Advancing Economic Opportunity Among Older Adults — AARP Foundation Seeks Direct Service or Field Building Projects

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

**Mission:** AARP Foundation serves vulnerable people 50 and older by creating and advancing effective solutions that help them secure the essentials.

**Required Pre-Application Deadline: September 7, 2022, 5 p.m. (ET)**

**Invited Full Application Deadline: October 10, 2022, 5 p.m. (ET)**

**AARP Foundation Grantmaking Overview**

As AARP's charitable affiliate, AARP Foundation works to end senior poverty by helping people over 50 build economic opportunity and maintain financial resilience. Through our grantmaking, we collaborate with organizations to advance equitable projects that can become sustainable solutions to the challenges facing older adults with low income.

**AARP Foundation Focus on Building Economic Opportunity**

AARP Foundation has specific objectives to achieve increasingly equitable outcomes for the population we serve — people over 50 who have low income. These objectives focus on increasing income and earnings, securing benefits, and gaining access to refunds for this population. AARP Foundation prioritizes strategies that increase equitable access and outcomes in our programs and services to address systemic barriers, racial and ethnic disparities, and other biases that perpetuate economic instability. AARP Foundation is focusing efforts in 22 U.S. states and territories: AL, AR, AZ, CA, DC, FL, GA, IL, KY, LA, MI, MS, NC, NM, NY, OH, PA, Puerto Rico, SC, TN, TX, and WV.

AARP Foundation seeks direct service or field building projects that advance economic opportunity among older adults with low income. Direct service projects are expected to deploy program models with evidence of effectiveness for helping older adults with low income increase income and earnings or secure benefits. Field building projects are expected to support older adults with low income on a systemic level to increase income and earnings or secure benefits. The following are examples of direct-service solutions for increasing economic opportunity among older adults with low income.

**Examples of Direct Service Solutions**

To increase income and earnings, we offer and support workforce programs that provide short-term, affordable upskilling or reskilling opportunities, including work-based learning opportunities that help low-wage older workers gain the skills and competencies they need for high-quality employment in the fastest growing technology-driven sectors in the economy. Programs that support low-wage older workers, employed workers focused on family caregivers, workplace financial education, and
retirement reforms (e.g., establishing an automatic IRA contribution) working with employers would also be considered.

To help secure benefits, AARP Foundation is focused on a variety of benefits that help older adults support their health and well-being by reducing the financial burden of essential expenses, such as health care, medicine, and food expenses. These specific benefits include the Supplemental Nutrition Assistance Program (SNAP), health care benefits such as the Medicare Savings Programs (MSP) and Extra Help, and Paid Family Leave and Temporary Assistance for Needy Families (TANF). Proposed direct-service projects that assist older adults in applying for multiple benefits are of particular interest.

Example of Field Building Solutions

To help secure benefits, AARP Foundation has supported projects that organize a statewide network of service providers to facilitate access to and sharing of resources, and provide technical assistance to assist older adults applying for and receiving benefits (e.g., SNAP).

Advancing Equitable, Effective Solutions

Grant Project Definitions

For this funding opportunity, applicants should review the following chart to identify which classification is most relevant to the proposed project.

<table>
<thead>
<tr>
<th>Classification Definitions</th>
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<tbody>
<tr>
<td>Direct Service</td>
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### Classification Definitions

- An organization has successfully implemented a benefits enrollment program in one region and seeks to expand to the entire state.
- An organization has a history of training and placing older adults in high-quality jobs and seeks to significantly increase the number African American older adults obtaining high-quality jobs.

### Field Building

Projects that may not directly serve older adults with low income but advance the work of one or more organizations serving older adults with low income to achieve measurable and sustainable results (e.g., infrastructure support, capacity building, training, instructional material development) that align with increasing income and earnings or securing benefits.

### Data Collection Requirements

AARP Foundation is committed to collecting and using demographic data to advance increasingly equitable outcomes and will thus require Direct Service grantees to collect such data and report it to AARP Foundation. Direct Service applicants are required to clearly describe their program’s data collection abilities and plans by providing supporting documentation in the form of a logic model, output and outcome data collection plans, and other reports demonstrating effectiveness (as appropriate).

