



**Jewish
Federations**
of North America

**Center on Aging, Trauma,
and Holocaust Survivor Care**

Request for Proposals Informational Session

Innovations Program, Heather Cohort

March 30, 2026



Speakers



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Application Materials:

[Request for Proposals \(RFP\) and Program Guidelines](#)

[Budget Application Workbook Template](#)

[Work Plan Template](#)

Additional Resources:

[Cooperative Agreement](#)

[Intent to Apply \(LOI\) Sample](#)

[SurveyMonkey Apply \(SMA\) Instructions for Applicants](#)

[Sample Work Plan](#)

[How to Define a Project - Document](#)

[How to Define a Project - Video \(11 min.\)](#)



Agenda

- Background on Jewish Federations of North America's Center on Aging, Trauma, and Holocaust Survivor Care
- Overview of the RFP and Program Guidelines
- Demonstration of SurveyMonkey Apply
- Questions and Answers



1. Grant Overview



Thank you, ACL!



Administration on Aging



Administration for Community Living

ACL's mission is described here: <https://acl.gov/about-acl>



The Center

RFP 1.0 Grant Overview

Mission

Expand the nation's capacity to provide Person-Centered, Trauma-Informed (PCTI) services and supports for Holocaust survivors, older adults with a history of trauma, and family caregivers.

Goal 1

Develop Innovations

Fund and support subgrants to develop PCTI programs for Holocaust survivors, older adults with a history of trauma, and their family caregivers.

Goal 2

Build Capacity

Increase the knowledge and skills of aging service providers to implement PCTI care for Holocaust survivors, older adults with a history of trauma, and their family caregivers.



Our Work

RFP 1.0 Grant Overview



Grant Making



Training



Coaching



Evaluation



Research



The PCTI Approach

RFP 1.0 Grant Overview

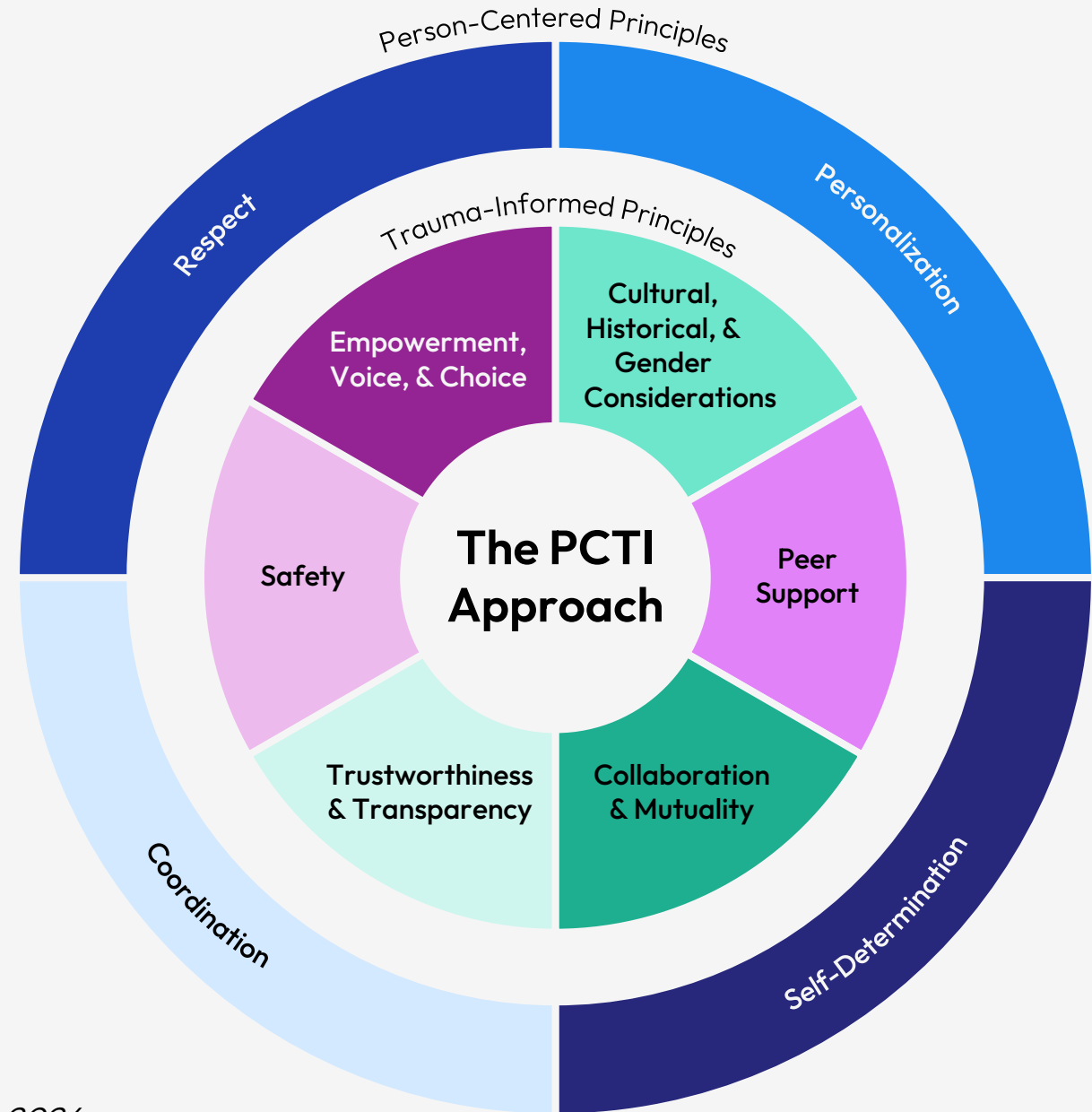
The person-centered, trauma-informed (PCTI) approach is a holistic model of care that promotes the health and well-being of individuals by accounting for the role of trauma across the life course and by resisting retraumatization, while also focusing on the strength, agency, and dignity of the person receiving care.



