

## Scaling Evidence-Based Solutions for Vulnerable Older Adults Funding Opportunity – Social Isolation

Application Deadline: October 24, 2017, 11:59pm ET

### AARP Foundation Overview

AARP Foundation works to ensure that low-income and vulnerable older adults have nutritious food, safe, secure, and affordable housing, a steady income and economic opportunities to grow and protect financial assets, and strong and sustaining social bonds. To address those needs, this grant competition seeks evidence-based solutions that are guided by a deep level of engagement with AARP Foundation and that can be brought to scale.

AARP Foundation is both a grant-maker and a direct service provider. As such, we work to identify new interventions that we can implement directly or through close collaboration with other organizations, including our grantees.

Through this grant competition we hope to scale interventions, with **independent evaluations** demonstrating evidence of effectiveness, which serve vulnerable older adults, to increase economic opportunity and social connectedness.

### Advancing Effective Solutions

As stated in our mission, AARP Foundation is focused on creating and advancing effective solutions to increase economic opportunity and social connectedness among the vulnerable, older adult population.

By 2020, we seek to decrease social isolation by serving millions of additional low-income 50+ older adults through evidence-based interventions, in support of the following objective:

- **Demonstrate sustained improvement in social connectedness for 500,000 individuals, as measured by the Duke Social Support Index**

AARP Foundation is looking for partners to help us achieve this objective in working with us under the Foundation umbrella.

### Goal of Funding Opportunity

Ultimately, AARP Foundation is exploring various models for growth, scalability and sustainability under the Foundation umbrella to ensure the program has the opportunity to serve everyone that needs it. We will help determine the most effective and efficient structure for expansion to achieve that goal, which may include:

- Programmatic adoption;
- In-kind partnerships;
- Licensing; or

### AARP Foundation

**Vision:** A country free of poverty where no older person feels vulnerable.

**Mission:** We serve the vulnerable 50+ by creating and advancing effective solutions to help them secure the essentials.

- Acquisition

This funding opportunity is intended for national or regional organizations with built-in distribution channels, such as affiliates, members, chapters or collaborative partnerships. AARP Foundation is seeking organizations that serve thousands of individuals in a cost-effective manner.

We are seeking to fund interventions that reach new populations – those that have never been served by the organization, or those that have been served, but not by the proposed intervention.

AARP Foundation can play multiple roles to assist interventions in serving more people. Those ways may include investing in the solution to increase its organizational capacity, utilizing the trusted AARP Foundation brand to enter new markets, or playing an intermediary role in which AARP Foundation can connect the solution with customers and funders.

## Funding Eligibility

This funding opportunity is available to organizations that include institutions of higher education, public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code, as well as other types of nonprofit and for-profit organizations. Applicant organizations must be based in the United States or its territories.

This funding opportunity is intended for national or regional organizations, with a built-in distribution channel, such as affiliates, members, chapters or collaborative partnerships. AARP Foundation is seeking organizations that serve thousands of individuals in a cost-effective manner.

The following are not eligible for funding:

- Individual affiliates or chapters of national organizations;
- Grants for individuals;
- Capital campaigns;
- Debt retirement or operating deficits;
- Endowments or reserve funds;
- Political organizations or campaigns;
- Lobbying legislators or influencing elections;
- Sponsorship of fundraising events;
- Marketing endeavors and personal research; and
- Indirect expenses unrelated to the project being funded.

## Evidence

Existing and new interventions have varying degrees of evidence demonstrating effectiveness. Our goal with this funding opportunity is to support grantees' that already have independent evaluation(s) demonstrating evidence of effectiveness.

An independent evaluation is when a program or proposed model has been evaluated and outcomes have been used to measure effectiveness. An impact evaluation may have been conducted within one of the following scenarios:

1. Changes were observed that may be attributed to the intervention, but cannot be generalized beyond the study group;
2. The evaluation controlled for factors other than the intervention that could account for the observed change with a large range of participants; or
3. Multiple well-designed impact evaluations of the same model support the same or similar conclusions.

AARP Foundation will only consider funding projects that have independent evaluation demonstrating evidence of effectiveness. Applicants must submit a summary of the evaluation results/findings, how the evaluation was conducted and a project logic model.

