

# REQUEST FOR PROPOSALS (RFP)

## Grant Invitation and Application Instructions

*Funding Opportunity: 2026-2028 Grants for SNAP Enrollment Centers*

### Funding Opportunity Description

The National Council on Aging (NCOA) Center for Economic Well-Being (CEW), with funding from the Walmart Foundation, will provide grants for an 18-month period from December 7, 2026, to May 31, 2028, to selected organizations that will serve as Supplemental Nutrition Assistance Program (SNAP) Enrollment Centers (SECs). Through this initiative, NCOA will support a coordinated network of community-based partners in Ohio, West Virginia, and Virginia to strengthen SNAP access, enrollment, and retention for older adults age 60 and older. Each SEC receives \$50,000, technical assistance (TA), peer learning support, and access to shared tools and data systems to help the network assist a combined total of 15,000 older adults with SNAP enrollment.

This funding opportunity responds to a persistent gap between SNAP eligibility and participation among older adults. NCOA's targeted approach is informed by the most recent 2023 estimates from the [Benefits Participation Map](#), developed in partnership with the Urban Institute. In prioritizing states for this initiative, NCOA focused on states where estimated SNAP participation among adults age 65 and older falls within the lowest quartile nationally, signaling substantial gaps between eligibility and actual enrollment. Ohio, West Virginia, and Virginia were selected because they reflect a convergence of challenges: lower-than-desired participation among eligible older adults alongside administrative and operational barriers that can contribute to enrollment difficulties, recertification challenges, and elevated payment error rates.

These conditions matter because administrative complexity, documentation burdens, inconsistent implementation practices, and procedural errors can make it harder for older adults to apply for and maintain benefits. Low participation rates suggest that many eligible older adults may not be receiving nutrition assistance that is critical to their health, nutrition, and financial stability. Together, low enrollment and higher administrative burden can create a compounding effect in which eligible older adults are less likely to enter the program and more likely to experience interruptions or churn after they enroll.

NCOA will work with selected organizations to build SEC capacity through individualized TA, monthly peer learning, data-informed coaching, and shared problem solving focused on outreach, application assistance, follow-up, recertification, and sustainability. This approach is intended to help organizations expand effective enrollment practices, identify and address operational barriers, strengthen partnerships with state and local SNAP agencies, and use data to monitor progress and improve workflows. As a result of this initiative, NCOA expects to see more eligible older adults successfully enroll in SNAP, fewer avoidable barriers to maintaining benefits, stronger community-based enrollment infrastructure, and practical lessons that can inform broader strategies to improve SNAP access for older adults in high-need states.

### Informational Webinar

An informational webinar will be held to provide guidance and answer questions. A webinar recording will be posted to the NCOA website.

**September 21, 2026, 3 p.m. ET**

[CLICK HERE TO REGISTER FOR THE WEBINAR](#)

### Opportunity at a Glance

| Funding opportunity     | 2026-2028 Grants for SNAP Enrollment Centers                        |
|-------------------------|---------------------------------------------------------------------|
| Grant amount            | \$50,000 per organization                                           |
| Number of awards        | 9 grants                                                            |
| Grant period            | December 7, 2026, through May 31, 2028                              |
| Eligible states         | Ohio, West Virginia, and Virginia                                   |
| Network enrollment goal | Assist a combined total of 15,000 older adults with SNAP enrollment |
| Application deadline    | Wednesday, October 14, 2026, at 5 p.m. EST                          |
| Submission method       | Online application form only; PDF proposals will not be considered  |

## Scope of Work and Grantee Expectations

### Grant Expectations and Deliverables

Selected grantees will be expected to implement SNAP outreach, enrollment, follow-up, reporting, and learning activities in partnership with NCOA. NCOA reserves the right to refine requirements during the grant period as needed to support successful implementation.

Selected grantees will:

1. Increase SNAP participation among older adults through application assistance, application submission support, 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. Use grant funds to assist older adults with completing and submitting SNAP applications.
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 monthly 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. Submit data by the reporting deadlines on all clients assisted and monthly programmatic reports through the Cumulus platform. Access to Cumulus is a key value-add of this grant opportunity, providing selected organizations with a collaboration hub that supports more efficient, coordinated, and data-informed service delivery. The platform is designed to streamline communication, strengthen client assessments, automate referrals within the BEC (Benefit Enrollment Center) Network, and track outcomes while integrating with your existing IT systems. By using Cumulus, your organization will be able to centralize client intakes and grant-related reporting, reduce administrative burden, and better demonstrate the impact of your SNAP enrollment work throughout the grant period.
  - Organizations will be provided with Cumulus licenses. If an organization already uses a different client management system, they will need to commit to using an API integration system to upload information into Cumulus by the reporting deadline each month.
  - Organizations not currently using Cumulus are still encouraged to apply.

