

AFA Anne & Irving Brodsky Innovation Grant Criteria and Submission Directions

Do not submit grant proposal earlier than 30 days before deadline

Grant Request: \$25,000
Deadline: Friday, August 14th, 2026

About the AFA Anne & Irving Brodsky Innovation Grant:

As a nonprofit member organization of the Alzheimer's Foundation of America (AFA), you are entitled to apply for funding through AFA's grant program, including the Anne & Irving Brodsky Innovation Grant.

The Anne & Irving Brodsky Innovation Grant is an annual grant that provides **\$25,000** in funding to one (1) Alzheimer's Foundation of America nonprofit member organization per year for an innovative program that improves the lives of individuals with Alzheimer's disease or other related illnesses, and their families. The program must demonstrate creativity and uniqueness, greatest need, and replication potential.

Grant Terms:

AFA grants are renewable, reliant on program performance and solvency. AFA will pay awards in two (2) installments for the duration of the grant. AFA requires that all programs plan for fiscal sustainability by actively seeking additional funding sources.

Grant Conditions:

AFA funding is based on the premise that partnership and collaboration are the cornerstones of our efforts to achieve AFA's mission to provide support, education, and research towards Alzheimer's and other dementia related brain diseases in our communities. AFA recognizes the rights and authority of Grantees through their governing bodies to determine their own policies and manage their own programs. As a result, AFA delineates the following grant conditions to be acknowledged by Grantee as part of their obligation upon acceptance of grant funding.

- Recognize AFA as a funder and partner on the agency website with a link, listing and/or logo
- As appropriate
 - a. Acknowledgment in Annual Report
 - b. AFA logo placement on funded program brochures, flyers and mailings
- Grantee will "Like" AFA on Facebook and "Follow" on Twitter, if grantee has said social media accounts.
- As appropriate, Grantee will "Share" and/or "Like" AFA Facebook posts of relevant interest to their followers and "Favorite" and/or "Re-tweet" Twitter posts.
- Grantee will provide AFA with a full color EPS or high resolution (1-2MB) JPEG of the agency logo to be emailed to Grants@alzfdn.org.
- Grantee will agree to advocate for and positively represent AFA to the general public.
- Use the AFA Grant funding for the sole purpose of the specified program outlined in this application.
 - a. Allowable Expenses include, but are not limited to:
 1. Administrative expenses
 2. Staff training
 3. Staff salary (inclusive of payroll taxes and benefits) for staff involved in program implementation
 4. Occupancy
 5. Supplies and equipment

b. Unallowable Expenses include:

1. Costs that do not support or benefit the program, or are not necessary in carrying out the program.
2. Salary increases as the single reason for increased request.
3. Membership fees.
4. Costs or expenses incurred outside the grant period.
5. Expenses not in accordance with the budget submitted, approved, and included as part of the original application unless otherwise approved b

c. Communicate in writing to AFA, as early as possible, whenever changes to the program have occurred, including key staff changes.

Evaluation is based on:

- **Innovation & Creativity:** Proposals with an innovative or creative approach to care or support for those living with ADRD, or caring for a loved one with ADRD, will be given highest consideration. Programs/projects/initiatives that are not considered current mainstream programming in care setting or ADRD practice, but rather considered a new and effective approach to care, are encouraged.
- **Longevity:** If funded, does this program have a long lifespan and likelihood for success? Can this be replicated within similar settings?
- **Community Need:** Proposals must clearly and effectively be explained based on local demographic information about the incidence of dementia, socioeconomic status and the availability of other dementia specific resources.
- **Other Funding:** Clearly identify other funding sources and partners that may be willing to collaborate to share resources.
- **Program Budget:** Evidence that organization's budget is being utilized effectively to meet the needs of current clients and that awarded funds will be efficiently disseminated.

Who reviews the Anne & Irving Brodsky Innovation Grant proposals?

The Anne & Irving Brodsky Innovation Grant proposals are reviewed by the AFA staff, AFA Board Members, and volunteers.

How is the scoring determined?

Each of the criteria above will be scored on a scale of 1-5, 1 being the lowest possible score and 5 being the highest possible score. Since there are five (5) criteria, proposals can receive a maximum total score of twenty-five (25) from each grant reviewer. Final scores are determined by averaging each grant reviewer's total score.

How will AFA notify you?

AFA will notify the organization awarded by phone if awarded. If denied, AFA will mail a letter to your organization. Funding from AFA must be allocated within the six (6) month period of receiving the grant.

