



## Call for Letters of Intent: Innovative Approaches Serving Older Adults in Affordable Housing in Michigan and Maryland

At Enterprise Community Partners, the Thome Aging Well Program is committed to making aging with health, joy, and dignity in community an achievable opportunity. The United States is at a unique juncture in our history with respect to aging. People are living longer lives with one in six Americans aged 65 or older.

However, if we continue to operate in a business-as-usual approach we will create unprecedented strain on existing systems of care. While the Thome Aging Well program continues to support [scaling existing impactful programs](#), we also acknowledge the need to cultivate innovation in how we age in community to create more resilient systems of care.

*Enterprise is excited to announce a call for letters of intent (LOI) for the development and implementation of innovations to foster healthy and joyful aging in community.*

Innovation awards will be between \$300,000 and \$1,000,000.

Innovations will be selected based on their potential to:

- **Transform** existing systems of care, especially in ways that will create more equitable opportunities and outcomes.
- Be **sustainable**, meaning that they have a plan for continuous funding that does not rely on philanthropic funding for long-term success.
- Be **feasible and replicable** in both implementation and effectiveness.

Selected innovations should center older adults with lower-incomes and be applicable to, but are not limited to, older adults living in affordable housing properties. Innovations must serve older adults living in Michigan and / or Maryland, although the approaches proposed may be replicable in other localities and have national implications. Preference will be given to proposals that request funding to support those who belong to a community or group that has and is continuing to experience persistent health inequities.

Current Scale What's Working grantees are eligible to apply with innovative proposals that differ substantively from the ones that have been funded previously. Additionally, while all organization-types are invited to apply, we cannot grant awards to individuals.

Enterprise will fund the most promising innovations in the following categories:

- 1) **Sustainable Financing for Resident Services:** Develop sustainable funding mechanisms for resident services that support aging in community, such as designing a new payment model or impact investing model, establishing a new value proposition that unlocks existing resources to ensure continued support for older adults with lower-incomes, or creating access to a new sustainable funding stream.
- 2) **Purposeful Aging:** Develop creative approaches for individuals to take on leadership roles, drive solutions, and stay engaged in their communities in a meaningful way as they age. This may involve innovations centered on community advocacy, building on the talents of older community members to bring benefit to both individuals and the wider community, or opportunities for active engagement in community life.



- 3) **Staff Support and Training:** Develop innovative solutions that enhance staff retention, recruitment, and well-being for positions that support aging in community. This may include new staffing, training, or caregiving models; implementing healing-centered approaches in all aspects of staff management; or other strategies that position staff to better serve aging community members while taking care of themselves.
- 4) **Designing Homes and Communities for Aging:** Develop innovative strategies to improve or adapt the built environment to promote healthy and joyful aging in affordable housing. This may involve innovations that center culture and connectivity in design or layout, including multi-generational housing models, creative uses of space, or using color and wayfinding in innovative ways.
- 5) **Improving Outcomes for Priority Needs:** Develop an innovation that sustainably addresses a priority need faced by older adults aging in community. The innovation should target clear outcomes to improve one of the following priority needs: food insecurity, behavioral health and substance use, eviction prevention, economic security or financial health, or chronic disease management and prevention. Innovations including non-traditional partners or multi-sector partnership models will be prioritized.

## Grant Award

The grant will consist of two phases:

- A planning phase lasting up to 6 months to allow additional idea development (e.g., partnership formation, contract development, community engagement, cost analysis, or evaluation planning). Up to \$100,000 in planning support will be provided. During this phase, organizations will work closely with Enterprise to establish key benchmarks before entering implementation phase.
- An implementation phase lasting up to 24 months. Awards for implementation are anticipated to range between \$300,000 and \$1,000,000. Implementation award amounts will be finalized during the planning phase.

The total period of performance (planning + implementation) should be no longer than 24 months in total. Additional peer-to-peer connection and evaluation support will be provided as part of grant awards.

## How to Apply

Interested applicants should submit a Letter of Intent via SlideRoom by November 30<sup>th</sup>. The letter of intent should include the following information:

- Description of the innovation.
- Description of who will be served, including demographics and geography, and how they will benefit.
- Explanation of the innovation and how it is:
  - Transformative
  - Sustainable
  - Feasible and replicable



- An overview of organizational capabilities and expertise. This description can include partner organizations, if applicable.  
Note: We strongly encourage innovations that include partnerships.
- Estimated budget for planning phase and implementation phase.

LOIs should be submitted in SlideRoom ([Application Link](#)) and will be limited to 5,000 characters.

### **Timeline and Next Steps**

Release of LOI Announcement: October 17, 2023

Deadline for LOI Submission: November 30, 2023

Notification of an invitation to Round II: February 2024

Anticipated planning grant awards: May 2024

After reviewing the LOIs, a select group of applicants will be invited to participate in Round II of the application process.

During the review of LOIs, Enterprise may reach out with clarifying questions. Receiving or not receiving outreach during this time is not an indication of success.

### **Questions and Webinar**

General questions may be submitted to [AgingWell@enterprisecommunity.org](mailto:AgingWell@enterprisecommunity.org) until 3 p.m. EDT on November 30, 2023. Questions received after this time and date will not be answered. Enterprise highly recommends LOIs be submitted in advance of the deadline. Enterprise will not provide feedback on specific program or project ideas ahead of submission but can answer general questions on the application process.

Enterprise will host a webinar November 17, 2023. During this session, Enterprise staff will review the grant opportunity and answer questions from potential applicants.

Date and time: November 17, 2023 @ 12pm ET ([registration link](#))

This webinar will be recorded for those who cannot attend. To request a copy of the webinar recording after the session, please e-mail [AgingWell@enterprisecommunity.org](mailto:AgingWell@enterprisecommunity.org).

### **SlideRoom**

Applicants must apply through SlideRoom, the submission portal for this funding opportunity, by **11:59 pm Eastern Daylight Time (EDT) on November 30, 2023**. No exceptions will be made.

- Apply here: [Application Link](#)
- If you need to, register for a SlideRoom account [here](#) under your organization's name.

Technical issues with SlideRoom can be sent to [support@slideroom.com](mailto:support@slideroom.com) or by accessing the online help desk: <https://support.slideroom.com/>. SlideRoom support can take up to 24 hours; for this reason, we encourage applicants to apply and submit their applications early.