PCTI Principles

RFP: 1.0 Grant Overview

The PCTI approach implements SAMHSA's principles of trauma-informed care through the lens of the person-centered principles.





Innovations Program

RFP: 1.0 Grant Overview

The Innovations Program grants are awarded to organizations to develop, implement, and evaluate innovations in PCTI care for Holocaust survivors, older adults with a history of trauma, and their family caregivers. Programs include physical health and wellness, mental health, cognitive support, socialization, family caregiver support, and case management.





Innovation Definition

RFP: 1.2.1 Innovation Requirement

- Defined as the introduction of a new and/or expanded idea, method, product, or service to meet unmet community needs. Proposals can be innovative for the field, organization, or program.
- What is innovative for one organization might not be innovative for another. Below is a list of examples that could make a proposal innovative
 - Serves a community need or problem in a new, expanded, and/or different way
 - Implements a new and/or expanded service delivery method
 - Utilizes volunteers in a new, expanded, and/or different way



Intervention Definition

RFP: 1.4 Project Requirements, and the How to Define a Project document/video

- An intervention is a method or process to prevent harm or improve functioning
- There can be only one intervention per project (e.g., socialization events, chair yoga, individual therapy, pastoral counseling, case management)
- Every intervention in the Innovations Program must be PCTI



Activity Definition

RFP: 1.4 Project Requirements, and the How to Define a Project document/video

- An activity is a task implemented to support the effectiveness of the intervention
- There should be multiple activities within one project
- All activities listed for a project should support the project's intervention
- For example, a chair yoga project could entail the following activities: conducting outreach to participants, training staff in PCTI care, providing chair yoga sessions, conducting an evaluation of project outcomes, and grant administration tasks
- A project should not include activities that do not relate directly to the intervention



Outcome Definition

RFP: 1.4 Project Requirements, and the How to Define a Project document/video

- An outcome is a result of a project on participants (e.g., improved mental health among family caregivers, or reduced social isolation among Holocaust survivors)
- We evaluate every project in the Innovations Program to determine how the proposed intervention achieves the suggested outcome
- While projects may achieve many outcomes, for the purpose of the Center's evaluation, each project should have only one primary outcome



Outcome Options

RFP: 1.4 Project Requirements, and the How to Define a Project document/video

Applicants must select **one** primary outcome for each proposed project from the following

