

## Innovate Webinar – 11.17.23

### Q&A

#### ***Innovate vs Scale What's Working***

Q: Is this opportunity the same as the spring funding? Do we need to address scalability AND innovation, or one or the other?

A: In July, we awarded grants to 22 organizations to Scale What's Working. The current Innovate Phase is focused on the development and implementation of innovations to foster health and joyful aging in community.

#### ***Eligibility***

Q: Are you considering: Affordable Dwelling Units, supporting efforts for those who are developing innovative solutions to support their AARP livable community, or the innovative work of Villages to support older adults to age well by continuing to live in their homes?

A: We are considering all innovations that are **transformative, sustainable, feasible, and replicable** for the aging field. Innovations that include plans for these elements will be prioritized.

Q: Is there a discrete requirement for the innovation to only focus on improving housing conditions? Or is the focus on older adults who live in affordable housing properties?

A: The work should positively impact the lives of older adults. There is a Priority Area that addresses built environment modifications, but there are also four other areas. It is not required that the older adult population lives in an affordable housing development, but our focus is innovations that serve older adults with incomes that are 80% or lower of the Area Median Income for their communities.

Q: My organization is based in California but offers both in person and staff training to front line workers at older adult residential communities. We can definitely address the geographical requirement. Would we be eligible to apply?

A: Some innovations may support the purpose of the innovation award – to foster healthy and joyful aging in community - while not having a clear geographic boundary. Organizations with these innovations are welcome to apply; however, there should be a clear plan or pathway for how the innovation will ultimately support older adults with lower incomes living in Michigan or Maryland.

Q: Can a program serve older adults across Michigan and/or Maryland or should it be focused on a certain part of the state?

A: Programs can serve anywhere in the State.

Q: Can the grant be used to upgrade buildings that are used to serve seniors?

A: Thome innovation awards are not to be used as gap funding or as a general part of a capital stack. Similarly, the awards are not to be used for pre-development costs, such as site assessments or environmental remediation. However, the funds can be used to support innovative enhancements or

modifications to the built environment that support aging in community AND can be implemented within the grant timeframe.

Q: Regarding capital stacks being ineligible does that mean the entire project has to be funded exclusively by Thome?

A: Other sources of funding can be used toward Thome-funded programming, but we are not able to fund projects that are using Thome funds toward capital campaigns, pre-development funds, or gap financing.

Q: Can you give some ideas of eligible programs if we are applying in the built environment category?

A: Example 1 - If there is a particular part of a new or existing building that is going to be built to support aging in community and meets the definition of innovation, then it could be used for the specific component that speaks to innovation. Example 2 – Creating new product types that serve an existing gap that could transform the way older adults are able to stay in their homes longer. Example 3 – Building a new type of wheelchair ramp that accommodates a wider range of wheelchairs.

Q: Is this opportunity only for 501c3 organizations or are government agencies also eligible to apply? Are you open to teams with social impact investors, developers and other stakeholders?

A: While all organization-types are invited to apply, we cannot grant awards to individuals. In the case of any questions in the application not applying for your organization, you can leave those questions blank.

Q: Does the entire proposed project have to be for older adults specifically? Or can portions of a project be for others as well?

A: No, programs do not have to *only* be for older adults, but older adults should be the focus. There is no requirement that the funds cannot impact any other population.

### ***Priority Areas***

Q: If our intent is to apply for programming funds, in what way could we work with Enterprise to move toward a successful partnership?

A: The Innovate Call for LOI does not specify programming vs. built environment as we did in our previous application. The five categories we are considering innovations under are:

- Sustainable financing for resident services
- Purposeful aging
- Staff support and training
- Designing homes and communities for aging
- Improving outcomes for priority needs

Each category is further described in the Call for LOIs. In terms of moving forward, you are welcome to ask us additional questions and we can support to the best of our ability at this time. All innovations submitted should pay particular attention to our call for innovations that are **transformative, sustainable, feasible, and replicable** for the field. Innovations that include plans for these elements will be prioritized.

Q: What if our innovation falls under more than one category? Can an organization submit more than one letter of intent?

A: If your innovation touches more than one category, choose the category it is most aligned with. Category descriptions are shared in the Call for Letters of Intent. We will consider only one letter of intent from an organization. Select the category where your organization is dedicating the majority of its budget and the majority of the organizational work.

Q: Can organizations reach out to you to ask which program category best captures their project if it spans multiple categories?

A: 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.

### ***Definitions***

Q: What is the definition of older adult?

A: We are defining older adults as those who are 55 years and older.

Q: Could you please share the definition of affordable homes being used here? Is affordable housing considered to be affordable housing developments? Or could it be housing seniors can afford, such as their own home they have been in for years?

A: We will consider innovations that impact both older adults living in affordable housing rental communities and those living in their own homes. Our focus is adults aged 55 or older with incomes that are 80% or lower of the Area Median Income for their community. 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.

Q: Does the “innovation” have to be something totally new for the organization, or can it just be an innovative program in and of itself?

A: Proposals do not have to be totally new programs. Proposals that "reimagine" how an existing program works or target a new population in a creative and transformational way may also be viewed as innovative.

Q: If the work is to be innovative, how do we prove sustainability until the innovation has proved successful?

A: We are interested in seeing long-term funding plans that are not reliant on a continuous stream of funding from philanthropy. This does not mean that as soon as the 24-month period is over, organizations will not need any additional funding from philanthropy. We are particularly interested in seeing long-term plans that move towards not being reliant on continuous philanthropic funding.

### ***Innovate Grant Phases***

Q: Do applicants need to address the planning phase and implementation phase separately in the LOI?