## Double Bottom Line: Social and Financial Return

AARP Foundation views grant-making as investments that seek a social return, particularly as it relates to increasing economic opportunity and social connectedness. The social return can be financial savings to the program beneficiary, the government, and/or the community at large as a result of the positive health outcome.

AARP Foundation will require the submission of a business model canvass (BMC). In addition, we seek interventions that have a compelling financial model, such as:

- Self-sustaining financial model not reliant on donations or grants (social entrepreneurship); or
- Break-even financial model reliant on existing and identified funders (social service).

## Grant Award Information

The total amount of the grant award will be commensurate with the number of low-income older adults served, the level of impact and the social return on investment.

## Grant Application Process

All applications must be completed online [here](#).

- **Application deadline: October 24, 2017, 11:59pm ET**

Eligible organizations are encouraged to submit an application, which, besides general organizational information, contains a list of basic information about your current intervention and how it aligns with AARP Foundation's mission and strategic objectives. Application submissions undergo a thorough review process. During our review, you may receive clarification questions and follow up (which may include video conference or on-site visit).

## Application (See Appendix A)

The application provides an overview of the current program you have in place. Our goal is to receive an understanding of the intervention and, in particular, your financial model and current operations. The application questions seek concise and specific answers. Please note that you must attach a project logic model and business model canvass to be considered for funding. For

guidance on creating a logic model, click [here](#), and consider using our optional logic model template ([here](#)). For guidance on create a business model canvass, click [here](#). You must also submit a summary of evaluation results/findings.

## Timeline

August 23, 2017: Funding opportunity announced

Mid-September: Application available [here](#).

October 3, 2017: Technical assistance call/webinar, 2 p.m. ET, register [here](#).

October 24, 2017: Application deadline by 11:59 p.m. ET

November 15 – 22, 2017: Clarification period (as needed)

Mid-December: Organization(s) informed about funding

Date TBD: Program start date

## Contact

For any questions related to this grant competition, please email AARP Foundation Grants, [aarp\\_foundation\\_grants@aarp.org](mailto:aarp_foundation_grants@aarp.org)

## Other Funding Opportunities

For information on other available funding opportunities addressing objectives related to housing security, food security and income security, please visit the AARP Foundation Grants webpage. [www.aarp.org/aarp-foundation/grants](http://www.aarp.org/aarp-foundation/grants)

## Appendix A: Application Questions

The application allows for you to provide details on the proposed project for which you are seeking funding from AARP Foundation. Please be specific and concise, and include the required attachments.

### Funding Eligibility

Eligible organizations include institutions of higher education, public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code, as well as other types of nonprofit and for-profit organizations. Applicant organizations must be based in the United States or its territories.

Are you requesting funding for any of the following (of which AARP Foundation does not support)?

- Individual affiliates or chapters of national organizations;
  - Grants for individuals;
  - Capital campaigns;
  - Debt retirement or operating deficits;
  - Endowments or reserve funds;
  - Political organizations or campaigns;
  - Lobbying legislators or influencing elections;
  - Sponsorship of fundraising events;
  - Marketing endeavors and personal research; or
  - Indirect expenses unrelated to the project being funded.
- Yes (If “Yes,” unfortunately your organization does not meet the criteria to apply to this funding opportunity from AARP Foundation).
  - No

### Contact

- Salutation
- First Name
- Last Name
- Job Title
- Phone
- Email

### Organization Details

- Company
- Address
- Website
- EIN
- How did your organization learn about this grant competition? (Select from list)
  - AARP Foundation directly
  - AARP State Office
  - Twitter
  - Chronicle of Philanthropy
  - Professional Association
  - Other: *please list* (255 character limit)

