



Date: April 10, 2024  
 To: Massachusetts Councils on Aging Members  
 From: Elizabeth Connell, Executive Director  
 Re: FY25 Direct Grant Opportunities for Field Demonstration Projects

MCOA is pleased to announce grant opportunities for Field Demonstration Projects (FDP) for the FY25 Council on Aging direct grants cycle. MCOA intends to award state Service Incentive Grant (SIG) funds, **contingent upon final approval by the Governor of the state budget**. These funds will be used to provide direct grants to COAs under the following three categories and twelve project areas that have been approved by EOEA.

FDP PROJECT AREAS	PROJECT SUBMISSION REQUIREMENTS
<b>Capacity Building</b>	
<b>Age &amp; Dementia Friendly Capacity Building (up to \$20,000)</b>	Support the efforts of COAs to advance age and dementia friendly initiatives within their communities through capacity building, including conducting community needs assessments, convening stakeholder engagement sessions, development of an age and dementia friendly action plan, public messaging to promote awareness of age and dementia friendly efforts.
<b>Memory Café Capacity Building or Startups (up to \$7,500)</b>	Expand the capacity of existing Memory Cafés and support the creation of new programs, for example to increase language or cultural capacities, as well as hybrid and/or virtual Memory Cafés, to provide a safe, supportive, and caring space for older adults with dementia and memory loss and their care partners.
<b>Development and Implementation of Outreach Programs (up to \$10,000)</b>	Development and implementation of outreach programs to expand the capacity of COAs to strengthen the safety net and provide enhanced social services support for older adults, including LGBTQIA+ older adults and members of underserved and vulnerable populations. Outreach plans and strategies should focus on expanding relationships and increasing the number of older adults reached in your community, incorporating a variety of methods. Efforts to increase and improve outcomes for older adults should also focus on collaborations with other departments within your organization or outside partners. Proposals should also outline how the COA plans to address the diverse needs of their specific community. Successful applicants will create goals and objectives that increase the contact and relationship with older adults in their community.
<b>Innovations</b>	
<b>Nutrition Innovations and/or Expansion (up to \$20,000)</b>	Enable COAs to create or strengthen nutrition programs to support the food security of older adults and deepen engagement in their community. With one in three older adults experiencing food insecurity, COAs can play a critical role in providing nutrient-rich foods that promote healthy aging and disease prevention. Examples include establishing innovative meal programs that also promote social connection, culturally competent meals, refrigerated equipment for perishable food distribution, materials needed to create a dedicated on-site food pantry, garden, etc. Raw materials and labor can be covered to create shelves in an unused storage or kitchen area for pantry goods or to construct garden beds/irrigation systems.
<b>Provision of Transportation Services (up to \$25,000)</b>	Transportation options should address the needs of older adults to connect them within and outside their communities and to support them in maintaining their independence. Older adult transportation services should consider all aspects of independent living. Service delivery may include but is not limited to: volunteer

	drivers, ride share options, public transportation training, connections to bus/train stations, taxi vouchers, COA vans, transportation scheduling software, partnerships with RTAs, and contracts with bus/ambulance/school transportation service.
<b>Digital Equity (up to \$15,000)</b>	Enable COAs to create or strengthen efforts to provide digital literacy training/support to older adults or deliver high-quality hybrid programming.
<b>Other Innovative Programming (up to \$10,000)</b>	Examples may include but are not limited to: Conducting end of life programs; developing social prescribing programs; implementing emerging intergenerational programming; hearing loss: survey on impacts and development of solutions to address those impacts; and pop-up programming.
<b>Improving Access and Inclusion</b>	
<b>Senior Center Modernization (up to \$25,000)</b>	Support the modernization of senior centers across Massachusetts to encourage broader participation by older adults and connect them to vital programs and services. Funds may be used to help update/renovate a senior center facility to make it a more welcoming and inclusive environment for multiple generations of older adults, including people with dementia, and/or enhance safety and accessibility such as a loop system, hardware/software to allow for more accurate and efficient data tracking, integrate technology to enhance virtual and/or hybrid connections for homebound older adults, expand programming to attract younger older adults, and help build operational capacity. Please read NCOA's report on <a href="#"><i>The State of Today's Senior Center: Successes, Challenges and Opportunities</i></a> and <a href="#"><i>Age and Dementia Friendly Design Considerations for Physical Infrastructure</i></a> as suggested guides.
<b>Public Health Connections (up to \$7,500)</b>	Building upon the successful partnerships and synergies that were formed during the COVID-19 pandemic, continue to strengthen or expand a COA's relationship with the local Board of Health/Public Health Department on public health issues that impact older adults. Proposals may focus on initiatives such as homelessness and housing stability, substance use disorder, hoarding, mental health and wellness, chronic disease management and prevention, public health nurses hosting clinics or wellness fairs at senior centers.
<b>Enhanced Public Awareness of your COA (up to \$7,500)</b>	Applicants can choose from one or both of the following categories for enhanced public awareness and community outreach of your COA to older adults and caregivers: <ul style="list-style-type: none"> <li>a. Becoming the "Talk of the Town"; getting your community to know about your COA; promotion of the COA as the 'Front Door'; educating your community on what a COA is and the programs and services that your COA provides.</li> <li>b. Educating and connecting family caregivers: developing community specific caregiver resource materials, exploring ways to identify and connect caregivers who may not know or consider themselves as caregivers, educate how caregivers can benefit from learning about caregiver resources available in your community.</li> </ul>
<b>Creating a Welcoming Space for People with Sensory Disabilities (related to hearing, vision, or both) (up to \$10,000)</b>	Applicants can choose one or both of the following categories: <ul style="list-style-type: none"> <li>a. Increasing accessibility of COA programming and physical space through renovations or assistive technology.</li> <li>b. Convening regional meetings and activities for people with sensory disabilities including social gatherings, support groups and integration of abutting programming that is accessible to people with hearing or vision loss.</li> </ul>