A: In the [LOI](#) organizations need to give an overview of the program as a whole.

Q: Is the preparation for implementation phase funding separate from the innovation phase funding?

A: Yes. 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 the 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

Q: What is the degree of oversight that Enterprise is looking for?

A: In the planning phase, Enterprise is looking to work closely with the grantee to define the appropriate benchmarks and ensure they are met before entering the implementation phase. After entering the implementation phase, we are looking at quarterly check-ins / small level of reporting at the check-ins. It is a higher number of touch points one-on-one with our team than our Scale What's Working grant making.

### ***Period of Performance***

Q: Is the 24-month maximum for the length of the project inclusive of the 6-month planning period?

A: Yes. 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.

### ***Budget***

Q: Are you requiring a certain organization budget as prerequisite for the application?

A: In the LOI, we ask organizations to please share the estimated grant request for planning and implementation combined. The grant request should be within the award range of \$300,000 - \$1,000,000. A more detailed budget will be requested if invited to submit an application in Round II.

Q: Can the funding be spent on overhead, administrative costs, and salaries?

A: Yes, these costs are all eligible. A competitive application would also reflect a strong level of feasibility.

Q: Since there is grant evaluation technical assistance, should grantees not hire an additional third-party evaluator? Or are grantees welcome to include a third-party evaluator as part of their project and budget?

A: The evaluation services are for the Thome program as a whole and individual grantees will not be evaluated. The technical assistance that is offered is complementary and certainly not mandatory. If the organization finds value in the service provided, they can access the resource. In short, the applicant is welcome to include their separate evaluation service.

Q: We offer trainings, and shall I assume that interpreter services would be a permissible expense?

A: We will consider all programmatic costs related to implementing the innovation.

### ***SlideRoom***

Q: Is it possible for an applicant to edit their submission in SlideRoom before the final deadline for submission?

A: Yes, please email us and we will invalidate your original submission.

Q: Thank you for the link for SlideRoom, but I am not finding a place to create a new account.

A: An administrator from your organization needs to add you as a user. Please note: the administrator must also grant you access to specific programs or applications. This will generate an email inviting you to login. Other 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.

Q: Does the 5,000-character count include spaces?

A: The letter of intent is limited to 5,000 characters including spaces. Please ensure your Letter of Intent includes 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.
- Estimated budget for planning phase and implementation phase.

Q: If your organization already has an account, but the administrator is no longer with the organization, can another person set up an account?

A: Yes - you can either set up an entirely new account or you can contact SlideRoom directly to access the old account.

Here is their applicant help center [https://help.liaisonedu.com/SlideRoom\\_Applicant\\_Help\\_Center](https://help.liaisonedu.com/SlideRoom_Applicant_Help_Center) and here is their email address to ask questions: [support@slideroom.com](mailto:support@slideroom.com).

Q: I've never used SlideRoom, can we search for the opportunity via the website or is there a direct link to the LOI submission?

A: Here is the link to register for SlideRoom (the link is also included in the LOI):

<https://enterprise.slideroom.com/#/permalink/program/75716>

### ***General Inquiries***

Q: Are partnerships required?

A: Partnerships are recommended but not required.

Q: Are there particular partnerships of interest?

A: We do not put any boundaries around partners. We are interested in organizations demonstrating why they chose their partners and explaining what role each partner will play in the innovation.

Q: If we are working in a partnership, who should be the applicant?

A: The organization that has the capacity to function as the fiduciary agent should take the lead on the application.

Q: Hypothetically, an organization could continue making aging-in-place modifications, but a partnership with another organization could make that work innovative?

A: Yes, if that partnership then aligns with the innovation definition.

Q: We have a lot going on to help seniors in our communities in a variety of areas. We were thinking about submitting an LOI to hire a consultant to help us achieve some of these goals and to train current staff who support our seniors. Is this possible?

A: Yes, if you are aligning the work with the consultant and your existing staff to transform existing systems of care in an innovative way that is also sustainable, feasible, and replicable.

Q: Are there past examples of innovation that meet the definition under the grant you can share?

A: This is our first time offering funding for innovation, so there are no prior examples. We are excited to see what applicants in the field conceive to be innovative in how they serve older adults.

Q: Can the Thome funding be used in combination with another funding source? Or does it need to be Thome funding only?

A: The Thome funding can be used with other sources of funding.

Q: If an organization is currently funded through a previous Enterprise Thome award, are they eligible to apply for this opportunity?

A: Yes. Current Scale What's Working grantees are eligible to apply with innovative proposals that differ substantively from the ones that have been funded previously.

Q: If we are not ultimately selected to move on to Round 2, would it be possible to get feedback on our application?

A: Absolutely. We are very responsive to requests to provide constructive feedback.

Q: Will there be another round of the Scale What's Working grant?

A: There is not another round of Scale What's Working planned at this time.

Q: How many grants from each state do you anticipate making?

A: We do not have a set number of grants that we will make per state.

Q: Will the analysis consider long term impact? Many of the benefits will be years 3-4-5+. What is the planning horizon for impact?

A: In the planning stage we want to look at the projected impact for each organization and establish some interim milestones that give us a sense of whether the intended impact was realized along the way. If it appears that the intended impact is not happening as those milestones come up during implementation, there will be an opportunity to adjust accordingly.

Q: Are the applications competing overall, by state, or by category selected?

A: The applications will be reviewed and compared against all the other applications in the pool.

***Link to the Call for Letters of Intent:***

[Funding Available for Innovative Approaches to Aging in Community | Enterprise Community Partners](#)