## Project Details (10%)

- Request Name (100 character limit)
- **Strategic Objectives (Select from list)**
  1. Increase ability of individuals served to age-in-place;
  2. Improve food security for 2 million low-income, older adults as measured by the USDA Adult Food Security Survey;
  3. Improve the dietary variety of 1million low-income, older adults by increasing their purchase of nutritionally dense foods;
  4. Demonstrate sustained improvement in social connectedness for 500,000 individuals, as measured by the Duke Social Support Index;
  5. Support 117,000 individuals to maintain at least \$400 in savings for 6 months out of 12 months after being served; and
- Project Summary (500 character limit). Give a short summary of the project you would undertake with funding from AARP Foundation. What, if anything, will you do differently, should you receive funding from AARP Foundation?
- Program Description (2500 character limit). Briefly walk us through your intervention from the beneficiary's perspective, step by step.
- Statement of Impact (500 character limit). Provide a short statement about existing outcomes of this project. What percentage of participants achieved the intended outcome?
- Current Program Costs. What are the current costs to run your program, absent support from AARP Foundation?
- Number of people served (Currently)
- Number of people served (Proposed)
- Number of low-income older adults served (Currently)
- Number of low-income older adults served (Proposed)
- List your key project deliverables (5000 character limit).
- What is your timeline for project completion and the dates related to key project milestones? If the project will be expanded, what are the key milestones for expansion? (1000 character limit)

## Scaling Information (50%)

- What is the increase in the number of people your project will serve? What are the specific activities that will allow you to reach that goal? Please list past experiences in expanding projects to more people while maintaining project fidelity (2500 character limit).
- How would you (or another organization) replicate your project with fidelity as you enter a new market? (2500 character limit)
- What would your method of distribution be for your program to enter new markets? (2500 character limit)
- What is the specific demographic your solution is seeking to serve? Please be specific in terms of age ranges, income levels, race and ethnicity and any other factors you wish to highlight. If there are multiple approaches for different demographics, please include here (2500 character limit).
- Please describe the addressable market, both where the solution is currently available and where it could be expanded in the future (if applicable). Please include the size of customer base (business-to-business and/or business-to-customer), potential funding, and geography (2500 character limit).
- How do you currently reach your customers? How do you plan on reaching them in the future in order to achieve proposed market penetration (in current markets and in new markets)? (2500 character limit)

## Evidence (30%)

- Please support why you have determined your project to be at the “independently evaluated” level of evidence (1000 character limit).
- What type of evaluation was conducted? When was it conducted? Who conducted the evaluation? Please attach a summary of the evaluation findings/results (1000 character limit).
- Describe your evaluation plan for the proposed project and your experience with evaluation work (1000 character limit).
- Describe how the proposed project will collect, manage, store, and analyze program output and outcome data (1000 character limit).

## Organizational Capacity (5%)

- What is your experience in providing your solution or comparable solutions? (1000 character limit)
- Please list employees leading the project and how their experiences and skills are relevant to the project and its success (2500 character limit).
- What other organizations in the area you serve provide a solution that seeks to achieve the same outcomes (List organization names)? (255 character limit)
- How is your project more effective than similar solutions in achieving your desired outcome(s)? Please provide specific metrics (costs, performance, price, features, etc.) (255 character limit).
- What is the principal risk, if any, to achieving your intended social benefit and financial sustainability? (1000 character limit)
- Do you require partners to implement the solution or achieve the program’s outcomes? If yes, please list the partners and their role (2500 character limit).

## Financial Information (5%)

- What is your requested grant amount?
- Please provide a budget narrative to explain budget line items and how the grant will help you achieve a greater level of evidence and the opportunity to scale (5000 character limit).
- Is your solution sustainable now (i.e., it generates enough revenue – without donations – to cover operational costs)?
  - If yes, what are those revenue sources? What is the business model (revenue and expenses, market opportunity, etc.) to achieve sustainability? Include evidence of the price buyers will pay at your program’s price. How long would it take to be sustainable based upon best case scenario, moderate scenario, worst case scenario (please provide total months and probability for each scenario)? (2500 character limit)
  - If no, do you think it could be sustainable without donations? What would be the mixture of revenue sources to keep the program operating at current level? To achieve your proposed market penetration? (2500 character limit)
- What does it cost to acquire a new customer? (250 character limit)
  - What are the assumptions behind your cost? (1000 character limit)

## Required Attachments

- Logic Model ([guidance](#) and [optional template](#) provided)
- Summary of Evaluation Findings/Results

- Detailed project budget (Please use AARP Foundation's budget template)
- Most recent audited financial statements
- Financial statements for your current fiscal year (include actuals to date through the most recent reportable month and projections through end of the fiscal year).
- Business Model Canvas ([guidance](#) and [template](#) provided)