

## Advancing Economic Opportunity Among Older Adults—AARP Foundation Seeks *Proposals for Education, Outreach and 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.

**Application Deadline: April 22, 2020, 5:00 p.m. ET**

### AARP Foundation Grantmaking Overview

AARP Foundation works to end senior poverty by helping vulnerable older adults build economic opportunity and social connectedness. As AARP's charitable affiliate, we serve AARP members and nonmembers alike. Through our grantmaking, we support organizations to advance evidence-based projects that can become sustainable and practical solutions to the challenges facing low-income older adults, sparking bold, innovative solutions that foster resilience, strengthen communities and restore hope.

### AARP Foundation Focus on Building Economic Opportunity

AARP Foundation has ambitious objectives for serving low-income people age 50 and older (LI50+) and achieving specific outcomes. These objectives focus on increasing income and decreasing expenditures for the LI50+. Related to increasing income, our focus is increasing earnings that can be realized through a variety of ways including, upskilling or reskilling, work-based learning, self-employment and entrepreneurship; savings, including retirement savings; and Social Security benefits. Related to expenditures, our focus centers on decreasing housing, health care, food and transportation expenditures.

With this Request for Applications (RFA), AARP Foundation seeks projects that advance economic opportunity among low-income older adults on a systemic level. *Please note: there is a separate funding opportunity for Direct Service projects.* Application requirements and funding levels vary based on the type of project (see RFA page 3).

### Advancing Effective Solutions

#### Grant Project Classifications

AARP Foundation funds grant projects that align with its mission and strategic objectives. These projects may be classified as Education, Outreach, and Field-Building. Applicants should review the following chart to identify the classification most reflective of the proposed project.

Classification Definitions	
<b>Education</b>	Projects that facilitate the acquisition of knowledge, skills, attitudes, values, beliefs, and habits pertaining to low-income older adults (e.g. training, instructional material development).
<b>Outreach</b>	Projects designed to increase awareness of and access to services and resources that help low-income older adults.
<b>Field-Building</b>	Projects that may not directly serve low-income older adults, but advance the work of one or more organizations serving low-income older adults to achieve measurable and sustainable results (i.e., infrastructure support, capacity building).

### Reporting & Payment

Award recipients will be required to submit calendar-year quarterly reports that provide programmatic and financial status of their project. 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

This funding opportunity is primarily intended for national or regional organizations with built-in distribution channels, such as affiliates, members, chapters or collaborative partnerships.

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; or
- Indirect expenses unrelated to the project being funded.

### Grant Award Information

**Grant Term:** Beginning July 1, 2020

AARP Foundation is committed to investing in innovative projects that advance economic opportunity among low-income older adults on a systemic level. The final investment amounts will depend on a combination of factors including: the strength of the theory of change, the reach of the proposed project, and alignment with the objectives of increasing economic opportunity and/or social connectedness among the LI 50+.

A typical grant award range for Education, Outreach and Field-Building projects is up to \$150,000 per year, for up to two years.

	EDUCATION	OUTREACH	FIELD-BUILDING
<b>Funding Range</b>	Maximum award of \$150K per year, for up to 2 years	Maximum award of \$150K per year, for up to 2 years	Maximum award of \$150K per year, for up to 2 years
Contact	X	X	X
Organizational Details	X	X	X
Project Details	X	X	X
Financial Information	X	X	X
Theory of Change	X	X	
Detailed project budget	X	X	X
Most recent audited financial statements	X	X	X
Outputs Data Collection Table (as applicable)	X		
Outcomes Data Collection Table (as applicable)	X		

### Grant Application Process

Eligible organizations are invited to submit an application that besides general organizational information, contains detailed information about your project model and its implementation, how it aligns with AARP Foundation’s mission and the objective(s) specified on page 1 of this RFA. Application questions are located in Appendix A of this RFA.

All applications must be completed online in the [AARP Foundation Community Portal](#). **The application deadline is April 22, 2020, 5:00 p.m. ET.**

**[Click here to access the online 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, from which a limited number of organizations are selected as finalists. During the review, you may be asked to respond to clarification questions and participate in follow up (which may include video conferences or an on-site visit).

## Timeline

**March 2020:** Funding opportunity announced and online application made available

**April 22, 2020:** Proposal deadline

**May 13-27, 2020:** Clarification period (as needed)

**June 2020:** Applicants notified of award decisions and funding determinations

**July 1, 2020:** Grant Start Date

## Contact

For questions related to this RFA or relating to 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](mailto:aarp_foundation_grants@aarp.org).

