Age Without Limits Day
Micrograms Information Document

Contents

Microgrant opportunity

Age Without Limits Day is an annual day of action to challenge ageism. It's a moment for communities, workplaces, and individuals to come together to change how we all think and act about age.

We are **offering microgrants** for community groups and local voluntary sector organisations within Age-friendly Communities to host events or activities to mark Age Without Limits Day.

The grant could cover events including intergenerational skill-sharing, art workshops, sports activities, and much more. For inspiration, read this blog which showcases some of the great events that took place for the second annual Age Without Limits Day in June 2025.

Eligible applicants can apply for up to **£500**, with an additional up to £150 to cover anything needed to make the event or activity more accessible.

Who is eligible to apply?

The grant is available for **community groups or local voluntary sector organisations**. The sort of groups these grants may fund might include:

- Older peoples' forums
- Theatre groups
- Faith groups
- Art groups
- Residents' associations
- Lunch clubs
- Community Interest Companies

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 and this can be indicated on an application form.

The grant cannot be used with the purpose of promoting a particular religion, faith, or political party.

Community groups or voluntary organisations must have a bank account to hold the funds or alternatively host the event in collaboration with an organisation that can hold the funds.

All events will be preferably hosted on **Wednesday 10th June** but must be hosted between Saturday 6th June and Sunday 14th June.

Examples of what the grant can be used for

The sorts of things the funding may cover are (not an 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 to make your event more accessible. This might include:

- 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

How and when to apply

Groups will need to complete our application form **via this link** to apply for a microgrant.

You can preview the application questions on the Age Without Limits website, allowing you to plan and draft your responses in advance.

The **deadline for applications is Sunday 1st February at 5pm**, but we reserve the right to close early if we receive high levels of submissions, so we encourage applications to be submitted as early as possible.

We anticipate a lot of interest in this microgrant opportunity. If you have any questions please email grants@ageing-better.org.uk

We encourage everyone interested in making an application to join an online information session. We will be hosting two identical information sessions:

Please register here to join the session on **Thursday 8th January 2026, 2pm**.

Please register here to join the session on **Tuesday 13th January 2026, 10am**.

Application form guidance and planning your event

We have aimed to create the Age Without Limits Day microgrant application form to make it as easy as possible for you to share with us your plans for the day that would benefit from funding.

The form asks a series of questions, but all eligible applications will primarily be judged on your answers to three main questions alongside your budget proposals.

- Describe the event or activity you plan to host for Age Without Limits Day.

- How will your event or activity raise awareness of or challenge ageism?
- How have you considered issues of equality in the planning of your event, such as inclusion and access?

To help you write your responses, we've outlined below what we want to see in your answers and how we will assess applications.

This guidance has been co-created by Centre for Ageing Better and our Expert by Experience Network.

Describe the event or activity you plan to host for Age Without Limits Day.

What should you include in your response?
- The type of event or activity you are planning on delivering.
- Where the idea for the activity came from, including why it is appealing to the people it is aimed at.
- How the activity is different to what your group or organisation normally does.
- What you've done to plan the event so far, including anyone you have worked with or venues secured.

Applications will score highly if they show how their proposed event or activity:
- Is easy for the panel to understand.
- Seems interesting, appealing, or fun to the people it is aimed at.
- Strikes a balance between being innovative and creative and being practical and realistic to run.
- Is well planned and doesn't rely on relationships that aren't yet in place to be delivered, e.g. an application will not score highly if it says it will run an activity "with a school" and doesn't state that the school is already involved in planning.
- Is not business as usual (i.e. the same thing your organisation always or usually delivers for the same group of people, or is already planned), instead showing how your activity might reach a new group of people, or be a chance to run something different for example.
- Addresses any obvious challenges or issues you may face in running your activity or event.

We will also consider whether a sensible use of the funding is proposed, and whether the activity is good value for money when scoring this question.

How will your activity raise awareness of or challenge ageism?

What should you include in your response?

What type of ageism you are seeing in your community that you want to address. This could include, but is not limited to:

- That older people all act or think alike - 'older people' is a very broad term that includes people in their 50s and beyond!
- That ageing is predominantly about frailty, decline and dependency.
- That we can't learn new things or become 'stuck in our ways' as we get older.
- That we don't contribute to and are a drain on society in later life.
- That older people are treated in a patronising or infantilising way.
- Stereotypes about different generations, including younger and older people being pitted against each other.

How your event or activity will raise awareness of or tackle this ageism. This could include, but is not limited to:

- Targeting something that wouldn't normally involve older people at an older age group.
- Bringing together older and younger age groups to share experiences, perspectives and skills in a purposeful way.
- Celebrating the contributions of older people, e.g. carers or volunteers.
- Creating opportunities for older people to reflect on their experiences of ageing, perhaps through conversations or creative activities.

