



## **Elder Abuse Community Awareness Grant**

In recognition of World Elder Abuse Awareness Day (June 15), the PEI Seniors' Secretariat is encouraging community organizations to become involved in raising awareness of this important issue that affects neighbours, friends and families across PEI. To support your efforts, the Secretariat is pleased to offer community groups a contribution towards your community awareness project.

### **What is the Elder Abuse Community Awareness Grant?**

Elder abuse is a serious and often under reported problem in communities. The abuse of older adults is defined as any action or inaction by another person that causes harm or threatens to cause harm to an older adult. This includes financial abuse, neglect, physical abuse, emotional and verbal abuse and sexual abuse.

The good news is that there is help for people who are experiencing abuse and there are steps that neighbours, friends and family members can take to help support someone who may need help. The PEI Seniors' Secretariat hopes that by increasing community awareness activities we can work together to raise awareness of this important issue.

### **What could we do?**

Let your imagination be your guide....

Here are some ideas to get you started:

- host a talk about elder abuse and support services in your community;
- have a shred-a-thon of confidential materials;
- hold a contest;
- sponsor a physical activity event and distribute information about elder abuse;
- invite your local bank or police to talk about frauds and scams;
- create a public display;

- screen a video.....

### **How much can we apply for?**

Your community group can apply for up to \$250. In total the PEI Seniors' Secretariat has budgeted to distribute up to \$5,000 across the province for World Elder Abuse Awareness Day 2012.

### **Who can apply for a grant?**

Any non-profit organization, community-based coalition, network, municipal government, band/tribal council and other Aboriginal organizations in Prince Edward Island can apply. If you are not sure if you qualify, please call 620-3785.

### **When is the deadline to apply?**

Applications will be accepted until 5:00pm May 31, 2012.

### **How are the grant recipients chosen?**

The grant applications will be assessed on a point system based on the following criteria:

- Originality;
- How successful the proposed activity is likely to be in raising awareness of elder abuse in the community;
- How successful the proposed activity is likely to be in engaging the target audience.

### **When will we know if we will be receiving a grant?**

Successful applicants will be notified prior to June 15<sup>th</sup>.

### **For more information**

If you have any questions about the application form or want to discuss your ideas for an awareness activity, please call 620-3785, toll-free 1-866-770-0588 or email [seniors@gov.pe.ca](mailto:seniors@gov.pe.ca)



## Elder Abuse Community Awareness Grant Application Form

### A. Contact Information

1) Name of organization
2) Is your organization non-profit? <input type="checkbox"/> yes <input type="checkbox"/> no

1) Name and title of person to be contacted for further information about the application
2) Address
3) Telephone Number
4) Fax Number
5) Email

## **B. Your Activity**

1. What do you plan to do to raise awareness of elder abuse?

2. Who do you hope will attend or participate in your event?

3. Do you have other partners that you will be working with on this project?

4. How are seniors involved in planning this project?

### C. Your Budget

5. Amount you are requesting (up to \$250) \_\_\_\_\_

6. How do you intend to spend the amount you are requesting? (For example, room rental, honoraria, refreshments, media, etc.)

7. Do you have any other sources of funding to support your awareness activity? If yes, please indicate source of funding and amount.

**Submit your application, postmarked on or before 31 May, 2012**

**to:**

Seniors' Secretariat

Department of Community Services and Seniors

11 Kent Street, 2<sup>nd</sup> Floor Jones Building

PO Box 2000, Charlottetown, PE C1A 7N8

Fax: 902-894-0242

Email: [seniors@gov.pe.ca](mailto:seniors@gov.pe.ca)