- Improved physical health
- Improved mental health
- Improved social health
- Improved spiritual health
- Improved access to home and community-based resources
- Improved financial health
- Improved family caregiving experience
- Improved understanding of the PCTI approach



Service Populations

RFP: 1.6 Eligible Service Populations, and the How to Define a Project document/video

- The intended project participants
- At least one service population must be served per project, but projects can serve multiple service populations
 - Holocaust survivors
 - Older adults with a history of trauma, age 60 or older
 - Family caregivers



Supporters of Service Populations

RFP: 1.6 Eligible Service Populations, and the How to Define a Project document/video

Projects may also engage with – but not provide direct services to – supporters of the Service Populations, defined as

- Professional Service Provider: An individual who is employed or contracted to provide professional services to a Holocaust survivor, older adult with a history or trauma, and/or family caregiver
- Volunteer: An individual working in an unpaid position to provide services to a Holocaust survivor, older adult with a history or trauma, and/or family caregiver



2. Grant Awards



Eligibility

RFP: 2.1 Grant Eligibility

- Based in the United States
- Fall into one of the following organization types
 - Domestic public or private non-profit entities
 - State and local governments
 - Indian tribal governments and organizations:
(American Indian/Alaskan Native/Hawaiian Native/Native American)
 - Faith-based organizations
 - Community-based organizations
 - Hospitals
 - Institutions of higher education



Eligibility

RFP: 2.1 Grant Eligibility, and the Cooperative Agreement

- Be a direct service provider to Holocaust survivors, older adults with a history of trauma, and/or family caregivers
- Have at least one audit report that includes a management letter, consolidated statements of activities, functional expenses, and cash flow
- Begin the process to obtain a Unique Entity ID (UEI) number by the time this application is submitted, and the organization must obtain the UEI number by the time funding is disbursed
- Accept the terms and conditions of Jewish Federations' Cooperative Agreement



Grant Timeline

RFP: 2.2 Grant Timeline

- An 18-month grant, **beginning on January 1, 2027 and ending on June 30, 2028**
 - Divided into two nine-month Program Period; we can only commit to fund subgrantees in Program Period 1
 - Consider this an 18-month program and propose an 18-month budget

Period 1	Period 2	Total Grant Period
January 1, 2027 – September 30, 2027	October 1, 2027 – June 30, 2028	January 1, 2027 – June 30, 2028

- Pending Congressional appropriations, compliance with all program requirements, and the success of the subgrantee's projects, we intend to award the same funding amount in Program Period 2 as awarded in Program Period 1



Award Amounts

RFP: 2.3 Award Amount

Applicants must propose one of the following funding levels:

- **Option A:** \$60,000 each Program Period for one or two projects, resulting in an 18-month total award of \$120,000
- **Option B:** \$105,000 each Program Period for one or two projects, resulting in an 18-month total award of \$210,000

Funding levels requested must be the same for both Program Periods. For example, an applicant may not request \$60,000 in Program Period 1 and \$105,000 in Program Period 2.

Applicants may not unevenly distribute funding over the 18-months.



Match Requirement: Option A

RFP: 2.3 Award Amount

Option A: Funding Request of \$60,000 Per Program Period			
	Program Period 1: Jan 1, 2027 – Sep 30, 2027	Program Period 2: Oct 1, 2027 – Jun 30, 2028	18-Month Total: Jan 1, 2027 – Jun 30, 2028
Jewish Federations Grant Funding	\$60,000	\$60,000	\$120,000
Match Requirement	\$20,000	\$20,000	\$40,000
Total Program Budget	\$80,000	\$80,000	\$160,000



Match Requirement: Option B

RFP: 2.3 Award Amount

Option B: Funding Request of \$105,000 Per Program Period			
	Program Period 1: Jan 1, 2027 – Sep 30, 2027	Program Period 2: Oct 1, 2027 – Jun 30, 2028	18-Month Total: Jan 1, 2027 – Jun 30, 2028
Jewish Federations Grant Funding	\$105,000	\$105,000	\$210,000
Match Requirement	\$35,000	\$35,000	\$70,000
Total Program Budget	\$140,000	\$140,000	\$280,000



