

Emerging ideas. High-impact projects. Positive change for older adults.

About the Entente Foundation

The Entente Foundation invests in high-impact projects and emerging ideas that improve the lives of older adults and strengthen communities across Canada. As a catalyst funder, we help promising ideas move from concept to impact.

We support a wide range of initiatives that contribute to healthy aging. Some projects are research-focused. Others are community-based. Many combine elements of both. What matters most is not the type of organization leading the work, but the project's potential to create meaningful and lasting benefits for older adults.

Unlike many funders, the Entente Foundation does not limit funding to a specific issue, approach or applicant type. We welcome proposals from charities, community organizations, educational institutions, healthcare organizations, municipalities, researchers, and collaborative partnerships working to improve the lives and experiences of older adults. Previous grants have supported initiatives ranging from academic research and technology development to community programs, volunteer engagement, educational resources, social connection initiatives, and innovations in health and aging.

Our goal is simple: To identify and support promising ideas that can make a positive difference in the lives of older adults.

We are particularly interested in projects that:

- Have the potential for meaningful impact
- Explore emerging ideas or approaches
- Produce tangible outputs that others can use
- Include a clear plan for sharing knowledge and learning

What We Fund

The Foundation welcomes proposals that improve the health, wellbeing, independence, dignity, inclusion, engagement, safety, or quality of life of older adults. We deliberately maintain a broad mandate and encourage applicants to think creatively about how their work contributes to healthy aging. Projects may include (this list is intended to be illustrative, not exhaustive):

- Applied research and evaluation
- Technology and innovation
- Community-based programs and services
- Education, training and knowledge sharing
- Health promotion and disease prevention
- Social connection, inclusion and participation
- New models, tools, resources, or approaches that improve the lives of older adults

Projects We Do Not Fund

The following types of projects are generally outside the scope of this funding opportunity and are unlikely to be considered for funding.

- Requests for ongoing operating support
- Projects with unclear outcomes or impact
- Projects that are unlikely to produce tangible outputs or benefits beyond the immediate participants
- Projects without a realistic knowledge sharing and application plan
- Research projects intended primarily for academic publication
- One-time events with limited lasting benefit
- Projects that are already fully funded

What We Look For

The strongest proposals typically demonstrate four key characteristics:

1. Potential for Impact

We seek projects with the potential to create meaningful benefits for older adults. Applicants should clearly describe:

- The problem or opportunity being addressed
- Why it matters
- Who will benefit
- How success will be measured

2. Emerging Ideas

We are particularly interested in promising and emerging ideas, which may include:

- New approaches
- Pilot projects
- Early-stage initiatives
- Creative partnerships
- Innovative technologies
- Community-driven solutions

Applicants do not need to invent something entirely new. We are also interested in thoughtful adaptations, practical innovations, creative partnerships, and promising ideas with strong potential for broader impact.

3. Tangible Outputs

The Foundation prioritizes projects that leave something behind. We encourage applicants to think not only about what they will do during the funding period, but what will remain after the funding period has ended. Examples may include:

- Toolkits and guides
- Training and educational resources
- Technology solutions

- Videos and multimedia resources
- Implementation frameworks
- Policy recommendations
- Practice models
- Community resources

Research projects are welcome and remain an important part of the Foundation's portfolio. However, applicants are strongly encouraged to consider how research findings can be **shared and applied** through practical resources, tools, or other outputs that extend the project's impact beyond academic publication.

4. Knowledge Sharing & Application

Knowledge sharing is a core expectation of all funded projects. We use this term broadly to include the creation, sharing, adaptation, and practical application of knowledge, tools, resources, and lessons learned. Applicants should describe how project outputs will be shared, who they will reach, and how benefits will extend beyond immediate participants.

Knowledge sharing and application activities may include toolkits, workshops, implementation guides, webinars, videos, publications, presentations, social media, or other dissemination strategies.

Meaningful Contribution

The Foundation seeks opportunities where its funding will play a meaningful, clearly identifiable, and catalytic role in the success of a project. We recognize that many initiatives are part of larger, multi-year efforts involving multiple partners and funding sources. Applicants are not required to propose standalone projects. However, applicants should clearly describe the specific phase, component, activity, or outcome that Foundation funding will support, and why that contribution is important to the project's success.

Applicants should be able to clearly answer the following questions:

- What specifically will funding from the Entente Foundation support?
- What will happen because of that support?
- What outputs and/or outcomes will be the direct result of our funding?
- How will the Foundation's contribution make a meaningful difference?

Funding Information

The Foundation awards grants ranging from **\$20,000 to \$50,000**. Projects should be completed within one year, although longer timelines may be considered where appropriate.

The Foundation encourages collaboration and partnership and may support projects led by a single organization or by multiple partners. While projects may involve multiple partners and funding sources, applicants should clearly describe the specific role that Foundation funding will play in advancing the project and achieving its intended outcomes.

Eligibility

Applicants must be:

- Registered Canadian charities, or
- Other qualified donees recognized by the Canada Revenue Agency

Non-profit organizations may apply in partnership with an eligible charitable organization acting as lead applicant. Projects must take place in Canada and primarily benefit older adults.

Additional eligibility requirements are available on the Foundation's website.

Application Process

The Foundation uses a two-stage application process.

Stage 1 – Letter of Intent

Applicants submit a brief overview of the proposed project, including expected tangible outputs, knowledge sharing & application plans, budget, and timeline.

Stage 2 – Full Proposal

Selected applicants will be invited to submit a detailed proposal. Applications are reviewed by subject matter experts with expertise relevant to the proposal. Funding recommendations are presented to the Entente Foundation Board of Directors for final approval.

Key Dates

- Letters of Intent Open: September 8, 2026, at 9:00am ET
- Letter of Intent Deadline: September 18, 2026, at 5:00pm ET
- Invitation to Submit Full Proposal: September 25, 2026
- Full Proposal Deadline: October 23, 2026, at 5:00pm ET
- Funding Decisions Announced: January 2027

Questions?

We encourage prospective applicants to review additional eligibility requirements, FAQs, and application instructions on the Foundation website: <https://ententefoundation.ca/granting-program/apply-for-a-grant/>

For questions regarding eligibility or suitability, please contact: hello@ententefoundation.ca

We look forward to learning about your ideas and the difference they could make in the lives of older adults across Canada.