Direct Service grantees will be required to collect and report quarterly on the number of people and the number of people over 50 with low income served by their grant-funded project, and the dollar ($) increase in income and earnings or benefits. AARP Foundation defines low income as equal to or less than 250% of the HHS 2020 Federal Poverty Guidelines and rounds to the nearest $1,000 for annual income for convenience, per the below chart:

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Poverty level for 2020</th>
<th>250% of poverty level for 2020</th>
<th>250% of poverty level for 2020 (rounded to nearest $1,000 for AARP Foundation use)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$12,760</td>
<td>$31,900</td>
<td>$32,000</td>
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<tr>
<td>2</td>
<td>$17,240</td>
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<td>$21,720</td>
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<td>4+</td>
<td>$26,200</td>
<td>$65,500</td>
<td>$66,000</td>
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Grantees will report progress against the indicated projections stated in the approved application, as well as additional metrics relating to participant demographics including, but not limited to, age ranges, household size, income levels, race, ethnicity, sexual orientation, disability status, and Net Promoter Score (customer satisfaction).
Reporting & Payment

Award recipients will be required to submit calendar-year quarterly reports that provide programmatic and financial status of their project by the 8th of the month following the calendar year quarter. Grant payments will be provided in fixed amounts and in accordance with the payment schedule outlined in the award letter. Final payments will be made based on demonstrated ability to expend all awarded grant funds by the end of the project term.

Funding Eligibility

AARP Foundation will prioritize applications that serve populations disproportionately impacted by systemic barriers, racial and ethnic disparities, and other biases in programs and policies. Additionally, AARP Foundation will give priority to applications that serve older adults with low income in 22 U.S. states and territories: CA, FL, TX, NY, NC, MS, LA, PA, OH, GA, TN, AL, AR, KY, MI, SC, NM, WV, IL, AZ, DC, and Puerto Rico.

This funding opportunity is primarily intended for national or regional organizations with built-in distribution channels, such as affiliates, members, chapters, or collaborative partnerships. Local organizations will only be considered if they have the ability to serve a significant number of older adults with low income on their own or in conjunction with other organizations.

The following are not eligible for funding:

- Grants for individuals
- 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
- Organizations located outside the United States or its territories
- Indirect expenses unrelated to the project being funded

Grant Award Information

AARP Foundation is committed to investing in equitable, effective projects to serve thousands of older adults with low income. The final investment amounts will depend on a combination of factors including the number of older adults with low income the proposed project will serve over the grant period, ability to apply an equity lens to the project, and the ability to collect, analyze, and report increase in dollars obtained through income and earnings and securing public benefits.

In general, Direct Service projects will receive in a range from $150,000 (for Ready to Enhance projects) to $250,000 (for Ready for Expansion projects) per year, for up to two or three years. A typical grant award range for Field Building projects is up to $150,000 per year, for up to two years.

Grant Application Process

The application will consist of two parts:

- Required pre-application: deadline September 7, 2022
• Invited full application: deadline October 10, 2022

Eligible applicants are invited to submit a pre-application that contains background about their organization, basic information about their project model and its implementation, and how their project’s proposed increase in dollars obtained through income and earnings or securing public benefits align with AARP Foundation’s mission and the objectives specified on page 1 of this funding opportunity. The full application will require additional information and supporting attachments. Please see table below for application component information.

<table>
<thead>
<tr>
<th>Application Components</th>
<th>Required Pre-Application – Direct Service and Field Building</th>
<th>Invited Full Application Direct Service</th>
<th>Invited Full Application Field Building</th>
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</thead>
<tbody>
<tr>
<td><strong>Narrative Sections</strong></td>
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<tr>
<td>Contact</td>
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<tr>
<td>Organizational Details</td>
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<tr>
<td>Project Details (Pre-Application)</td>
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<td>Project Details (Full-Application)</td>
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<td>Financial Information</td>
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<tr>
<td><strong>Attachments</strong></td>
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<td>Detailed project budget</td>
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<td>Most recent audited financial statements</td>
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<td>Logic Model</td>
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<td>Outputs Data Collection Table</td>
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<td>Outcomes Data Collection Table</td>
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<td>Reports Demonstrating Effectiveness</td>
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The pre-application is located in Appendix A of this funding opportunity.

