



The
John A. Hartford
Foundation

The John A. Hartford Foundation

New Partners Program

**Call for Proposals:
National Initiatives Advancing
Improvements in Care for Older Adults**

**Deadline to register on grant portal
October 21, 2026 - 12:00pm ET**

**Submission deadline for Letters of Intent
October 27, 2026 - 12:00pm ET**

**Invitation to submit full proposals
January 15, 2027 - 12:00pm ET**

**Submission deadline for full proposals
March 3, 2027 - 12:00pm ET**

The John A. Hartford Foundation
New Partners Program
Call for Proposals (CFP)

Background and Purpose

The John A. Hartford Foundation, a private, nonpartisan philanthropy established in 1929 and based in New York City, is dedicated to enhancing the health and well-being of older adults nationwide. Within our three priority areas—**Age-Friendly Health Systems, Family Caregiving**, and **Serious Illness and End-of-Life Care**—we invest in developing and scaling innovative care practices, supporting pioneering experts in aging, and advancing policy at the state and federal levels to improve care for older adults and meet the needs of caregivers. Through strategic partnerships and investments in program implementation and policy, our mission is to ensure that all older adults receive high-value, evidence-based health care, are treated with respect and dignity, and have their goals and preferences honored.

The Foundation is entering an important new chapter in this work, one that builds on strong momentum and invites new organizations, leaders, and ideas into our community of grantees and partners. In a rapidly changing environment, we see an opportunity to broaden our reach, learn from fresh perspectives, and support innovative, evidence-informed approaches that have a measurable impact while complementing and strengthening the work already underway. In seeking to expand our partnerships, we aim to advance solutions that are scalable, sustainable, and centered on what matters to older adults and their caregivers, helping to accelerate the spread of an age-friendly ecosystem across the country.

The John A. Hartford Foundation expects to commit up to \$3,000,000 under this Call for Proposals. Up to 10 grants will be awarded, each for up to \$150,000 per year over two years (\$300,000 total).

I. Objective of the New Partners Program CFP

The John A. Hartford Foundation solicits proposals from organizations that have **not previously received a major grant from the Foundation** (recipients of limited discretionary awards are eligible to apply) for initiatives **in the United States** that **fall within one of our three priority areas**, listed above and [described on our website](#). The Foundation will fund initiatives that can have an **impact at the national or multi-site level** (see [FAQ](#) for more information). The initiatives should either introduce **innovative ideas and approaches to the Foundation's current work or build on existing initiatives in new ways**.

We urge potential applicants to review our [current grants](#) to better understand work funded to date within the Foundation's three priority areas: **Age-Friendly Health Systems, Family Caregiving, and Serious Illness and End-of-Life Care**. Applications that include partnerships among organizations are welcome. Successful proposals will include evidence-informed models of care or policy implementation activities that are scalable and clearly aligned with one or more of the priority areas. Proposals should address how they incorporate the voices and perspectives of older adults or caregivers and center on what matters most to the communities they serve; an equity focus is encouraged. Proposals should also provide consideration for how the work being funded could be sustained and scaled in the future.

II. Possible Topic Areas and Activities

We welcome a range of proposals that address important and timely issues related to the Foundation's three priority areas. While this CFP is not limited to topics or settings, areas of interest include access to health care for rural older populations; the use of technology in advancing, sustaining, and scaling age-friendly care or support for caregivers; the integration of age-friendly care into value-based payment models; care coordination and navigation across settings; addressing social isolation; and supporting people living with dementia and their caregivers.

The following are examples of outcomes we hope to achieve through this program:

- Expansion of access to evidence-informed models that improve care for older adults, build social connection, and/or provide support for family caregivers
- Development of new programs and policies that advance care for older adults
- Training providers and health systems to support the adoption of age-friendly care practices across the care continuum
- Integration and scaling of age-friendly care within health systems
- Connections between health systems and communities or public health services
- Advancement of key federal and state policies related to aging, caregiving, or age-friendly care
- Safe, responsible, and equitable use of AI and technology to improve care for older adults

The John A. Hartford Foundation will not fund:

- single-site projects
- programs whose principal purpose is the delivery of direct services such as routine clinical care, legal representation, transportation, or meals
- general operating support or capital projects (construction or renovation)
- films or documentaries, books, or art projects

III. Scale of Program and Individual Grants

The John A. Hartford Foundation expects to commit up to \$3,000,000 under this Call for Proposals. Up to 10 grants will be awarded, each for up to \$150,000 per year over two years (\$300,000 total).

IV. Eligibility

- Eligible institutions must be US-based 501(c)(3) public charities, colleges or universities, hospitals, or health care organizations conducting work in the United States
- Proposed work must primarily benefit older adults and/or family caregivers in the United States and have a national or multi-site scope
- Eligible institutions must not engage in lobbying that is not permitted under Section 501(c)(3) of the Internal Revenue Code (IRC) or, if applicable, under IRC Sections 501(h) and 4911
- Eligible institutions may submit only one proposal

V. Requirements

Proposals under this CFP must meet the following requirements:

- The Project Lead must demonstrate an appropriate time commitment to the proposed activities and sign the proposal
- The Project Lead responsible for the project must be sufficiently empowered within the institution, as evidenced by a letter of support from organizational leadership
- The grantee institution must commit to supporting grant-funded activities and positions beyond the grant's termination
- The proposed activities and outputs must be feasible within the grant period and requested budget

VI. Grant Selection Process

Grants under this CFP will be awarded by the Foundation on a competitive basis. The proposal process will have two stages: **Letter of Intent (LOI)** and **full proposal**.