- Organizations should only report completed applications using grant funds and cannot duplicate applications reported to the Administration for Community Living through the STARS system.
- 9. All participants must include the cost for two staff members to attend NCOA's 2027 Age + Action Conference held in Arlington VA in the proposed budget. The dates are June 15-18, 2027.
- 10. Submit quarterly narrative reports and client stories that describe successes, challenges, partnership updates, outreach activities, and progress toward enrollment and follow-up goals.
- 11. Conduct at least one outreach event per quarter and report event information through Cumulus.
- 12. Submit interim and final financial reports through NCOA's online portal, WizeHive. Grantees must collect and submit required data elements by the deadlines specified in the grant agreement.
- 13. If requested, host/accept NCOA in-person site visits and/or virtual monitoring.
- 14. Support NCOA's follow-up efforts by providing required applicant information, helping facilitate outreach as needed, and supporting completion of the self-assessed health and well-being survey three months after SNAP application submission.
- 15. Recognize Walmart Foundation as a key supporter when developing publicity for this project.

## Application Requirements and Submission Instructions

Applications must be submitted using the online application form listed below. 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. Applicants must submit a proposed budget, audited financial statement, and Form 990 with their application. If an audited financial statement or Form 990 is not available, applicants may submit an internal budget in its place.

**Proposals are due by 5 p.m. EST on Wednesday, October 14, 2026, using the online application form: <https://webportalapp.com/sp/closed/26-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](mailto:Center4EWB@ncoa.org)

## Eligibility Criteria and Application Questions

Applicants must meet the following eligibility criteria:

- Be a nonprofit 501(c)(3), community-based, faith-based, Tribal, governmental, or other public-serving organization eligible to receive grant funds.
- Serve older adults age 60+ in Ohio, West Virginia, and/or Virginia.
- Have experience or demonstrated readiness to provide SNAP outreach, screening, application assistance, submission support, recertification assistance, and/or follow-up.
- Have the staffing and operational capacity to implement the project during the full grant period.
- Be able and willing to use Cumulus, or an approved integration that submits data into Cumulus, to collect and submit required client, demographic, outreach, application, follow-up, and programmatic data.
- Participate in NCOA technical assistance, peer learning, reporting, and evaluation activities.
- Submit required financial documentation, including a proposed budget, Form 990, audited financial statement, or internal budget if those documents are not available.

**Please provide the following information on the electronic application:**

| Applicant information                                        | Response |
|--------------------------------------------------------------|----------|
| 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                              |          |

|                                                                                           |  |
|-------------------------------------------------------------------------------------------|--|
| <b>Organization Website</b>                                                               |  |
| <b>Organizational social media (Facebook, Twitter, and/or LinkedIn)</b>                   |  |
| <b>Organization Overall Budget</b>                                                        |  |
| <b>Organization Type (government, non-profit, faith-based, Tribal organization, etc.)</b> |  |

**Please respond to each of the following questions:**

1. Describe your organization's experience providing SNAP outreach, screening, application assistance, submission support, recertification assistance, and/or follow-up. Include your annual SNAP application volume, if applicable, and any experience working with the state or local agency that administers SNAP in your target area. (max 250 words)
2. Describe your organization's staffing structure, workflows, and operational capacity to implement this project during the full 18-month grant period. Include the staff roles that will support outreach, application assistance, follow-up, data entry, reporting, and participation in NCOA technical assistance and peer learning activities. (max 250 words)
3. Why is a SNAP enrollment initiative needed in your proposed target area? In your response, describe the older adults you intend to reach, the communities or counties you will serve, any underserved populations you will prioritize, and the current SNAP outreach and enrollment landscape in that area. (max 250 words)
4. NCOA expects each funded organization to assist approximately 1,670 older adults with SNAP application assistance during the grant period. Is your organization able to meet this goal? Please select Yes or No and explain your response, including any factors that may affect your ability to meet the goal. (max 200 words)
5. How will this funding allow your organization to expand, strengthen, or sustain SNAP enrollment work for older adults? Describe what will be different or enhanced because of this grant. (max 300 words)
6. Use of Cumulus is required for grant reporting; organizations may enter data directly into Cumulus or use an approved integration to submit data into Cumulus. Describe your organization's plan for collecting and submitting required client, demographic, outreach, application, follow-up, and programmatic data. Include whether your organization currently uses Cumulus or another client management system, whether integration may be needed, and what onboarding or training support may be required. (max 250 words)
7. Using the contact data collected via Cumulus, NCOA will conduct the three-month follow-up and administer the client self-assessment survey. Describe how your organization will support NCOA's follow-up efforts, including collecting accurate contact information,

