

Age Without Limits Day: Micro-grants for Age-friendly Communities Information Document

This document contains all the information you need to apply for a micro-grant to take action on the Age Without Limits Day on 11th June 2025. The deadline for applications is **5pm 10th February 2025**. Anyone can take part in the day, whether or not they receive a micro-grant.

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Age Without Limits

What is Age Without Limits?

[Age Without Limits](#) is the Centre for Ageing Better's campaign to challenge ageism for the benefit of us all as we grow older. The Age Without Limits campaign runs activities across the year to change how we all think and act about age and challenge ageism.

We all have a role in making this happen. Together, we can create a society where age is celebrated, and everyone, regardless of their age, can lead a life of dignity, respect, and opportunity. And **Age Without Limits Day** is a brilliant opportunity to get involved.

Why do we need Age Without Limits?

Ageism is the prejudice that's hidden in plain sight. It's embedded in our society and even accepted as normal by those of us who are older. We see and hear casual ageism every day in the media, on TV, at work, in pubs / cafes, on social media, in family conversations.

Ageism is often dismissed as being harmless, but [research shows](#) that ageist ideas or beliefs can be incredibly damaging for us as individuals and for wider society. They affect how we think about and act towards other people - how we talk to older people and how we talk about them, how we treat older people in our workplaces, in our communities, and even in health settings.

We also internalise these negative ideas about ageing. They become a self-fulfilling prophecy, affecting our self-esteem and what we think we are capable or worthy of as we get older. Then we can start to limit our opportunities and activities such as our physical activity or the way we dress.

It doesn't have to be this way. Thinking negatively about ageing and older people has been accepted and ignored for too long. Age Without Limits is here to change that. Getting older can have its challenges but being treated unfairly because of your age should never be one of them.

What is the Age Without Limits Day?

Age Without Limits Day is a day for us all to come together and take action to end ageism - as individuals, with friends and family, in our communities and in our workplaces. Together, we can make life better for those of us affected by ageism today and for all of us who may be affected in the future.

What is the theme of Age Without Limits Day?

This year the theme of Age Without Limits Day is ***Celebrate Ageing. Challenge Ageism.***

We want to celebrate the value and contributions of older people in society and share people's diverse experiences of growing older. When we celebrate ageing, together, on the day, we will challenge the negative beliefs and actions connected to older age.

The way you interpret the theme 'Celebrate Ageing. Challenge Ageism.' is up to you. Ideas could include interactive workshops so people can learn about ageism and get involved, storytelling projects to share experiences of ageing using writing, photography and film, art competitions for all ages to get people engaged in ageing and ageism, community and workplace events to bring together people of all ages to take shared action on this issue. Get creative and mark the day in a way that means something to you and your community. More ideas to get you thinking are shared in the section 'What do we want to fund?' below.

Enjoy the day and please share your activity on social media using #AgeWithoutLimitsDay

Micro-grants

Micro-grants are being made available for community groups and local voluntary sector organisations within [Age-friendly Communities](#) to take part in the Age Without Limits Day. We would love to receive applications from a variety of organisations and community groups, big and small. Groups may already have a specific focus on older people or ageing, or might be using the Age Without Limits Day as a new opportunity to challenge ageism, and we encourage applications from both.

Why are we offering micro-grants?

We want everyone to be able to take part in the day, but we know it can often be easier for some people than others to find the time and money to be able to do so. We also know that people across the country are experiencing ageism in different ways. They will have different ideas on how we raise awareness of, and tackle, ageism which will work for them and their communities. We want to support this creativity throughout the day.

How much is available?

Grants of up to £500 are available, with an additional up to £150 to cover anything needed to make the event or activity more accessible. The lower limit for applications is £75.

We encourage groups to find match/in kind funding if they want to host a bigger activity or event.

We will only fund up to one activity/event per organisation.

What do we want to fund?

The grants are available for groups to mark Age Without Limits Day. This will likely be to host an activity or event in your community. We want all events and activities to respond to both or one of the elements of the theme ***Celebrate Ageing. Challenge Ageism.***, which we want applicants to interpret in their own way.

We would like to see creative, exciting ways of marking the day that work for your community.

