



Frequently Asked Questions about the Senior SNAP Enrollment Initiative

Released September 2022

For any questions not addressed in this document, please email
hungerinitiatives@ncoa.org.

Contents:

Application Process and Proposal Details	2
Eligibility	3
Quantitative Objectives	4
Target Area	5
Use of Grant Funding	5
Project Activities	6
BenefitsCheckUp® (BCU)	7
Partnerships	7
Budget	8

Application Process and Proposal Details

Q: My organization did not submit a letter of intent by the deadline. Are we still eligible to apply for the SNAP grant opportunity?

A: Yes. We ask that you still submit the letter of intent even after the suggested due date since it contains the background information on your agency, and it is the only process to receive the link to the application. To submit a letter of intent, visit https://webportalapp.com/sp/22_ncoa_snap_traditional.

Q: My letter of intent was sent by email. Do I need to send the letter of intent through WizeHive?

A: Yes. Only organizations that submit letters of intent through the appropriate [web link](#) will receive the link to submit the application.

Q: If a letter of intent is submitted, is a confirmation sent?

A: Yes. Upon submission, the applicant will see a highlighted green message that says, "This has been submitted." If you are ready to complete the application, simply refresh the page. If you do not see this confirmation message, you may verify the letter of intent submission by sending an email to hungerinitiatives@ncoa.org.

Q: Are applicants required to submit their letters of support with their application?

A: No. Applicants must submit their partners' email addresses while filling out their letter of intent. Partners will receive an email with a link to electronically submit their letters of commitment. All letters of supports are due by the application deadline (September 29, 2022). *Note: Letters of commitment are required for applicants who propose to utilize partners in their proposed SNAP enrollment model.*

Q: Are spaces included in the character count on the online application form?

A: Yes. Spaces are included in the character count on the electronic submission form.

Q: Can I save my work while filling out the application?

A: We strongly recommend that you draft your responses first in a word processing document and then copy and paste the responses to the online form. If you must step away from the application unexpectedly, then you can save the application to complete at a later time. Remember to use the save button as frequently as possible.

Q: When attempting to submit a pdf attachment, I received an error saying that the file is too big. How do I reduce the size of the file?

A: Please follow the instructions on how to compress a PDF: <http://www.wikihow.com/Compress-a-PDF-File>.

Q: Do we have to identify all personnel who will contribute in any way to this grant?

A: No. We are interested in the staff who will be carrying out or supervising the activities you propose in your application. Staff members at your organization who will be providing only administrative or budgeting support to this grant do not need to be identified.

Eligibility

Q: Is an organization that is just beginning a senior program or a benefits assistance program eligible to apply for this grant?

A: We anticipate that we will fund organizations that are already experienced in providing benefits enrollment assistance. We will be evaluating applicants on whether they have proven access and credibility in serving their target population. However, we will not disqualify proposals from organizations that are newer to providing SNAP application assistance. We will be looking for whether those applications propose realistic and significant systems to improve SNAP enrollment in their target area.

Q: We are currently funded by our state in their SNAP outreach plan. Can we still apply for this grant?

A: Yes. As long as your organization is a nonprofit or state/local government, you are eligible to apply.

Q: Can a newly designated IRS Public Charity (501c3) be considered for funding?

A: We are not likely to fund applications from newly established organizations because they lack a track record of service and sustainability.

Q: Can for-profit companies apply for these grants?

A: For-profit organizations cannot be the lead applicant on a SNAP proposal. Under very limited circumstances, we will consider proposals that include for-profit companies as partners or subcontractors. All services to older adults (60+) under this grant must be provided free of charge. In addition, activities funded by this grant cannot be used to market or promote any private product or service, such as a specific healthcare plan. If you are wondering whether you have developed a proposal that includes a for-profit partner in an acceptable way, we encourage you to contact us before submitting your proposal.

Q: Can national organizations apply?

A: National organizations are welcome to submit a proposal. However, much of this work is done locally and requires local and state relationships to make sure that the process is as seamless as possible. Please include how you will navigate this as a national organization in your proposal.

Q: Can agencies or organizations serving people in U.S. territories apply for this grant?

A: No, organizations serving U.S. territories are not eligible to apply for this opportunity.

Q: Can an organization currently receiving Walmart Foundation funding apply for this grant opportunity?

A: Yes, an organization receiving Walmart funds through an alternative source may receive funding. Final decision priority may be granted to applicants without existing Walmart Foundation funding.

