



April 1, 2025

Dear Southwestern CT Aging Services Providers,

Southwestern CT Agency on Aging (SWCAA) is pleased to announce the application for *Focal Point Designation*. The application period is open through May 5, 2025. Please consider applying for this important designation.

What is a Focal Point?

A focal point is a highly visible facility where anyone in a community can obtain information and access to aging services. As defined by the Older American's Act, it is a point of entry for accessing aging and disability services. Focal points are established to encourage the maximum collocation and coordination of services for older individuals. To older adults, it is a well-known, accessible place to turn for information, services, and opportunities. To families, it is a resource to support their efforts in caring for older relatives. A focal point is a visible sign of the community's caring for its older adults.

Focal point designation aligns with the development of an Area Plan, a plan for meeting the needs of older adults. Applications are reviewed by SWCAA's Focal Point Committee and approved by the SWCAA Board of Directors.

Recognition and Designation Benefits

Focal Points will be showcased to the community at-large through various social media platforms. Designation benefits include featured presence on the SWCAA website, networking and training opportunities, and achievement of designation status to reference on various grant applications and marketing campaigns conducted by Focal Points. In addition, all Designees will receive special recognition at the SWCAA Annual Meeting in October.

Focal Point Criteria

Required Focal Point criteria:

- a. Provide information, referral and assistance, connecting individuals with resources to help meet their needs, and
- b. Provide, identify or refer to community organizations or aging network partners for seamless delivery of various programs and services. Such services include but are not limited to:
 - Meals and nutrition
 - Health, Fitness, and Wellness
 - Transportation
 - Public benefits counseling
 - Employment assistance
 - Volunteer and civic engagement
 - Social and Recreational
 - Education and arts
- c. Meet applicable health, safety and accessibility standards.

Eligible towns in the SWCAA Region

Bridgeport, Darien, Easton, Fairfield, Greenwich, Monroe, New Canaan, Norwalk, Stamford, Stratford, Trumbull, Weston, Westport, Wilton

How to Apply

If you believe your organization qualifies for consideration, please complete and submit the attached application with all requested documentation by May 5, 2025, to Gretchen James at Applications@swcaa.org

Thank you for your interest in becoming a Focal Point and for all you do to support older adults in southwestern CT.

Best regards,

Gretchen James
SWCAA Grants Manager
203-814-5620

Southwestern CT Agency on Aging Focal Point Designation Application

Applicant Organization _____

Address: _____

Website: _____

Contact Name: _____

Email: _____ Phone: _____

Date submitted: _____

1. Please provide a summary of your organization.

2. Describe how you provide information, referrals and assistance, and connect individuals with resources to help meet their needs.

3. How do you facilitate the seamless access or delivery of the services listed below? For example, do you provide a daily meal, or do you refer to the local senior center's meals?

Meals and Nutrition

Health, Fitness and Wellness

Transportation

Public Benefits Counseling

Employment Assistance

Volunteer and Civic Engagement

Social and Recreational

Education and Arts

4. Please include additional information you would like the committee to review below.

5. Please attach the following with your application:

- ❖ One Letter of Support
- ❖ Two pictures (JPEG format) that showcase your organization in action with the clients you serve

Please email this application with all requested documentation no later than May 5, 2025
to:

Gretchen James

Southwestern CT Agency on Aging

Applications@swcaa.org