Below are some ideas and examples from the 2024 day that can give you inspiration for your application. Your event could:

- Showcase photos, poetry or art of, or by, different age groups, like through competitions, exhibitions or plays. These events can help challenge the way older people are negatively or stereotypically represented by capturing and celebrating the true diversity and reality of ageing.
 - Example: 2024 age-friendly [photography competition](#) and a [theatre production](#) .
- Encourage **conversations** about ageism and internalised ageism and how someone might be limiting their options as they get older without realising it.
 - Example: 2024 [public campaigns and conversations](#) about ageism.
- Telling people’s **stories of ageing**, the experiences someone has gained over the years or the contributions they’ve made to society. This could look like hosting local awards which recognise older and younger volunteers, or a video showing the work of older activities.
 - Example: 2024 stories of ageing shared via a [podcast series](#).
- Physically **bringing different ages groups together** to take action, like at an intergenerational “reclaim the streets” evening walk or a skills-sharing workshop.
 - Example: 2024 [intergenerational fashion show](#) run in collaboration between a local Age UK and college.
- **Targeting an activity** which would not usually include older people or an older age group, like a walking football takeover of a local football stadium, or an over 50s nightclub event.

For further examples of previous events funded by this micro-grant opportunity [please read this blog](#) and see ideas [here](#).

We encourage all applicants to consider **equality and diversity** when developing their plans as this will be one of the scoring criteria. This might be about ensuring the activity is accessible and inclusive to a range of ages, abilities and demographics. Or it might be about holding an event targeted for a particular group, especially those whose experiences of ageing are not often seen, such as older carers, those ageing without children, or LGBTQ+ older people. Please see assessment criteria for more information.

What can the grant be used for?

The sorts of things the funding may cover are (not exhaustive list):

- Facilitators
- Professionals’ time, like artists or instructors
- Volunteer expenses
- Room hire
- Equipment (where it is used as part of the event)
- Printing
- Refreshments

You can also apply for additional funding of up to £150 for things which may make your event more accessible. You can also utilise the “up to £500” grant to deliver these things. This might include (not exhaustive list):

- Transport to attend an event or activity
- Online event options for those who cannot attend face to face or delivery of resources to people’s homes
- Contribution towards an interpreter
- Cover the cost of carers being able to attend
- Translation of materials

What will we not cover?

- Activities that organisations normally run, unless there is a clear change in activity or target group
- Funding commercial or statutory organisations/companies
- Anything with the purpose of promoting a particular religion/faith/ political party

When do the activities need to happen?

As much as possible we would encourage all activities to happen on the Action Day on 11th June 2025, to build movement across the country. If the activities are launching something that will last longer than a day you may choose to launch it on the day. If it is a one-off event, the event must happen between 7th to 15th June 2025.

Who is eligible for the grant?

The grant is available to community groups and local voluntary sector organisations, big and small. The opportunity to apply for these grants is a member benefit for communities who are part of the UK Network of Age-friendly Communities only. The local leadership in all these communities have made the commitment to make their areas better places to age. You can find out if your community is an Age-friendly Community, and therefore whether you are eligible to apply, [on this map](#).

The sort of groups these grants may fund might include, but are not limited to:

- Community groups
- Older peoples’ forums
- Theatre groups
- Faith groups
- Art groups
- Residents’ associations
- Lunch clubs
- Local voluntary sector organisations
- Community Interest Companies

The grants are available to [small groups and constituted](#) groups, as well as registered charities, CICs etc. If you are a small group who **does not** have a bank account, you will need to apply in partnership with another group i.e. a local voluntary sector organisation who can hold the funds for you.

Who is not eligible for the grant?

The grant is not available to statutory organisations (e.g. local authorities) or profit-making organisations. These organisations are encouraged to support activities led by community groups locally (e.g. through promoting an event) and this can be indicated on an application form. These organisations are still encouraged to still mark the day without a micro-grant.

Application and selection process

How do you apply?

Groups will need to complete our [application form](#) to apply for a microgrant. The application form will ask what you plan to do and when, how your event relates to our theme ***Celebrate Ageing. Challenge Ageism.***, and what you will spend the grant on. You will also need to provide details on who your group/organisation are and where you are based.

All application forms are to be returned to grants@ageing-better.org.uk

We can send a paper copy of the application form to anyone who needs one. Any paper versions of your application must reach us by the application deadline. They should be sent to: 15 Alfred Place, London WC1E 7EB, clearly indicating on the envelope "Age Without Limits Day micro-grant application."

What is the application deadline?

The deadline for applications is **5pm on 10th February 2025**, but we reserve the right to close early if we receive high levels of demand so we encourage applications to be submitted as early as possible.

How will we assess your application?

