![NCOA national council on aging]

REQUEST FOR PROPOSALS (RFP): Senior SNAP Enrollment Initiative

Grant Invitation and Application Instructions

Funding Opportunity: 2024-2026 Grants for SNAP Enrollment Centers

Grant Amount

$50,000 to $100,000 per organization

20 grants to be awarded.

Key Date: Applications due Friday, August 9, 2024, at 5 pm ET

Funding Opportunity Description

The National Council on Aging's (NCOA) Center for Economic Well-Being (CEW), with [funding from the Walmart Foundation](), will provide grants for an 18-month period (October 1, 2024, to March 31, 2026) to selected organizations that will become Supplemental Nutrition Assistance Program (SNAP) Enrollment Centers (SECs). The goal of these grants is to increase older adults' (defined as age 60+ for the purpose of this grant opportunity) food security through a network of SECs based in 20 states. Each SEC will receive funds and technical assistance (TA) to assist a combined nationwide total of 20,000 older adults to enroll in SNAP.

SECs will be responsible for conducting outreach and application assistance to SNAP-eligible older adults. SECs will be in the 20 states listed below, where less than 12% of older adult households have enrolled in SNAP.

Alabama	Indiana	Nebraska	South Dakota
Arkansas	Iowa	New Hampshire	Utah
Colorado	Kansas	North Dakota	Virginia
Delaware	Minnesota	Oklahoma	West Virginia
Idaho	Montana	South Carolina	Wyoming

NCOA will award funding to organizations with large scale capacity and proven experience in successfully enrolling low-income older adults into SNAP and other benefit programs.

NCOA will work with organizations to establish a network of SECs that increases the number of older adults enrolled in the SNAP. It is the objective of NCOA to increase eligible older adults enrolled in SNAP through partnership with a network of qualified SECs. These efforts will have significant impact in increasing SNAP program enrollment nationwide.

Scope of Work

Grant Expectations and Deliverables

Grantees will have several grant requirements which are listed below. NCOA reserves the right to change the requirements at any point during the grant period. Selected grantees will:

1. Significantly increases the participation of older adults in SNAP through application assistance, application submissions, and community-based outreach and enrollment initiatives.
2. Increase public awareness of hunger in older adults as an issue of national and local importance, and of SNAP as an effective strategy for reducing food insecurity among older adults.
3. Assist older adults with completing and submitting applications for the SNAP benefit using awarded grant funds ranging from $50,000 to $100,000.
4. Designate a staff member to serve as the primary point of contact who will take the major responsibility for working with the NCOA TA team on initiative components including the design, implementation, and evaluation of the work.
5. Meet with the NCOA TA team quarterly for 1:1 calls to collaborate, identify areas for growth, and track progress toward goals.
6. Meet with the NCOA TA team quarterly for group calls to focus on building the sustainability of SECs through discussion of best practices.
7. Collect demographic data on each person served at the time of SNAP benefit application submission.
8. Report all data monthly utilizing NCOA's web-based portal, WizeHive. Each monthly data report will be due on the fifteenth (15th) of each month.
9. Report the following data points in the monthly reports:
    a. Number of individuals screened for SNAP eligibility.
    b. Number of SNAP applications submitted to an administering organization.
    c. Number of individuals successfully enrolled in the SNAP benefit.
10. All participants must include the cost of attending the 2025 NCOA Age + Action Conference held in Arlington, VA in the proposed budget.
11. Report all required narrative reports and client stories quarterly including questions related to successes and challenges to date, updates on relevant partnerships and outreach events.
12. NCOA may require final financial reports through its online portal WizeHize. The grantee organization must gather specific data elements outlined in question 9 of the RFP by the specified date in the agreement.
13. Develop a follow-up plan aimed at contacting each applicant three months after their initial application to ensure enrollment and receipt of SNAP and completion of the self-assessed health and well-being survey.
14. Recognize Walmart Foundation as a key supporter when developing publicity for this project.

Application Requirements

Applications must be submitted using the online application form listed in the RFP. Prior to making final award determinations, NCOA will conduct a financial review of the top scoring applicants to evaluate their ability to manage the grant. As part of this evaluation, applicants are required to submit, with their proposal, a budget, an audited financial statement and Form 990. Alternatively, an internal budget may be submitted in place of the financial statement and/or Form 990.

Proposals are due by 5 p.m. ET on Friday, August 9, 2024, using the online application form: https://webportalapp.com/sp/24-ncoa-snap. **PDF Proposals will not be considered.**

If you require assistance using the online form, please contact NCOA's Center for Economic Well-Being at: Center4EWB@ncoa.org

Eligibility and Selection Criteria

- Eligibility will be limited to organizations located in the following states:

Alabama	Indiana	Nebraska	South Dakota
Arkansas	Iowa	New Hampshire	Utah
Colorado	Kansas	North Dakota	Virginia
Delaware	Minnesota	Oklahoma	West Virginia
Idaho	Montana	South Carolina	Wyoming

- Due to the substantial number of older adults that we are looking to enroll in the SNAP benefit (20,000 total across 20 organizations), preference will be given to organizations that currently have large-scale capacity and demonstrated success enrolling people in the SNAP benefit.