- The Foundation will review LOIs from interested applicants who meet the eligibility criteria.
- After reviewing submitted LOIs, the Foundation will invite a subset of applicants to submit full proposals.

The number of applicants invited will depend on the strength of the LOI pool. Full proposals will be reviewed before funding decisions are made; an invitation to submit a full proposal is not a guarantee of funding.

VII. Timeline

Applicants should register on the Foundation's application portal by 12:00 pm Eastern Time on October 21, 2026.

Letters of Intent will be submitted via the Foundation's application portal by 12:00 pm Eastern Time on October 27, 2026.

The Foundation will inform applicants whether they are invited to submit a full proposal by January 15, 2027.

Full proposals will be submitted via the Foundation's application portal by 12:00 pm Eastern Time on March 3, 2027.

Awards will be announced by June 11, 2027.

The grants will commence on July 1, 2027.

- For questions, please view the [FAQ](#). For further inquiries, contact us at CFP@johnhartford.org.

VIII. Letter of Intent Components

Letters of Intent will be completed in the Foundation's [application portal](#) and will include:

- 1) Identification of the JAHF priority area addressed by the proposed work
- 2) Brief descriptions of:
 - Proposed project goals
 - Approach and key activities
 - Anticipated outcomes and impact
- 3) Information about any partnerships or collaborations, including those involving current JAHF grantees or other organizations
- 4) Information about other key principles and considerations, such as incorporation of older adults' lived experience, national or state focus, how the project promotes equity, and whether the work is primarily clinical, policy-focused, or otherwise oriented

IX. Full Proposal Components

Full proposals will be submitted via the Foundation's [application portal](#) and will consist of the following. Detailed instructions will be provided separately to applicants who are invited to submit a full proposal.

1) Proposal Narrative (Word or PDF)

The Proposal Narrative must be submitted as a Word document or PDF and may not exceed 10 single-spaced pages, excluding the title page, executive summary, and table of contents.

The Proposal Narrative should include the following components:

- Title Page, including:
 - Organization name and address
 - Project Lead(s) and contact information

- Executive Summary (maximum one page)
- Table of Contents

The 10-page limit begins here

- Introduction
- Proposed project plan, including implementation and outcomes
- Incorporation of older adults' lived experience
- Evaluation plan
- Risks and mitigation strategies
- Leverage and sustainability
- Communications and dissemination
- Organizational background
- Project leadership

2) Appendices (Word or PDF format unless otherwise specified)

- Budget (must be submitted in Excel on JAHF's template, which will be provided separately to applicants invited to submit a full proposal)
- Budget justification
- Artificial intelligence use acknowledgment
- Project workplan
- Signature page from the head of the institution, if different from the Project Lead, acknowledging that the submission is made with their knowledge and consent
- Letters of support (if applicable)
- CVs or resumes for Project Lead(s) and other leaders
- IRS determination letter
- Auditors' reports

X. Selection Criteria

The following major factors will be considered in evaluating proposals. This list is intended to help organizations determine whether this CFP is an appropriate fit. All factors will be considered, although their relative weights may vary from case to case. The factors are not listed in any particular order:

- The effectiveness and innovation of the proposed project in advancing access to age-friendly care or improving outcomes for older adults
- Clearly defined, time-based objectives and outcome measures
 - Ideal outcomes include health outcomes directly experienced by the population served—such as functional status, quality of life, and time in the community—or may include process and policy outcomes, such as policy changes, access to benefits, and training of clinicians
- The ability of the proposed project to address an unmet need within one of the Foundation's three priority areas: Age-Friendly Health Systems, Family Caregiving, and Serious Illness and End-of-Life Care
- Quality of the proposed evaluation approach for assessing project outcomes and impact
- Demonstrated commitment and ability of the organization to improve care for older adults
- Strength and qualifications of the Project Lead and project team
- The organization's experience with aging programs
- The organization's financial commitment or sustainability plan for continuing project activities after the proposed grant's termination
- Appropriateness of the proposed budget and timeline for the project and its intended outcomes
- Extent to which the Foundation's priority areas are incorporated into the project
- Degree to which the project builds on the Foundation's currently funded work

XI. Indirect Costs and Fringe Benefits

Indirect costs may not exceed 12.5% of direct costs, excluding subcontracts.

Subcontractors may include indirect costs of up to 12.5% of their own direct costs.

Fringe benefits may not exceed the institution's federally negotiated and approved rate.

The maximum grant amount of \$300,000 (up to \$150,000 per year) is inclusive of all direct costs, fringe benefits, and indirect costs.

XII. Expenditures Not Allowed Under the Grant Budget

- Costs associated with direct services
- More than half of any individual's salary and benefits
- Items generally considered overhead (lights, rent, office furniture, janitorial services, etc.), except as part of the indirect costs provision
- Construction or renovation of buildings
- Capital campaigns, fundraising, endowment funds, or general operating support
- Films or documentaries, books, or art projects

XIII. Evaluation and Monitoring

Grants awarded under this program will be evaluated annually by Foundation staff, consultants, or both. The evaluation will include a final site visit in the final quarter. Grantees will be required to submit annual progress reports, project workplans, and expenditure reports.

XIV. Liability

The John A. Hartford Foundation is not responsible for any claim, judgment, award, damages, settlement, negligence, or malpractice arising from activities related to an award. The grantee organization must acknowledge responsibility for activities related to an award and release The John A. Hartford Foundation from all claims or liability that may arise from the conduct of such activities related to an award resulting from any act or omission on the part of the organization, its employees, agents, or representatives.