

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

Guidance document for Age-friendly leads

This is a document to help Age-friendly leads who are part of the UK Network of Age-friendly Communities to understand and promote the Age Without Limits Day and the micro-grants we are making available to Age-friendly Communities. This is not for general dissemination.

What do Age-friendly leads need to know about the Age Without Limits Day?

We want communities and organisations across the UK Network of Age-friendly Communities to take part in the Age Without Limits Day on 11th June 2025. This year the theme is ***Celebrate Ageing. Challenge Ageism.***

We hope that the day will bring value to your Age-friendly Community, by raising awareness of ageism, providing a platform for your existing work or an opportunity to engage new people and partners.

As we did last year, one way we want to support Age-friendly Communities to get involved is by making micro-grants available to community groups and local voluntary sector organisations. We are offering these grants in the hope it enables groups who wouldn't otherwise be able to take part to do so.

This micro-grants programme is running for the second year in a row due to great involvement of Age-friendly Communities in the last Age Without Limits Day

In March 2024, over 45 organisations and groups in 27 Age-friendly Communities took part in the Age Without Limits Day funded (or partially funded) by micro-grants, with many more taking part who were not funded by micro-grants. We were overwhelmed by the applications we received during our pilot micro-grant programme that we can't wait to run it again to hear about everyone's creative ideas to celebrate ageing and challenge ageism.

How much funding 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.

This year we have increased the budget we have available for grants and expect to be able to fund at least one activity in every age-friendly communities that applies (subject to scoring in our assessment criteria.)

But please note, as we want to fund activity across the country, if we receive dozens of applications from your Age-friendly Community we are unlikely to fund them all.

How should you promote and be engaged with this opportunity?

Centre for Ageing Better or Age Without Limits campaign doesn't have direct links into community groups, so for these grants to be successful **we are relying on Age-friendly Communities to publicise the opportunity**. How you choose to do this is up to you.

You may choose to:

- Do general, light touch promotion, publicising the opportunity in your Age-friendly newsletter, or raising at your Age-friendly steering group for instance.
- Do targeted promotion, sharing the opportunity with certain networks or organisations.
- Specifically share the opportunity with a few groups and support them with their application. In this instance you may choose to name your organisation as a partner organisation to show this endorsement.

Template content for newsletter or email

[Age Without Limits](#), Centre for Ageing Better's campaign to challenge ageism, is running their annual Age Without Limits Day on 11th June 2025. 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.

The 2025 theme for the Age Without Limits Day is ***Celebrate Ageing. Challenge Ageism***. There will be lots of opportunities to get involved and campaign packs to help communities mark the day, available from March 2025.

There is also a **micro-grant funding opportunity** open now for applications. This is available to community groups and voluntary sector organisations to hold activities and events on the day.

Groups and organisations can apply for up to £500, with an additional £150 to cover anything needed to make the activity more accessible.

Groups can choose to mark the day as they would like, using the theme "*Celebrate Ageing. Challenge Ageism*." as inspiration. It could be putting on art exhibitions, poetry competitions, fashion shows, film videos, events which bring generations together, sharing stories of ageing or creating opportunities to discuss ageism at a coffee morning or pub quiz. The options are endless! For inspiration and examples from the 2024 Age Without Limits Day please read [this blog](#) and visit [our website](#).

The deadline for applications is 5pm 10th February 2025 and all of the information and application form can be found [here](#).