informing clients about the follow-up survey, responding to NCOA requests for clarification, and helping facilitate outreach when needed. (max 200 words)

8. Complete the budget and narrative justification spreadsheet using the proposed budget table below. The budget should show how the \$50,000 award will support SNAP enrollment activities, required NCOA Age + Action Conference travel, and other allowable project costs.

| Review Criteria                                    | Criteria                                                                                                                                                                                                                                                                                                                                                    | Scoring |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>Enrollment Goal and Implementation Approach</b> | Demonstrates a realistic and actionable plan to assist older adults age 60+ with completing and submitting SNAP applications, including proposed enrollment volume, outreach and enrollment strategies, and ability to meet or contribute meaningfully to the grant's expected enrollment goal.                                                             | 35 pts  |
| <b>Organizational Experience and Readiness</b>     | Describes the organization's SNAP outreach, screening, enrollment, recertification, and follow-up experience; experience working with the administering SNAP agency; staffing structure; operational capacity; and readiness to participate in TA, peer learning, reporting, and implementation activities.                                                 | 25 pts  |
| <b>Need, Reach, and Community Alignment</b>        | Explains why a SNAP enrollment initiative is needed in the proposed target area and demonstrates strong reach into underserved communities in Ohio, West Virginia, and/or Virginia, including understanding of the local SNAP outreach and enrollment system.                                                                                               | 15 pts  |
| <b>Data Collection and Follow-up</b>               | Describes the organization's ability and plan to collect and submit required client, demographic, outreach, application, follow-up, and programmatic data through Cumulus or an approved integration that submits data into Cumulus, and explains how the organization will support NCOA's three-month follow-up and client self-assessment survey efforts. | 15 pts  |
| <b>Budget and Narrative Justification</b>          | Provides a clear budget and narrative justification showing how the \$50,000 award will support SNAP enrollment activities, required 2027 NCOA Age + Action Conference travel costs, and other allowable project costs.                                                                                                                                     | 10 pts  |

Total Points Available: 100

## Budget Instructions and Template

Successful applicants must submit a budget and narrative justification showing how the \$50,000 award will be used to support SNAP enrollment activities, required travel to the 2027 NCOA Age + Action Conference in Arlington, VA, and other allowable project costs. All funds provided under this grant program are from the Walmart Foundation. The contents of grantee materials are those of the author(s) and do not necessarily represent the official views of the Walmart Foundation.

### Funding Amount: \$50,000

| Categories                        | Budget | Narrative Justification |
|-----------------------------------|--------|-------------------------|
| <b>PERSONNEL</b>                  |        |                         |
| Direct Labor                      |        |                         |
| Stipends                          |        |                         |
| Fringe Benefits                   |        |                         |
| <b>OTHER COSTS</b>                |        |                         |
| Travel                            |        |                         |
| Printing/Duplication              |        |                         |
| Supplies                          |        |                         |
| Telephone                         |        |                         |
| Postage                           |        |                         |
| Advertising                       |        |                         |
| Equipment                         |        |                         |
| Other                             |        |                         |
| <b>OTHER DIRECT TOTAL</b>         |        |                         |
| <b>INDIRECT COSTS (10% Limit)</b> |        |                         |
| <b>GRAND TOTAL</b>                |        |                         |

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



## About Philanthropy at Walmart

Walmart.org represents the philanthropic efforts of Walmart and the Walmart Foundation. By focusing where the business has unique strengths, Walmart.org works to tackle key social and environmental issues and collaborate with others to spark long-lasting systemic change.

## 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. Learn more about NCOA's mission, impact, and vision for the future—and how we're working to create 100 million happier, healthier birthdays through lasting, system-wide change at [www.ncoa.org](http://www.ncoa.org).