General Instructions & Proposal Format:

**The Anne & Irving Brodsky Grant applications must be received
by Friday, August 14th 2026 by 5:00 pm EST.**

Interim Report Date--Friday, March 5, 2027

Final Report Date--Friday, July 9, 2027

1. Grants must be typed. Handwritten grants will not be considered.
2. Please complete the PDF fillable Anne & Irving Brodsky Innovation Grant Application below.
3. Please format in 12-point font, double-spaced.
4. All pages must be numbered (excluding Title Page)

How to submit your completed grant?

MAIL TO:

Alzheimer's Foundation of America
Attn: Brodsky Grant Proposal
External Relations Department
322 Eighth Ave, 16th Floor
New York, NY 10001

E-MAIL TO:

Grants@alzfdn.org with header
"Anne & Irving Brodsky
Innovation Grant "

PROPOSAL FORMAT:

Please follow the **Proposal Format** below, answering all of the questions in the order listed and using headings as provided.

- I. **GRANT COVER SHEET** found below
- II. **TITLE PAGE:** Title of Project, Name of Organization, Name of Grant Writer, Title, Contact Information
- III. **PROPOSAL SUMMARY:** One-half (1/2) page maximum.

Please summarize in a short paragraph: why your agency is requesting this grant, what outcomes you hope to achieve, how your activity will address the needs/gaps/disparities, and how you will spend the AFA grant funds.

IV NARRATIVE: Four (4) pages maximum.

Background: Describe the work of your organization, addressing each of the following:

1. A brief history and mission of your organization.
2. The organization's overall vision for this project.
3. Project description.
4. The description of the target population and geographic area served by this project.
5. Goals and objectives your organization hopes to achieve through this project.
6. Timeline and description of specific activities and services you will undertake.

7. Outcomes and desired changes your organization hopes to make through this project.
8. Plans for disseminating lessons learned to benefit others interested in your organization's initiatives.
9. If this is an existing program or service, please include how this grant will enhance its operations, outreach, etc.
10. If you are partnering with other organization(s) on this program, please include a brief description of that organization and its involvement.
11. How will you anticipate sustainability for this program beyond grant funding?

V. EVALUATION: One (1) page or less, in addition to the narrative.

Provide specific measures and or benchmarks to determine that outcomes have been achieved.

1. How will you measure success both short and long term?
2. How often will you evaluate the program and report progress?
3. How will you correct problems if necessary?

VI. PROJECT BUDGET/NARRATIVE:

1. Provide a line-item budget that details the project's expenses and anticipated income sources for a one-year period.
2. Clearly define the items covered by the Brodsky Innovation Grant and other funding sources (actual, pending, and those for which you have applied) for this program.
3. Provide a brief description of each item in the budget narrative.

Note: Indirect costs do not have to be included.

VII. ATTACHMENTS: Please clearly label Attachments:

1. **IRS LETTER OF DETERMINATION** verifying 501(c)(3) status or, if not available, an explanation.
2. **W9**
3. List of your organization's **BOARD OF DIRECTORS** with their affiliation
4. Organization's current **ANNUAL OPERATING BUDGET**
5. One-paragraph **RESUMES OF KEY STAFF**, including qualifications relevant to the specific request.
6. **LETTER(S) OF SUPPORT FROM PARTNERING ORGANIZATION(S), if applicable.** (maximum two)

AFA Anne & Irving Brodsky Innovation Grant Application Cover Sheet

Year: 2026

For Office Use Only: AFA Membership Number: _____

Name of organization to which grant would be paid. Please list exact legal name.

Have you applied for the Anne & Irving Innovation Grant in the past? ☐ Yes ☐ No

Have you been awarded the Anne & Irving Innovation Grant in the past? ☐ Yes ☐ No

If yes, when (year)? _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Website: _____

Contact
Person: _____ Title: _____

(This Individual will receive all correspondences related to the proposal.)

E-mail
address: _____

Is your organization an IRS 501(c)(3) not-for-profit?: ☐ Yes ☐ No

If no, please explain: Please attach additional documents if needed.

Project
Title: _____

Project Summary: (250 words or less.)



**How does this program specifically exemplify "an innovative program that improves the lives of individuals living with Alzheimer's disease and related illnesses and their families?"
Please attach additional attachments if needed.**

PUBLICITY WAIVER

I understand that should my organization's grant proposal be approved, information about our program and/or service may be used during various Alzheimer's Foundation of America's publicity and fundraising opportunities, including printed articles and press releases.

Contact Person: _____ Title: _____

By checking this box, I acknowledge the Publicity Waiver Clause. **D** Date: _____