Applications will be assessed by the team at Centre for Ageing Better alongside a panel of our Experts by Experience group. Only applications from organisations that meet our minimum criteria (see bullet points) will be considered.

- Is the activity happening in an [Age-friendly Community](#) in the UK Network?
- Is there a constituted group involved who can hold funds?
- Does the activity relate to our theme of ***Celebrate Ageing. Challenge Ageism.***?
- Is the event or activity not business as usual for the organisation/group?

All applications that meet our minimum criteria will then be assessed on the following criteria:

- Relevance – How well does the application relate to our theme ***Celebrate Ageing. Challenge Ageism.***?
- Quality - Does the application set out an idea or activity that the panel thinks is good value for money, well planned, innovative or particularly creative?
- Equality and Diversity - How well does the application consider equality, such as diversity, inclusion and access issues?

Under the equality and diversity category, applications will score higher if they demonstrate how the event will be accessible to all or why they are targeting their event at a specific group(s) of people who may experience ageing/ageism in a particular way, which may intersect with another form of oppression or lived experience. To make the event accessible for all your response may include how you will: choose a suitable and accessible location and building; work with partners to design and promote your activity; publicise your event locally, online and offline; design the event so it appeals to a range of people (e.g. different ages). Your response may consider how your activity is accessible and appealing to people with a range of protected characteristics or experiences of ageism, or why you are targeting your activity at a specific group of people – both approaches are welcome.

Applications that align with the three criteria are more likely to receive funding. Please note that if we receive a high number of applications then we may close the application process early and/or we may have to make decisions based on our aim to fund a range of different types of activity and geographical locations. We encourage you to get your application in as early as possible!

When will you find out if you have been successful and receive funds?

Results will be shared by **7th March 2025**. All applicants will be informed if they have been successful or not. Due to capacity, individual feedback will not be provided to unsuccessful applicants.

All successful applicants must provide a proof of bank account (i.e. a scanned copy of your bank statement or blank cheque) to receive funds. Assuming you provide us with your bank details promptly, you will receive the funds and materials to help you promote your event by the beginning of April 2025.

What will we require from successful applicants?

If you are successful in your application for a micro-grant then we will ask you to:

1. Sign a grant letter accepting the terms and conditions of the grant.
2. Provide bank details and a proof of bank account (i.e. a scanned copy of your bank statement or blank cheque).
3. Deliver your activity or event on or around the Age Without Limits Day on 11th June 2025.
4. Provide any further information about your event that we can share via our Age Without Limits website and/or social media channels.
5. Suggest anyone from your group/organisation who would be interested in any media opportunities and be the spokesperson to be able to talk about your event and why you have organised it.

6. Promote your event locally and through social media using our #AgeWithoutLimitsDay hashtag and tagging the Age Without Limits social media channel (if you use social media)
7. Share any pictures of the day on social media (with consent of people who are in any photographs)
8. Complete a short evaluation form after the event. We ask for the evaluation form to be returned within two weeks after you host your event and no later than 11th July 2025. The evaluation form will ask a few questions about the activities you hosted, who you engaged and what you learnt (we'll send this to you).

What if you have any questions?

We anticipate a lot of interest in this micro-grant programme, and as such, will not be able to respond to telephone enquiries.

We encourage everyone interested in making an application with questions to join an online information session on 16th January 2-3pm and 21st January 12-1pm 2025.

Alternatively, you can email grants@ageing-better.org.uk with your specific questions and we will respond.

Please note, you should contact us as soon as possible with any questions or queries to allow enough time for you to complete your application.

Helpful resources

Please see the list below of some resources and guides which may help you when planning your event or activity:

- For advice about '[how to host an event to help challenge ageism](#)'
- Good Practice Mentors have created a helpful '[Community outreach and warm welcome](#)' toolkit which can be useful to increase participation in events and provide good communication and promotion.
- [Linking Generation NI](#) have a plethora of helpful guides and tips for creating impactful intergenerational events and activities
- [Scope's Accessible events toolkit](#)
- Age UK's Helpful [guide for event organisers](#) (designed for Silver Sunday)
- Age UK Camden's [warm welcome toolkit](#): a guide to running welcoming community activities for older people

Behind the campaign

Age Without Limits is a campaign from Centre for Ageing Better. Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly movement, creating Age-friendly Employment and Age-friendly Homes. It is a charitable foundation funded by the National Lottery Community Fund and part of the Government's What Works Network.