Applications will score highly if:

- The event or activity is judged to respond appropriately to the ageism applicants have identified.
- The application avoids making stereotypes or assumptions about different generations, recognising that older and younger people are diverse individuals with varied needs, preferences and experiences.
- Any intergenerational activities planned are mutually beneficial, where older and younger people are able share experiences or skills.
- Older people, or the target audience of the activity, are actively involved in the planning or delivery of the activity, not just recipients. In particular, we will prioritise community or older people-led activities.
- There is a planned legacy or lasting product from the event or activity which could continue to raise awareness of ageism (not essential).

How have you considered issues of equality in the planning of your event, such inclusion and access?

What should you include in your response?
- Who your event is targeted at. Your event could be accessible to anyone who is interested or could be targeted at a specific group(s) of people including those who experience ageing/ageism in a particular way or because they experience other forms of oppression.
- How you plan to make you event or activity accessible to participants.
- How the people you are targeting your event at will know if is happening and want to take part.

Applications will score highly if:
- You are hosting your event or activity in a venue that is easy to access, e.g. central location, with transportation to the event, in a building suitable to those with access needs.
- You are clear with what day you will host your event, as well as when in the day to ensure your desired attendees can join.
- You are working with local partners and older people to design and promote the event or activity.
- You are promoting the event in appropriate ways, such as using online and offline methods.

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 submit your application as early as possible!

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Next steps if successful

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

Results will be shared by Friday 13th March 2026. All applicants will be informed if they have been successful or not.

Due to capacity, individual feedback will not be provided to unsuccessful applicants.

What will we require from successful applicants?

If you are successful in your application for a microgrant, then we will ask you to:

- Sign a grant letter accepting the terms and conditions of the grant.
- Provide bank details and proof of bank account (i.e. a scanned copy of your bank statement or blank cheque).
- Deliver your activity or event preferably on Age Without Limits Day on 10th June 2026, or at least between Saturday 6th June to Sunday 14th June.
- Share details of your event that we can share via our Age Without Limits website and/or social media channels.
- Suggest anyone from your group/organisation who would be interested in any local media opportunities to talk about your event and why you have organised it.

- Share any pictures of the day on social media (with consent of people who are in any photographs).
- 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 Friday 10th July 2026. 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).
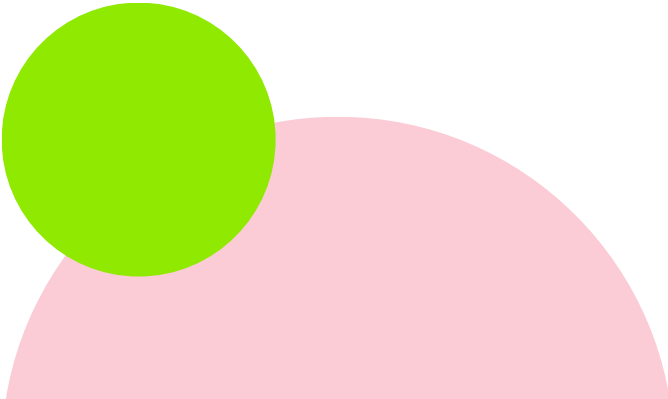
Assuming you provide us with your bank details promptly, you will receive the funds and materials to help you promote your event in April 2026.

Futher resources

Examples and useful resources for planning and delivering your event

Please read the Age Without Limits Day [2025](#) and [2024](#) round up blogs to see the sorts of events we have funded in the past.

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

- Showcase photos, poetry or art by different age groups, through competitions, exhibitions or plays. These events can help challenge the way older people are negatively or stereotypically represented by capturing the true diversity and reality of ageing.
- Example: 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: [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.
- Example: stories of ageing shared via a [podcast series](#).

- Physically bringing different ages groups together to share experiences, skills or take action, like at an intergenerational skills-sharing workshop.
- Example: [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.

Resources to help focus the event on the issue of ageism

All events must be focused on raising awareness of and tackling ageism.

- For advice about 'how to host an event to help challenge ageism'
- Ageism: What's the harm? Provides a more detailed overview of the damaging impact of ageism on individuals and society

- Guidance on 'hosting a discussion about ageism'
- Linking Generation NI have lots of helpful guides and tips for creating impactful intergenerational events and activities

Resources to help you plan an inclusive and accessible event

All applicants must consider equality, diversity and inclusion when developing their plans.

- Scope's Accessible events toolkit which will help you to understand how to plan an accessible event, choose a venue and communicate about your event.

- 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.
- Age UK's Helpful guide for event organisers (designed for Silver Sunday)

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.