All pre-applications and applications must be completed online in the AARP Foundation Community Portal. The required pre-application deadline is September 7, 2022. Selected pre-applications will be invited to submit a full application due by October 10, 2022.

**Click here to access the online pre-application.**

Applicants that are currently funded or have previously been funded by AARP Foundation should have an existing Community Portal account. After clicking on the application URL above, please sign in using your same username and password login credentials. Failure to do so may result in the creation of a duplicate account for your organization.

Newly applying organizations must create an account in AARP Foundation’s Community Portal. After clicking on the application URL above, select the Register button on the login page, and follow the prompts to enter your contact information and organizational details.

**NOTE:** Once you have initiated the application process by selecting the above link and creating an account, you should not click on the link again. To access your in-progress application, simply navigate directly to the AARP Foundation’s Community Portal and sign in using your login credentials.

**Review Process**

Application submissions undergo a thorough review process, and a limited number of organizations are selected as finalists. During the review, you may be asked to respond to clarification questions and participate in a follow-up conversation (via video conferences).

**Timeline**

August 2022: Funding opportunity announced and online pre-applications made available
September 7, 2022, 5 p.m. (ET): Required Pre-Application Deadline
Week of September 12, 2022: Full Applications Invited
October 10, 2022, 5 p.m. (ET): Invited Full Application Deadline
October/November 2022: Clarification period (as needed)
December 2022: Applicants notified of award decisions and funding determinations

**Contact**

For questions related to this funding opportunity or relating to pre-application submission in the AARP Foundation Community Portal, please send an email to the AARP Foundation Grants Management mailbox at aarp_foundation_grants@aarp.org.
Appendix A: Pre-Application Questions

The pre-application allows you to provide basic details on the proposed project for which you are seeking funding from AARP Foundation based on the type of project proposed (see grant classification definitions on page 2 of this funding opportunity). Please be specific and concise.

Funding Eligibility

AARP Foundation does not support funding requests for any of the following:
- Grants for individuals
- 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
- Organizations located outside of the United States or its territories
- Expenses unrelated to the project being funded

A. Contact
1. Primary Contact Name
2. Title of Primary Contact
3. Primary Contact Phone Number
4. Primary Contact Email

B. Organization Details
5. Organization Name
6. Address
7. Website
8. Organization EIN
9. How did your organization learn about this funding opportunity?
   Select from the list below
   - AARP Foundation directly
   - AARP State Office
   - Twitter
   - Chronicle of Philanthropy
   - Professional Association
   - Other: please list (255-character limit)
C. Project Details (Pre-Application)

10. Request Name (100-character limit)
   Please enter a brief title of the project (e.g., Improving Older Adult Economic Outcomes).

11. Objective
   Please select one:
   - Objective 1 - 2021-2026: Increase income and earnings for low-income 50+
   - Objective 2 - 2021-2026: Secure benefits for low-income 50+

12. Grant Classification
   Select one from list. See page 2 for definitions:
   - Direct Service-Ready to Enhance
   - Direct Service-Ready for Expansion
   - Field Building

13. Description of Proposed Project (5,000-character limit).
   Give a summary of the proposed project you would undertake with funding from AARP Foundation. Include a description of the intervention from the participant’s perspective, step by step. Explain how your project aligns with AARP Foundation’s goals and objectives. Discuss your data collection, such as how and what data you will collect for the project.

   Please provide a brief summary of the project’s outcomes. For Direct Service projects this should include a projection of the number of older adults with low income served that will attain a specific outcome ($s in income/earnings or benefits) as a result of the proposed intervention (e.g., 3,000 of 5,000 older adults served will secure $3,000 annually in benefits). Please include detail about how you calculated the dollar value.

15. Commitment to Equity (2,500-character limit).
   Please describe the proposed project’s commitment to achieving equitable outcomes for populations that have faced systemic racism and discriminatory barriers. For example, how will the project secure earnings or benefits consistent with their share of participants served and any relevant factors, such as education or experience? Describe your framework or methodology for measuring how your project will achieve equitable outcomes. Please describe the population that will be served and be specific in terms of age ranges, income levels, race, ethnicity and any other factors you wish to highlight.

**After completing the pre-application, please be sure to click Review and Submit to review your responses and print the pre-application, if desired. Then click ‘Submit’ to submit the pre-application.**