## Appendix A: Application Questions

The application allows you to provide 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 RFA). Please be specific and concise, and include the required attachments.

### 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; or
- 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****10. Proposed Start Date**

Please enter a proposed start date for the grant-funded project

**11. Proposed End Date**

Please enter a proposed end date for the grant-funded project

**12. Request Name** (100 character limit)

Please enter a brief title of the project (e.g., Enhancing Transportation Systems for Older Adults).

**13. Impact Area**

Please select ***“Economic Opportunity”*** or ***“Social Connectedness”***

**14. Grant Classification**

Select ***one*** from list. See page 2 of RFA for definitions:

- Education
- Outreach
- Field-Building

**15. Description of Proposed Project** (10,000 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 (as applicable).

**16. Demographics** (2,500 character limit)

What specific population does the project seek to serve and how do you define people served? (as applicable) Please be specific in terms of age ranges, income levels (and how it relates to AARP Foundation’s definition of low-income), race, ethnicity and any other factors you wish to highlight. Please refer to [AARP Foundation’s Beneficiary Demographics Data: Supplemental Guidance](#).

***Please note:*** AARP Foundation will be following a new 6-year strategic plan starting in 2021; therefore, any changes to the definition of low-income, demographics, and strategic objectives will be communicated to grantees.

**17. People Served Definition** (2,500 character limit)

Explain how your program, (1) *currently defines* an individual as “served” in relation to the number you report in **Number of People Served (Currently)** below, and (2) *plans to define* an individual as “served” in relation to the number you report in **Number of New People Served (Proposed)** below (as applicable).

***Please note:*** AARP Foundation does not consider solely providing information to an individual as serving that individual.

**18. Number of People Served (Currently)**

Enter the number of people currently served by the program. Otherwise, enter 0.

**19. Number of New People Served (Proposed)**

Enter the number of people projected to be served by the program.

**20. Number of Low-Income Older Adults Served (Currently)**

Enter the number of LI50+ individuals currently served by the program. Otherwise, enter 0.

**21. Number of New Low-Income Older Adults Served (Proposed)**

Enter the number of LI50+ individuals projected to be served by the program. *This should be based on AARP Foundation's definition of low-income ([see guidance](#)).*

**22. Statement of Outcomes** (500 character limit).

Please provide a brief summary of the project's short-term, intermediate-term, and long-term outcomes, (as applicable). This should include a projection of the number of people served that will attain a specific outcome as a result of the proposed intervention (e.g., 3,000 of 5,000 LI50+ individuals who participated in a class will increase their financial literacy knowledge as measured by a pre- and post-program survey).

**23. Deliverables** (5,000 character limit)

List your key project deliverables, beyond the outputs and outcomes identified and described in the required attachments (as applicable).

**24. Plan and Key Project Milestones** (1,000 character limit)

What is your timeline for project completion and the dates related to key project milestones?

**25. Staff and Organization** (5,000 character limit)

Describe the experiences of each individual that will have a leadership role in the project? Describe the experiences of the key individuals who will be responsible for managing and executing the proposed project overall and the proposed project's key activities, including data collection, analysis, reporting, performance monitoring and evaluation.

**D. Financial Information****26. Requested Award Amount**

What is your requested funding amount?

**27. Percentage of Total Project Budget**

What percentage of your total project budget will be supported by the amount requested from AARP Foundation (e.g., the \$100,000 requested from AARP Foundation represents 50% of the total budget for the proposed project)?

**28. Current Project Costs**

What are the current costs to run your project, absent support from AARP Foundation?

**29. Budget Narrative** (5,000 character limit)

Please provide a budget narrative. *Please note: AARP Foundation allows an indirect cost rate of up to 15% of the total request amount.*

## E. Attachments

<b>All Applicants</b>	<ul style="list-style-type: none"><li>• Detailed project budget (<a href="#">template</a>)</li><li>• Most recent audited financial statements</li></ul>
<b>Education and Outreach Applicants</b>	<ul style="list-style-type: none"><li>• Theory of Change (<a href="#">guidance</a>)</li></ul>
<b>Education Applicants</b>	<ul style="list-style-type: none"><li>• Outputs Data Collection Table (as applicable), (<a href="#">template</a>)</li><li>• Outcomes Data Collection Table, (as applicable) (<a href="#">template</a>)</li></ul>

**Please note:** All cited literature in the application and each supporting document must be accessible to AARP Foundation through a working link and/or submitted with the proposal.

**\*\*After completing the application, please be sure to click *Review and Submit* to review your responses and print the application, if desired. Then click *'Submit'* to submit the application.**