Funding Limitations

RFP: 2.6 Funding Limitations

- Fundraising
- Lobbying Activities
- Construction
- Equipment Purchases
- Insurance
- Auto Repairs
- Basic Research
- Income Maintenance
- Grants, Scholarships, and Honorariums
- Medical Expenses
- Institutional Care
- Financial Assistance
- Professional Development
- Publication Fees
- Human Resources
- Audit Expenses
- Legal Expenses
- IT, Technology, and Software
- Religious Instruction
- Developing Introductory PCTI Trainings



3. Requirements and Compliance



Compliance

RFP: 3.3 Subgrantee Requirements and Compliance

- Complete the Center's new 1-hour online course about the PCTI approach
- Participate in quarterly check-in meetings
- Attend mandatory webinars and the annual in-person training event
- Complete required reports on time
- Plan site visit, if requested



Evaluation Requirements

RFP: 3.4 Evaluation Requirements

- Data Collection Requirements
- Subgrantee Evaluation Responsibilities
 - Complete evaluation reports
 - Administer the Common Evaluation Strategy and submit data to Jewish Federations
 - Participate in mandatory evaluation trainings and consultations



Reporting Requirements

RFP: 3.5 Reporting Requirements

1. Quarterly Financial Workbook, which includes the Financial Reporting Form and Evidence of Match Form
2. Quarterly Project Participant Report
3. Programmatic Report
4. Work Plan
5. Evaluation Update Report
6. Subgrantee Technical Support Survey (subgrantees evaluate the Center's support)
7. Final Report
8. Other forms created or modified during the grant period



4. Application and Review Process



Application Timeline

RFP: 4.1 Application Timeline

Monday, March 30, 2026	Informational Session
Wednesday, April 15, 2026	Intent to Apply Due
Friday, April 24, 2026	Deadline for Clarifying Questions About the RFP
Friday, May 15, 2026	Stage 1 Application Due
June - November 2026	Notification of Advancement to Stage 2 and Stage 2 Application Due
December 2026	Award Announcement
December 2026	Signed Cooperative Agreement Due
Monday, January 1, 2027	Program Implementation Begins



Intent to Apply (LOI)

RFP: 4.2.2 Intent to Apply

- Basic information
- Eligibility questions
- Must be completed in order to apply for funding
- Due 11:59pm ET on Wednesday, **April 15, 2026**



Stage 1 Application

RFP: 4.2.4 Stage 1 Application

Applicants must submit a completed application including

- Questionnaire
- Work Plan
- Budget Application Workbook
- Financial Documentation
- Due 11:59pm ET on Friday, **May 15, 2026**



Stage 2 Application

RFP: 4.2.5 Stage 2 Application

- We will notify applicants whether the application has advanced to Stage 2
- We will counsel applicants that have advanced to Stage 2 on how to modify their proposal to meet available funding, respond to the Review Committee's questions, and comply with guidelines
- During Stage 2, applicants will submit
 - Stage 2 Application Questionnaire
 - Stage 2 Budget Workbook
 - Stage 2 Work Plan
 - Banking Information
- Reviewed by Jewish Federations staff according to rubric



Review Process for Stage 1 Applications

RFP: 4.3 Review Process

- Volunteer, external Review Committee will review and score applications
- Rated on a spectrum ranging from insufficient, to average, to excellent; the lowest number of points indicates an insufficient response, and the highest number of points indicates an excellent response



Stage 1 Application Questionnaire


RFP: 5.1.1. Application Components-5.3 Questionnaire

1. Basic Information
2. Project Questionnaire
3. Organization Capacity and Grant Sustainability
4. Work Plan
5. Budget Application Workbook
6. Additional Documents



