



2025 Keiro Grants Program Guidelines

Grant Requests: up to \$20,000

Deadline: Friday, September 6, 2024

For over 60 years, Keiro has focused on improving the quality of life for older adults and their caregivers in the Japanese American and Japanese-speaking community of Los Angeles, Orange, and Ventura counties. Since 2016, the grants program has been one of several key strategies to support the evolving needs of older adults and their caregivers, including increasing accessibility to programs and services within local communities. Keiro supports the efforts of other organizations and agencies working in alignment with our mission and goals, within our service area, to enhance the quality of senior life in Our Community.

The following guidelines provide an overview of Keiro's Grants Program for the 2025 grant cycle. We will be hosting two virtual informational workshops, discussing the application process and changes to the grants program. Keiro staff may also be contacted to ask questions during the application process. Please check Keiro's website for workshop dates and times.

GRANTS PROGRAM GOALS

- Enhance the quality of life of older adults and their caregivers in the Japanese American and Japanese-speaking community of Los Angeles, Orange, and Ventura counties.
- Reach out to and/or reestablish connections with older adults and caregivers, while providing support through community programs and events, and increasing capacity to offer these services.
- Promote accessible, culturally-sensitive programs and services to Our Community.

2025 CYCLE FOCUS

For the 2025 Grants Program, organizations must:

- Demonstrate the benefit of their proposed program/project for older adults and/or caregivers ("program areas"); AND
- Align their proposed program/project with at least one of the elements of Keiro's definition of quality of life.

We recognize that the program areas and quality of life elements often intersect, and we encourage applications that have alignment with one or both of the program areas, and one or more quality of life elements.

PROGRAM AREAS

- **Services to Older Adults**

Asian Americans have the highest life expectancy of all races at 83.5 years, compared to the overall U.S. life expectancy of 76.1 years. Keiro seeks to support individual Japanese American and Japanese-speaking older adults to live healthier and more fulfilling lives, by equipping them with knowledge, resources, and assistance, so they can effectively manage their lives and wellbeing wherever they call home.



Grants will be awarded to provide programs and services that enhance the quality of life of older adults most in need.

- **Support of Caregivers**

One in seven people in the U.S. are caregivers. Caregiver demands and burdens are increasing as people live longer and choose to live at home, instead of in residential care facilities. Keiro seeks to support caregivers in the community to assist older adults in need.

Grants will be awarded to organizations that provide support to informal, family caregivers or that provide formal (often paid) caregiving services to older adults.

QUALITY OF LIFE ELEMENTS – DEFINITION

At Keiro, quality of life includes five key elements:

1. **Health/Wellness:** A person's health/wellness is defined by their physical, mental, and emotional state of being. Health/wellness includes the presence, absence and/or risk of disease and symptoms, as well as the individual's perception of their health status.
2. **Purpose:** An older adult should have at least one self-defined purpose – something that brings meaning and joy to their life. Purpose can include family and friends, community engagement, hobbies, and spirituality. While it is often revisited throughout one's lifetime, a lack of purpose can contribute to a decline in wellbeing.
3. **Connectedness:** Humans are inherently social and need engagement through social networks to thrive. Connectedness – whether at an individual, family, or community level – is vital to physical, mental, and emotional wellbeing. Lack of social connection, including in-person and virtual, has been shown to have significant negative impact on overall health/wellness.
4. **Security:** A sense of security is necessary for older adults to live a healthy and fulfilling life. Security includes financial stability; consistent housing; a reliable social network; and access to high quality, affordable services. A lack of security in even one of the previously listed areas can impede an older adult's quality of life.
5. **Autonomy:** As older adults age, autonomy and the ability to choose how to live life the way they want should be maintained as much as possible. Although physical and/or cognitive limitations may make this difficult, lacking even a feeling of autonomy can lead to a decline in quality of life.

Examples of programs and services that address a specific element of Keiro's quality of life definition can include, but are not limited to*:

- Health/Wellness
 - Older Adults: Improving access to vital community programs and services, such as health education, nutritious meals, or exercise opportunities
 - Caregivers: Providing opportunities for family caregivers to care for themselves physically and emotionally

- Purpose
 - Older Adults: Encouraging older adults to find things that bring meaning and joy to their lives
 - Caregivers: Encouraging caregivers to find joy and meaning both in their roles as a caregiver and in their lives outside of caregiving
- Connectedness
 - Older Adults: Fostering a sense of community among Japanese American and Japanese-speaking older adults to help reduce isolation and loneliness
 - Caregivers: Enhancing support systems for caregivers to ease the physical, psychological, and financial burdens of caregiving
- Security
 - Older Adults: Supporting older adults who desire to live independently in a safe environment
 - Caregivers: Addressing the needs of the most vulnerable older adults who lack access to adequate culturally-sensitive caregiving services
- Autonomy
 - Older Adults: Educating older adults and their families to make informed decisions and thoughtful plans, including end-of-life decisions
 - Caregivers: Empowering caregivers to confidently make decisions for themselves and their families

*Note: These are examples of programs and services. Applications with similar proposed projects to these examples are not guaranteed funding – they will undergo the same review and deliberation process as all other grant applications received.

