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# news release

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**FOR IMMEDIATE RELEASE**

**May 9, 2012**

## **Government of Canada Launches Call for Proposals for Projects Led and Inspired by Seniors**

**Ottawa, ON**—Bob Zimmer, Member of Parliament for Prince George-Peace River, is encouraging local organizations that work to promote the well-being of Canada's seniors to apply for federal funding.

The 2012–2013 call for proposals for community-based projects under the New Horizons for Seniors Program launched on May 8, 2012 for all provinces and territories.

Organizations can receive up to \$25,000 in funding per year and must address one or more of the program's five objectives: volunteering, mentoring, expanding awareness of elder abuse, social participation and capital assistance.

"We know how important it is to provide meaningful programs and activities involving our seniors," said Mr. Zimmer. "Our Government is committed to improving the lives of our seniors and we are proud to support organizations that share in this commitment."

"Seniors have a diversity of skills and knowledge and the New Horizons for Seniors Program helps put their experiences to use through volunteerism and mentorship," added Mr. Zimmer. "By investing in these community projects, our government is improving both the quality of life for Canadian seniors and their neighbourhoods."

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The application deadline for community-based projects is June 29, 2012 for all of Canada, except Quebec. The Quebec call will close on September 14, 2012, to coincide with a provincial call for proposals. For more information about the call for proposals, visit [www.hrsdc.gc.ca/seniors](http://www.hrsdc.gc.ca/seniors).

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**For further information (media only):**

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# backgrounder

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## **New Horizons for Seniors Program**

The New Horizons for Seniors Program (NHSP) is a federal grants and contributions program that supports projects led or inspired by seniors who make a difference in the lives of others and their communities. Through the NHSP, the Government of Canada encourages seniors to share their knowledge, skills and experience to the benefit of others.

Organizations can receive up to \$25,000 in funding per year and must address one or more of the program's five 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 the social participation and inclusion of seniors; and
- 5) providing capital assistance for new and existing community projects and/or programs for seniors.

Eligible recipients for grant and contribution funding include:

- not-for-profit organizations, community-based coalitions, networks and ad hoc committees;
- for-profit organizations, provided that the nature and intent of the activity is non-commercial, does not generate profit and fits within the program objectives;
- municipal governments, band/tribal councils and other Aboriginal organizations, as well as public health and social services institutions; and
- research and educational institutions, including school boards, school districts, universities, colleges and CÉGEPs.

Since its beginning, the Program has funded more than 10 400 projects in hundreds of communities across Canada. The NHSP recently approved over 1 920 community-based projects worth over \$35.6 million in funding through the 2011–2012 call for proposals.