new construction

×   Purchase of equipment for a new building not yet occupied by applicant

×   Programs or services that fall within the responsibility of other levels of government

Reasons for screening out

Ineligible applicant

Ineligible activities

Incomplete application

Application received after CFP deadline

Insufficient seniors' involvement

None of the program objectives met

How to improve projects

Strong projects	Weak projects
• **meet one or more program objectives**	do not provide details about:
• **meet one or more national priorities***	• seniors' participation
• **demonstrate seniors' leadership**	• seniors' benefits from activities
• **address specific seniors' needs**	• how seniors' needs are addressed
• **involve volunteers**	• benefits for the community
• **create and involve partnerships***	• relevant budget costs or the costs are not reasonable
• **demonstrate community support**	• how costs actually support the activities
• **present innovative practices***	• timelines or milestones or the latter are not feasible
• **make a difference in communities**	• expected results or they are not clearly defined
• **use resources effectively**	

* optional

Assessment Standards

- Funding allocation priorities 20%
- National priorities 10%
- Seniors' involvement 10%
- Benefits to seniors 15%
- Benefits to the community / Community support 15%
- Cost effectiveness 10%
- Project activities 10%
- New recipients / Not funded in past 5 years 10%

Application submission methods

For the GCOS application, you will be able to:
- create, view, edit, save, submit or withdraw your project proposal with a 24/7 access
- track the status of your submission and easily upload supporting documents
- use several browsers such as Windows Internet Explorer 8, Mozilla Firefox, Google Chrome and Apple Safari

For the online form, remember:
- that the system will notify you after 20 minutes of inactivity on a page
    - press OK within the expected delay time to not lose the entered information
- to use the "Save and Continue later" if you need to stop at any point during the application process
- to provide email address and password to save the application
- your password to be able to retrieve your application
- a link to your draft application will be sent to your email and will only be available for 48 hours from the time you initiate your application
- that you will not be to submit a saved application after the deadline
- you will be able to attach the supporting documents prior to the submission
- to print a copy of your application before submitting your application

GCOS assistance
Tel.: 1-800-367-5693
Email: NA-GCOS-SELSC-GD@hrsdc-rhdcc.gc.ca

Online form assistance
Tel.: …*
Email: …*

Application and project life cycle processes

Application
- **Online submission**
- **Acknowledgement notification**

Assessment
- **Screening**
- **In-depth review and assessment**

Funding approval
- **Official notification**
- **Signing of agreement**

Project delivery
- **Implementation of activities**
- **Touch-base call**

Final report
- **Recipient's project results**
- **Online submission**

Success stories

Regent Park Community

Fengcai Arts Association

Petit Espoir Community Centre

NHSP Call for Proposals

- ✓ Launch – August 1, 2023, at noon, Eastern Standard Time (EST)

- ✓ Deadline to apply - September 14, 2023, at 3 p.m., EST

- ✓ Application methods - Grants and Contributions Online Services (GCOS) or online form

- ✓ For further details - [New Horizons for Seniors Program - Community-based projects (up to $25,000) - Canada.ca](#)

Questions