Quantitative Objectives

Q: What kind of assistance must be provided to a client to count that individual toward the total number of clients assisted? Will screening a client for eligibility count?

A: To count a client toward your grant goals, your organization must assist clients with completing and submitting SNAP applications. Your organization should also assist clients with recertifying for SNAP when necessary. Screening individuals without assisting them in enrollment does not count toward this total and is not the goal of the grant.

Q: If a client is screened but does not appear to be eligible for SNAP, would they count toward our goal?

A: A client who is not eligible to apply for SNAP would count toward the total number of clients screened, but they will not count toward the SNAP applications submission goal. The primary focus of this grant is assisting eligible older adults with completing and submitting applications for SNAP. We anticipate that every grantee will screen some individuals who are ineligible or choose not to apply for benefits. It is important that grantees screen clients who may not be eligible for SNAP benefits.

Q: My organization receives funding from other sources for SNAP enrollment work. Can the older adults we serve under alternative funding sources (for example, state SNAP outreach funding) also count towards NCOA's Senior SNAP Enrollment goal?

A: No, we expect this project to uniquely serve additional clients over and above the number of people you would otherwise reach under your existing activities. We are interested in proposals that leverage other benefits access efforts or services to address food insecurity through enrolling older adults in SNAP.

Q: Can a Benefits Enrollment Center (BEC) apply for the Senior SNAP Enrollment Initiative grant?

A: Yes. BECs are eligible to apply for this opportunity; however, NCOA will strongly consider the BEC's performance and capacity to execute both grants' deliverables in the final decision. Clients must be unique; therefore, older adults enrolled in SNAP benefits under the BEC grant cannot be duplicated.

Q: Are organizations required to provide personally identifiable data about clients in the monthly reporting? Some immigrant clients are concerned with this information being shared with Federal agencies.

A: Grantees are required to report data in the aggregate. We do not ask for client-specific data.

Target Area

Q: How large or small should our target area be?

A: You have broad discretion in defining the area you would like to serve. Your target area can be a city (or even a part of a city), a county, multiple cities or counties, or a state. Since eligibility for a number of benefits is determined at the state level, if you intend to serve more than one state we expect to see how you will handle working with multiple government agencies determining eligibility in your proposal. As with other aspects of the proposal review, we will be looking for both how reasonable your proposal is and how large of an impact it would have.

Q: My organization serves all listed target populations; should I check all of the boxes on the application?

A: Although an organization may serve all eligible clients seeking services, NCOA would like applicants to highlight targeted strategies that are unique to each of the checked special populations. Inappropriately selecting target populations may negatively impact section scoring.

Use of Grant Funding

Q: Can we use some of these grant funds to pay for outreach activities?

A: Yes, you can use some of these grant funds for outreach. However, remember that these grants' primary goal is enrollment, not outreach. Outreach is an ancillary activity that generates enrollment. Please explain in your proposal how any non-enrollment activities you intend to undertake, such as outreach and education, will contribute to the primary goal of enrolling individuals in these benefits programs.

Q: Is there a maximum percentage of the grant that we can use for technology?

A: We don't have a specific cut-off in mind for funds used on technology purchases. The key guideline here, as in the case of outreach, is that the grant is focused on enrollment. If you choose to budget for technological purchases, please be clear about how those purchases will contribute to the "bottom line" of increasing enrollments.

Q: Can we use some of the grant funding to pay for training for our staff or for staff members at partner organizations on the details of benefits eligibility and enrollment processes?

A: Yes. Since the training is ancillary (like outreach), it should be tied to the changes you propose to improve the benefits access system in your target area.

Q: Would it be inappropriate to use some of the grant funds to create a new staff position or to pay the salaries of existing staff members?

A: Paying a portion of staff salaries is a valid use of the grant funds. Since grant activities are being supported by specific staff time, you should be clear in your proposal about how your project will be sustainable in terms of the proposed system to reduce barriers and make benefits access more sustainable beyond the funding period.

Q: May some of the grant funds be used to support an AmeriCorps VISTA?

A: Yes.

Q: Is it possible to split the funding awarded via a subcontract with a local partner?

A: Yes. We encourage organizations to partner with local community organizations to provide person-centered SNAP benefit enrollment. If you choose to include a local partner in your efforts, please clearly define the designated role the partner will serve and plans to execute the agreement. It is requested that the applicant submit a letter of commitment from the partner that explains the role the partner will play in the project with the agency's proposal. See "Partnerships" section for more details.