FUNDING AMOUNT & CRITERIA

Up to \$300,000 will be distributed during the 2025 cycle. Keiro will have one funding level of up to \$20,000. Grants will be awarded for program development, capacity building support, or core operating support. Although organizations may apply for more than one grant, funding will be limited to a maximum of \$20,000 per organization.

The grant period is up to 10 months (March 1, 2025 through December 31, 2025). Multi-year requests are not considered.

If awarded, grant recipients will be required to submit both mid-year and final reports during the 10-month grant period. Reports should include both measurable and qualitative information detailing the impact of the funded programs on improving quality of life of the program participants.



FUNDING PRIORITIES

Keiro will prioritize:

- Applicant organizations with annual operating budgets of less than \$1 million, to support grassroots organizations
- Funding for recurring or periodic programs (versus funding for one-time events) to provide sustained, accessible support for quality of life of older adults and caregivers

Funding priority will also be given to programs and organizations that:

- Align with all Keiro Grants Program goals
- Address a pressing need and/or opportunity to serve older adults and their caregivers in Our Community
- Clearly define how the proposed program/project enhances quality of life for older adults and/or their caregivers
- Have a realistic program budget and ability to carry out the proposed program/project effectively
- Demonstrate measurable, compelling outcomes that connect to quality of life
- Establish clear efforts toward building sustainability and accessibility for the proposed program/project beyond the 10-month grant cycle
- Are sensitive to Japanese American and Japanese culture

TYPES OF SUPPORT

Grant funds can be used for:

- **Program development** to design new programs and/or enhance existing programs and services. Funding may be used for social and/or educational activities, outreach efforts, transportation services, translation of materials, case management, etc.
- **Capacity building** to help organizations plan, effectively manage, retool systems or methods, and/or build sustainability
- **Core operations** to maintain provision of high quality, high demand services with demonstrated outcomes and strong participation

For the 2025 cycle, capital projects will not be funded. Capital projects include facility renovations; purchase, lease and/or maintenance of vehicles and related costs; and purchase, lease and/or maintenance of large equipment (including but not limited to stoves, refrigerators, HVAC systems, etc.) and related costs.

GENERAL ELIGIBILITY

Eligible organizations must meet one of the following criteria:

- Nonprofit organizations that are tax exempt under IRS Section 501(c)(3)
- Community groups that have a 501(c)(3) organization serving as their fiscal sponsor
- Faith-based nonprofit organizations that welcome and serve all members of the community



Eligible proposals must be for programs, services, and projects that:

- Primarily serve older adults and/or caregivers in the Japanese American and Japanese-speaking community
- Serve Los Angeles, Orange, and/or Ventura counties

INELIGIBLE SUBMISSION TYPES

Funds will not be granted to the following:

- Programs, services, and projects that are focused outside of the three identified communities (Los Angeles County, Orange County, and Ventura County)
- Government agencies and institutions
- Medical research
- Individuals
- Fundraising events
- Endowments
- Political campaigns and/or lobbying
- Grantmaking institutions and/or pass-through grants

GRANT TERMS & EXPECTATIONS

If awarded funding through the Keiro Grants Program, recipient organizations will receive notification of the funding amount and a grant agreement outlining the terms and expectations of the funding, that must be signed before funding is dispersed.

The terms and expectations include, but are not limited to:

- Use Keiro grant funding for the sole purpose of the specific program/project outlined in the application and as restricted (if applicable) by the Grants Review Committee
- Make a good faith effort to complete the funded project within the agreed-upon guidelines
- Communicate in writing to Keiro, in a timely manner, whenever changes which may affect the outcome of the program/project have occurred, including but not limited to personnel changes or budget adjustments
- Be available for follow-up and check-ins related to the grant-funded program/project
- Positively represent Keiro to the general public
- Recognize Keiro as a funder in all forms of publicity about the grant-funded program/project
- Provide Keiro with a calendar of grant-funded programs and events (if applicable)



APPLICATION SUBMISSION GUIDELINES

Please submit all application materials electronically to grants@keiro.org. Mailed hard-copy applications will be accepted, but applications must be received by the submission deadline.

If mailing hard copies, please notify Keiro staff by emailing grants@keiro.org, and mail the hard copy to the address below:

Keiro
ATTN: Grants Program
420 East Third Street, Suite 1000
Los Angeles, CA 90013

If faxing an application, please fax to 213.873.5799 and provide notice by emailing grants@keiro.org.

Application Submission Deadline

Applications will be accepted until **5:00 p.m. PDT on Friday, September 6, 2024**. We encourage early submissions. Exceptions will not be made. Grant awards will be announced by February 2025.

For more information, please contact Heather Harada, Director of Strategy, at 213.873.5711 or grants@keiro.org.