

Ageing Boldly

The Ageing Boldly Grant stream supports initiatives that combat ageism, prevent elder abuse and neglect, and protect the rights of older Canadians. **Selected organizations will be awarded grants of up to \$20,000** to implement pan-Canadian, regional, or sub-regional initiatives that advance education, awareness, and community-based programs, networks, or services aimed at eliminating discrimination and ensuring older adults are treated with dignity and respect.

Special consideration will be given to initiatives that empower older adults who are harder to reach or who have been historically excluded from social and economic opportunities due to income, disability, language, culture, race, gender identity, or other intersecting factors. Equity-denied older adults often face systemic barriers that limit their ability to advocate for their rights, access services, or participate fully in society. **HelpAge Canada aspires to create an inclusive, age-positive Canada.**

Ageism is a form of discrimination and stereotyping based on age, primarily affecting older adults through stereotypes (generalized beliefs), prejudice (negative attitudes), and discrimination (unfair treatment), which can manifest institutionally (policies and practices), interpersonally (social interactions), and self-directedly (internalized bias), as highlighted in the WHO's 2021 global report on ageism.

Elder Abuse is defined as "a single, or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person." (World Health Organization).

Purpose of the Grant:

This grant is intended to support community-based seniors' services (CBSS) organizations and other qualified applicants in:

- Challenging ageism by funding initiatives, programs or networks that educate the public, shift societal attitudes, and promote the value of older adults.
- Preventing elder abuse and neglect by supporting initiatives, programs or networks that provide education, advocacy, and intervention strategies.
- Providing protective factors or safeguards on the violation of the rights of Older Canadians through empowering older Canadians most at risk of facing heightened likelihood of age discrimination, abuse or neglect.

