



New Horizons for Seniors Program

Fact Sheet Series

5

Engaging Seniors, Strengthening Communities

Tips for Gaining Community Support

The New Horizons for Seniors Program provides opportunities for seniors to make a difference in their community.

Before applying for New Horizons for Seniors Program funding, find out what community need you can address with your project, and ensure you have your community's support. Your community could be your town, village or neighbourhood, or it could be a group of people with common interests or characteristics.

What is community support?

Community support means that your community has a need for your project and that your community members endorse your project idea and see it as a benefit to the community.

Try to put yourself in the shoes of potential supporters. Look for organizations that are interested in similar issues.

Talk to them about your project and what you hope to achieve.

Then, brainstorm with your organization about how you could meet one of your community's needs with the help of the New Horizons for Seniors Program.

What are your community's needs?

To find out information on the needs of your community:

- Have a meeting with your organization members to brainstorm.
- Talk with members and leaders in your community.
- Call your municipal government, city hall, or town hall to ask if there is a community plan.

- Talk to organizations in your community, such as a social planning council, volunteer centre and the local United Way Centraide Canada.

Who do you contact for community support?

Do some research to find out what individuals, businesses, councils, and organizations you think might support your efforts.

Letter or document of community support

When applying for funding from the New Horizons for Seniors Program, you need to provide at least one letter or document from another organization or group showing support for your project in your community.

Remember that the supporting letter or document must be current and show that your supporters understand and endorse the following:

- your organization;
- your proposed project;
- the need for the project in your community; and
- the benefits of the proposed project to your community.

For information on the New Horizons for Seniors Program, visit www.esdc.gc.ca/seniors or call **1-800-277-9914** and select "0" to speak with an agent.