<p><b>Caregiver Respite Services or Financial Assistance (up to \$10,000)</b></p>	<p>Applicants can choose from one or all of the following categories for caregiver respite services or financial assistance:</p> <ol style="list-style-type: none"> <li>a. Providing reduced-hour supportive day program to offer affordable options of respite care for older adults and their care partners.</li> <li>b. Providing onsite individual respite for older adults and their caregivers.</li> <li>c. Providing caregiver respite financial assistance for person-centered respite provided by a friend, relative, neighbor, etc. or to local respite services providers/organizations for older adults and their caregivers.</li> </ol> <p>For the purposes of this grant opportunity, caregivers are defined as family members, friends, or loved ones, not professional caregivers. Caregiver respite financial assistance indicates stipends provided to the caregiver for the purpose of purchasing either self-directed respite services procured and overseen by the caregiver or care recipient, which may be provided by a friend, family member, neighbor, etc., or formal respite services procured through the regional Aging Service Access Point (ASAP) or another health and human service agency.</p>
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To be considered for funding, all bidders must complete a responsive proposal and submit it by the due date to MCOA, in accordance with the instructions provided below. **Bidders may apply for up to three (3) project areas, up to the maximum amount allowed under each project area but are required to submit a separate application for each project area. Grants will be made, contingent upon final approval by the Governor of the state budget and available Service Incentive Grant funding from EOE, for these one-time projects or programs. FDP funds are not intended to cover ongoing operational or programmatic costs.** MCOA will award grants through an open competitive application process. This RFP is being released today, **April 10, 2024**, for the July 1, 2024 – June 30, 2025, fiscal year project period. **Responses are due to MCOA no later than 4:00 PM on May 23, 2024.**

Grant opportunities are available to all eligible COAs/consortia of COAs. Eligibility includes being a member of MCOA and being up to date on MCOA dues through the current fiscal year. **Award announcements will be made no later than June 21, 2024, and projects will begin no sooner than July 1, 2024.** Contracts will be executed expeditiously once awards have been made.

**I. RFP Schedule and Instructions:**

1. RFP released on **April 10, 2024**. A bidders conference call will be held via zoom on **April 24, 2024, at 10:00 a.m.** To register, go to MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/).
2. Questions submitted in writing and those posed during the bidders conference, along with the answers, will be posted on MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/) by **April 26, 2024**. Written questions must be submitted by email, **with the subject line FY25 FDP**, to Madeline Noonan at [madeline@mcoonline.org](mailto:madeline@mcoonline.org) by 4:00 PM on **April 24, 2024**.
3. **All interested bidders must complete the non-binding Intent to Bid form by May 8, 2024, at 4:00 pm.** The form is located on MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/). The **Intent to Bid** form asks for COA/consortia name, address, and the name and contact information of the primary contact person (typically the director), and the project area(s) that proposals will be submitted for.
4. **Completed applications must be submitted to MCOA no later than 4:00 PM on May 23, 2024.** **Applications for which no Intent to Bid form was submitted will not be considered.** **If you are applying for more than one grant in this Field Demonstration Project RFP, you must submit a separate application for each project area.** For FY25, applications must be submitted using the FDP grant application form that can

be downloaded from MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/).