Sample Work Plan

RFP: 5.4 Work Plan, and Sample, Template

 Center on Aging, Trauma, and Holocaust Survivor Care		Work Plan Template																		
Name of Project 1: Volunteer Intergenerational Art Projects for Holocaust Survivors																				
Outcome of Project 1: Improved Social Health																				
Intervention of Project 1: Intergenerational Art Groups																				
Major Objectives	Lead Person(s)	Time Frame: Periods, Quarters, and Months																		
		Period 1 (January 1, 2027 - September 30, 2027)									Period 2 (October 1, 2027 - June 30, 2028)									
Key Tasks		P1 Q1			P1 Q2			P1 Q3			P2 Q1			P2 Q2			P2 Q3			
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
		###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###
1) Key Task: Develop curriculum for intergenerational art programming																				
Comparative study on successful models of intergenerational art programming	RA	■	■																	
Compose curriculum and art projects based on favored practices from the comprehensive study	RA, PM			■	■															
Get feedback on curriculum from participants	PE				■	■				■								■		
2) Key Task: Select and host art projects for participants																				
Use best practices from studies to identify possible art projects	RA, PM			■	■	■														
Finalize art projects and group activities	PM			■	■	■														
Purchase supplies	PM																			
Host intergenerational art programming	PM					■	■	■	■	■							■	■	■	



5. Application Completion: How to Use SurveyMonkey Apply (SMA)



SurveyMonkey Apply

Account Creation

1. Create an account by going to:
<https://jewishfederationsna.smapply.us/acc/I/>
2. Click the “Register” link on the top
3. Fill in the information and click “Create Account”
4. Please check your email that you registered with;
the email subject line will be “Your Registration Request” and come from noreply@mail.sma.net
5. Click on the “Complete Registration” button
6. You will be directed to the website and log in page; log in to your account with your username and password and click “Log in”

The screenshot shows the 'Register for an applicant account' page. It includes a header with the SurveyMonkey Apply logo and a link to log in if the user already has an account. Below the header are two tabs: 'Register as an individual' (selected) and 'Register as an organization'. An 'Instructions' section explains the registration process. The form contains fields for 'First Name', 'Last Name', and 'Email'. A 'Create a password' field is also present. At the bottom, there is a CAPTCHA section with an 'I'm not a robot' checkbox and a CAPTCHA image. A red arrow points to the 'Create Account' button at the bottom of the form.

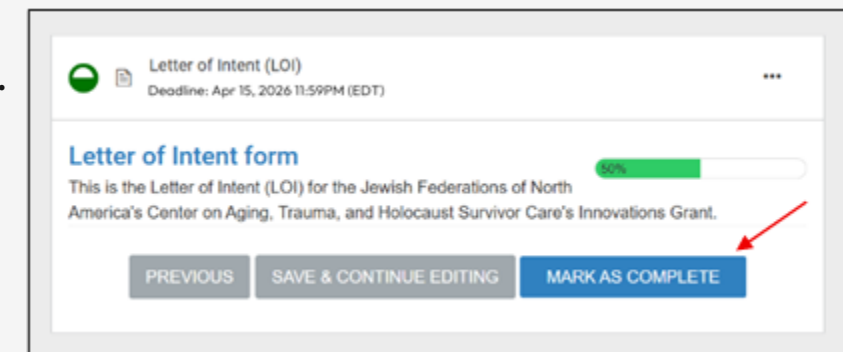
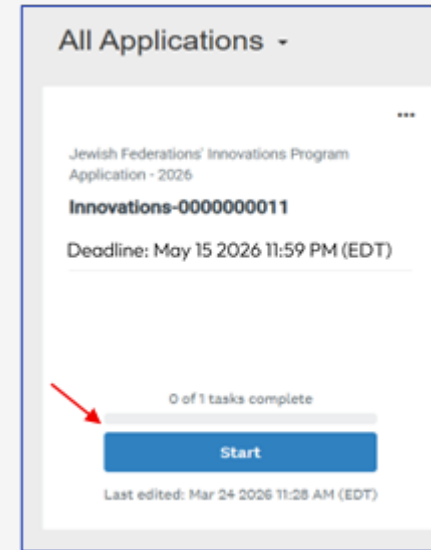
The screenshot shows the 'Log in' page. It features a 'Log in' heading and an 'Email address' input field. A red arrow points to the 'Register' link in the top right corner. Below the input field is a blue 'Next' button. At the bottom, there is a section for 'Or log in with' which includes a 'Login with Google' button.