SNAP Enrollment Center Grant Implementation Plan

Project Timeframe

October 1, 2024, through March 31, 2026

Please provide the following information on the electronic application:

Applicant Information:

Organization Name	
Executive Director Name	
Executive Director Email	

Point of Contact Name (if different from Executive Director)	
Point of Contact Email	
Organization Address (Mailing, City/State/Zip)	
Organization Address (Street, City/State/Zip)	
Organization Phone Number	
Organization Hours of Operation	
Organization Website	
Organizational social media (Facebook, Twitter, and/or LinkedIn)	
Organization Overall Budget	
Organization Type (government, non-profit, faith-based, Tribal organization, etc.)	

Please respond in the electronic application to each of the following questions:

1. Are you currently or have you previously assisted anyone in completing SNAP applications as an organization? If so, what is your cumulative yearly enrollment. (max 100 words)
2. What is your experience working with the administering organization for SNAP including structure of organization and processing applications (including the number of staff needed to execute)?   (max 250 words)
3. Why is a SNAP enrollment initiative necessary in your target area? In your response describe the current system used for SNAP outreach and enrollment in your proposed target area. (max 250 words)
4. During this 18-month grant period approximately how many older adults (age 60+) will your organization enroll in SNAP. Define your outreach and enrollment strategy necessary to reach this stated outcome. (max 250 words)
5. How much funding is your organization requesting? Please specify a funding amount between $50,000 and $100,000. For context, $50,000 would facilitate 650 qualified applications completed and submitted in the grant period and $100,000 would facilitate 1500 qualified applications completed and submitted in the grant period.
6. Please explain how this funding will allow your organization to expand on the SNAP enrollment work you are currently doing? (max 500 words)
7. Please describe your follow-up process including how you will reach out to individuals three months after the SNAP application is submitted and how you will administer your client self-assessment survey. (max 250 words)
8. Complete the budget and narrative justification spreadsheet using the proposed budget table below.

Selection	Criteria	Scoring
Organization Experience	Describe organization's SNAP enrollment experience: • Does the organization currently or has the organization previously completed SNAP applications? • Provide average of annual SNAP enrollments. • Describe your organization's experience completing applications and working with the administering organization for SNAP including number of staff completing applications, structure of organization, and follow up process. • Describe why a SNAP enrollment initiative is necessary in your organization's target area. • Describe the current system used for SNAP outreach and enrollment in your organization's target area.	30 pts
Description of Approach	Describe organization's approach to meet grant goal: • Clearly state how many older adults the organization would be able to enroll during the grant cycle. • How will the organization find, reach out to, and enroll older adults into SNAP for this grant? • Explain how the funding will be used to expand on current SNAP enrollment work.	35 pts
Follow-up	Describe organization's process for follow-up: • Individuals are called 3 months after application assistance to ensure benefits were started. • Facilitating client self-assessment survey.	10 pts
Budget	The organization has provided a clear budget with narrative justification. Budget includes: • Amount of funding requested (between $50,000-$100,000). • Funding allocated for the 2025 NCOA Age + Action Conference in Arlington, VA. • Has clearly justified the expenses listed.	10 pts

Total Points Available: 85

Use of Grant Funds

All funds provided to successful applicants under this grant program are funds from the Walmart Foundation. The contents are those of the author(s) and do not necessarily represent the official views of the Walmart Foundation.

Proposed Budget Template

Funding Requested: _____

CATEGORIES	BUDGET	Narrative Justification
PERSONNEL		
Direct Labor		
Stipends		
Fringe Benefits		
OTHER COSTS		
Travel		
Printing/Duplication		
Supplies		
Telephone		
Postage		
Advertising		
Equipment		
Other		
OTHER DIRECT TOTAL		
INDIRECT COSTS (10% Limit)		
GRAND TOTAL		

*Indirect costs can be 10% of the direct total, unless you have negotiated an indirect cost rate agreement.

About the National Council on Aging

The National Council on Aging (NCOA) is the national voice for every person's right to age well. We believe that how we age should not be determined by gender, color, sexuality, income, or ZIP code. Working with thousands of national and local partners, we provide resources, tools (online and in community), best practices, and advocacy to ensure every person can age with health and financial security. Founded in 1950, we are the oldest national organization focused on older adults. NCOA has a goal to improve the health and economic security of 40 million older adults by 2030. Learn more at www.ncoa.org and @NCOAging.