5. The Field Demonstration Project RFP Selection Committee will review all applications submitted by the deadline. During MCOA’s application review period, please reply promptly should we contact you (the primary contact) with any questions via email or telephone.
6. Award notification to successful bidders shall occur by **June 21, 2024**. MCOA will notify the primary contact of the outcome via email.
7. A formal contract will be emailed to the primary contact identified in the application of the successful bidders. Contracts should be signed and returned to MCOA by **June 28, 2024**. The contract must be signed and returned promptly to MCOA, prior to incurring any program costs.
8. The initial project period will begin on or about **July 1, 2024**, and shall continue through **June 30, 2025**.

**II. Project Narrative and Budget Requirements:**

Proposals must be submitted by completing the FY25 FDP application form, available on MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/). **Bidders may apply for up to a maximum of three (3) project areas, up to the maximum award limit for each project area.** If applying for more than one FDP grant, bidders must submit a separate application for each project area. Proposals submitted by consortia must specify in the application the towns that will be served by the consortia. Please note that the application is a fillable form; font type/size cannot be changed, and text may only be entered in the required fields. **All questions must be answered fully and completed proposals must not exceed four pages (including project/program narrative and budget).** ***Please be sure to fully read the RFP instructions and review your proposal before submitting, as no changes will be accepted once the proposal has been submitted.***

Using the budget template on the application form, you must include a brief description and relevant calculations for each line item. Budgets must also show in-kind support and other funding sources, if any. Allowable costs include salary, fringe benefits (capped at 30% of salary), mileage reimbursement, and rent/utilities/phone (capped at 2% of contract value). All contracts are “cost reimbursement” contracts, i.e., COAs must incur costs and submit invoices with back up for reimbursement to MCOA during the project period.

**Your completed application must be saved and submitted as a word document, using the following format:**

FY25 FDP - NAME OF TOWN OR CONSORTIA - PROJECT AREA SHORT CODE (see table below for short code).

Examples: FY25 FDP - ANYTOWN - SCM or FY25 FDP - ABC CONSORTIA - MC

Applications must be uploaded on MCOA’s website [mcoonline.org/fy25-fdp-grants/](https://mcoonline.org/fy25-fdp-grants/) by 4:00pm on May 23, 2024.

**Proposals submitted after the deadline will not be considered.**

<b>Project Area</b>	<b>Short Code</b>
Age and Dementia Friendly Capacity Building	AFDF
Memory Café Capacity Building or Startups	MC
Development and Implementation of Outreach Programs	O
Nutrition Innovations and/or Expansion	N
Provision of Transportation Services	T
Digital Equity	DE
Other Innovative Programming	IP
Senior Center Modernization	SCM
Public Health Connections	PH
Enhanced Public Awareness of your COA	PA
Creating a Welcoming Space for People with Sensory Disabilities	SD
Caregiver Respite Services or Financial Assistance	CR

**III. Accountability Requirements:**

Grantees must agree to comply with the following:

1. To incur all project costs before **June 30, 2025**. All contracts are “cost reimbursement” contracts, i.e., COAs must incur costs and submit invoices with back up for reimbursement to MCOA during the project period.
2. To provide a final report by **July 31, 2025**, containing supporting documentation of work activities conducted through the grant, including number of events/activities/services conducted, number of individuals served, what your organization learned, as well as how you plan to utilize that knowledge to advance your organization’s field demonstration project efforts. This report shall also contain the best practices identified through this project, as well as the grantee’s evaluation of the project’s impacts and outcomes. Grantees may be asked to participate in a webinar learning collaborative post-grant, with MCOA and the Executive Office of Elder Affairs.
3. To include the following statement in all funded program/project descriptions, products, and related publicity: ***“These field demonstration project grants are funded with a grant from the Massachusetts Association of Council on Aging and Senior Center Directors, Inc., and the Executive Office of Elder Affairs.”***

**IV. RFP Timetable**

RFP Release Date:	Wednesday, April 10, 2024
Bidders Conference Call:	Wednesday, April 24, 2024, 10:00 AM
Written Inquiries Due by email:	Wednesday, April 24, 2024, 4:00 PM
Responses Posted on MCOA Website:	Friday, April 26, 2024
Intent to Bid Due Date:	Wednesday, May 8, 2024, 4:00 PM
Proposals Due:	Thursday, May 23, 2024, 4:00 PM
Award Announcements:	Friday, June 21, 2024
Signed Contracts Returned to MCOA:	Friday, June 28, 2024
Grant Start Date:	Monday, July 1, 2024*
Projects Must Be Completed:	Monday, June 30, 2025
Reports Due:	Thursday, July 31, 2025

***\*contingent upon final approval by the Governor of the state budget***

**V. Questions**

If you have questions on the application requirements or permissible uses of funding, we encourage you to attend the Bidders Conference on April 24, 2024 or contact Madeline Noonan at [madeline@mcoaonline.org](mailto:madeline@mcoaonline.org) or 413-326-6479, **with the subject line FY25 FDP.**