SurveyMonkey Apply

Intent to Apply (LOI)

1. Log into your account:
<https://jewishfederationsna.smapply.us/acc/l/>
2. On the applications page for the “Jewish Federations’ Innovations Program Application - 2026”, click “Start.”
3. Next is “Your Tasks.” You will see “Letter of Intent (LOI).” Click anywhere on the box to get to the letter of intent form.
4. **SMA automatically saves any information you input; you can leave this page at any time when you return, your information will still be there.**
5. Click “Next,” to see the option to “Save & Continue Editing” or “Mark as Complete.”
6. When you have completed the LOI, click “Mark as Complete.”
7. Before you submit your Letter of Intent (LOI), you get one more chance to review it. When you are ready to submit, click “Submit.”





SurveyMonkey Apply

Stage 1 Application

1. Go to the login page: <https://jewishfederationsna.smapply.us/acc/> and log in to your account
2. Click “Start” under the “Jewish Federations’ Innovations Program Application – 2026”
3. Under “Your Tasks” you will see that the Innovations Stage 1 Application is available. Click anywhere on the “Innovations Stage 1 Application” to start your application.

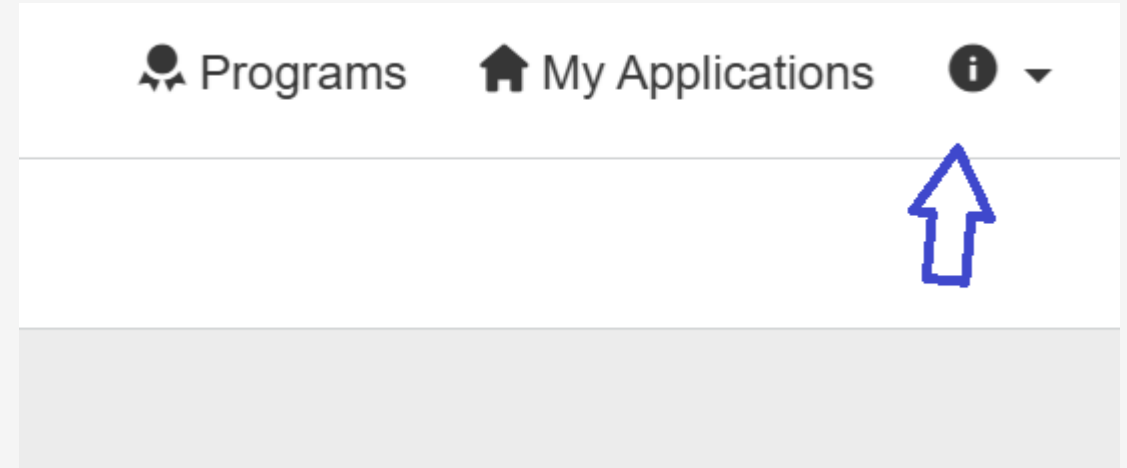




SurveyMonkey Apply

What if I need help?


- For content related questions, please email Aging@JewishFederations.org.
- For additional Technical Support/IT support, click on the “i” button in the top right corner to submit your request to SMA.



Apply Customer Support

Our speedy and knowledgeable SurveyMonkey Apply support team will help you find an answer. Our support hours are **Monday to Friday** from **8am - 8pm Eastern Time**, **Sundays** from **10am - 2pm Eastern Time**.

What can we help you with?

Choose... 



Next Steps



Next Steps

- Visit <https://holocaustsurvivorcare.jewishfederations.org/call-for-application> to find the RFP and all related documents and resources
- Create an account and log in to SurveyMonkey Apply to submit an Intent to Apply (LOI) by **April 15, 2026**
- Begin your application as soon as possible. Submit your application at least 3 days prior to the application deadline of **May 15, 2026** to allow time to address technical questions.
- If you have questions about the RFP and Program Guidelines, not individual proposal ideas, write Aging@JewishFederations.org by **April 24, 2026**. Answers to questions will be posted on our website.
- If you would like more information about trainings on aging and trauma, write to Aging@JewishFederations.org



Questions?



**Jewish
Federations**
of North America

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and Holocaust Survivor Care**

Thank You!