Project Activities

Q: Does a SNAP Enrollment Initiative program need to be brick-and-mortar physical location, or can it take other forms?

A: No, the program model is determined by the funded organization. Applicants have broad discretion in devising the strategies and activities that they believe will be most effective. Applicants must provide justification for why this model is well suited to establishing a seamless system of benefits enrollment.

Q: If a beneficiary declines to apply for SNAP benefits for which they are eligible, are we penalized?

A: The final decision about whether to submit an application for a particular benefit always belongs to the individual beneficiary. Grantees are expected to respect the beneficiary's final decision for enrolling in benefits. Organizations are responsible for educating beneficiaries about SNAP benefits to allow eligible older adults to make a fully informed decision.

Q: How many clients should a Senior SNAP Enrollment Initiative expect to serve during the grant period?

A: The minimum goal should be 500 clients assisted with submitting at least one application.

Q: What is the planning period allowed for the grant?

A: The initial month of your grant is designated for planning and implementing your Senior SNAP Enrollment Program. As a new grantee, you will receive a grace period of the first three months to fully implement the initiative and to begin working with clients. This time period is already built into the grant.

Q: Is there a difference between clients screened for benefits and clients assisted?

A: For the purpose of this grant, clients assisted is number of clients who submitted at least one application.

Q: Can an applicant plan to reapply for another SNAP grant after the grant period is over?

A: NCOA is unable to predict future funding availability at this time. We encourage interested applicants to stay connected through NCOA's various communication channels for related announcements.

Q: Is training and technical assistance provided during the grant period? If so, what does it entail?

A: Yes. Training and technical assistance is provided over the grant period. Training and technical assistance includes access to best practices, monthly support calls, peer learning sessions, and webinars. All funded organizations will send at least one staff member to NCOA's annual Age+Action conference in June 2023.

Q: Can an Executive Director serve as the program director for the is grant opportunity?

A: No. The RFP states that the program director should not be a C-Suite level staff person.

BenefitsCheckUp®(BCU)

Q: Are we required to use the National Council on Aging's BenefitsCheckUp® (www.BenefitsCheckUp.org) tool as our online screening tool under this grant?

A: Yes, however, if you are serving an area where access to the internet is unreliable, you may also choose to use a screening tool that is not web-based. Please be sure to justify that choice as well.

Q: Our agency uses another screening tool. Is it okay if we don't use BenefitsCheckUp®?

A: If your organization doesn't use BenefitsCheckUp®, then please explain what tool you use and why in your proposal.

Partnerships

Q: Are partnerships required as part of the Senior SNAP Enrollment Initiative?

A: We expect all successful proposals to describe how they intend to work with the government agencies to determine eligibility for the core benefits in their area. We do not require specific partnerships, but since these grants are focused on the creation of a seamless person-centered system of benefits assistance and enrollment, we strongly encourage all applicants to think about how other organizations could best contribute to that system.

Q: What is required from intended partners in the proposal?

A: You should explain clearly what role each of your designated partners will serve. Proposed partners are required to submit an electronic letter of commitment agreeing to serve and explain that specific role in the SNAP partnership. The letter of commitment can be addressed to NCOA or the applicant organization. Applicants can submit up to five email addresses within their letter of intent of references who will complete an electronic letter of commitment. The role of the supporting agency and the reason they

are supporting the application must be clear. A large number of generic letters of support are unnecessary and discouraged.

Budget

Q: Are you reviewing an organization's total operating budget? If so, what will you be looking for?

A: We expect all funded organizations to remain in good financial standing and compliant with Internal Revenue Services (IRS) reporting standards. NCOA will evaluate an applicant's financial documents to identify potential risk factors and may follow up with questions, if necessary.

Q: Will we receive start-up funds at the beginning of the grant period?

A: Yes, you will receive a portion of the grant award at the very beginning of the grant period.

Q: What is the limit of the indirect/administrative rate that may be charged under this grant?

A: We do not have a specific indirect rate. You are welcome to allocate a reasonable percentage of the funds to indirect/administrative costs. Please explain your indirect costs in your budget narrative.

Q: Does NCOA require match funding of any kind?

A: No, NCOA does not ask for organizations to match grant funds for this opportunity.

Q: Our SNAP program will be a new initiative for my organization. Is it required to list top 5 financial supporters?

A: If an organization does not have multiple funding streams for the Senior SNAP Enrollment Initiative program, leave this question blank.