

September 21st

# **Request for Applications: Expanding Project Connect to Meet New Medicaid Requirements**

Pre Application Webinar



VIRGINIA  
HEALTH CARE  
FOUNDATION

**Funding for Project Connect, including this RFA, is made possible through the generous support of the Virginia General Assembly and the Virginia Department of Medical Assistance Services (DMAS)**





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# Virginia Health Care Foundation

- VHCF is a nonprofit public/private partnership created by the Virginia General Assembly and its Joint Commission on Health Care in 1992 to increase access to primary health care for uninsured and medically underserved Virginians.
- Key Areas of our work:
  - Health care workforce development
  - Expanding access to affordable prescriptions
  - Grantmaking to increase access to medical, dental, and behavioral health care and strengthen provider capacity
  - Major investments in rural health care technology infrastructure through Virginia's Rural Health Transformation program
  - Medicaid outreach and enrollment assistance
- **This grant opportunity is specifically focused on expanding VHCF's Medicaid outreach and enrollment program, *Project Connect*.**



# Agenda

01. Key Dates

02. Background

03. Grant Guidelines and Details

04. Application Process

05. Q & A



# Key Dates

- **RFA Released**  
September 3rd, 2026
- **Pre-Application Webinar**  
September 21st, 2026
- **Application Due!**  
October 15th, 2026
- **Notice of Grant Awards**  
December 18th, 2026
- **Grant Begins**  
January 1st, 2027



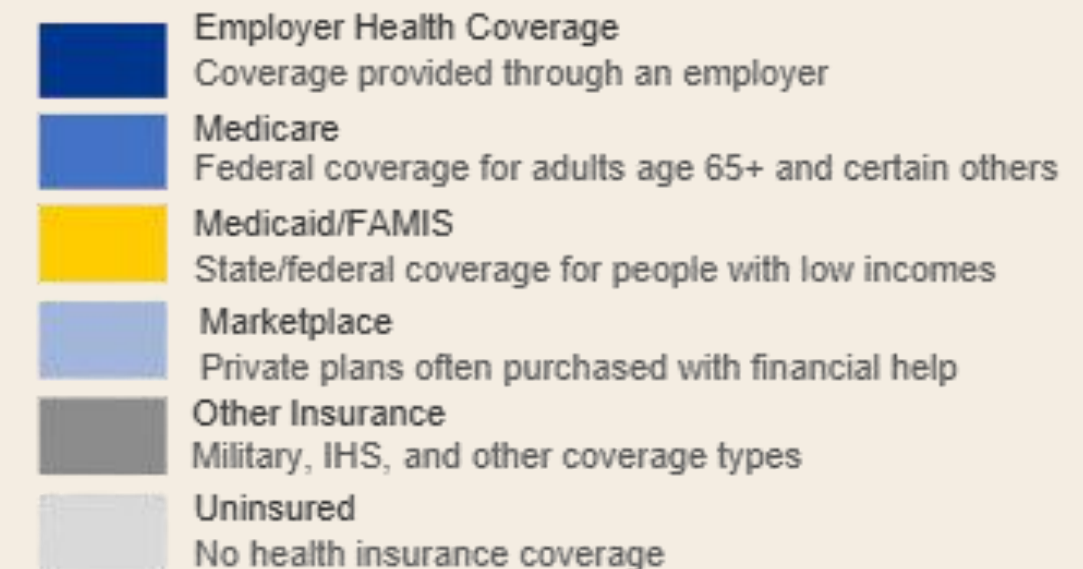
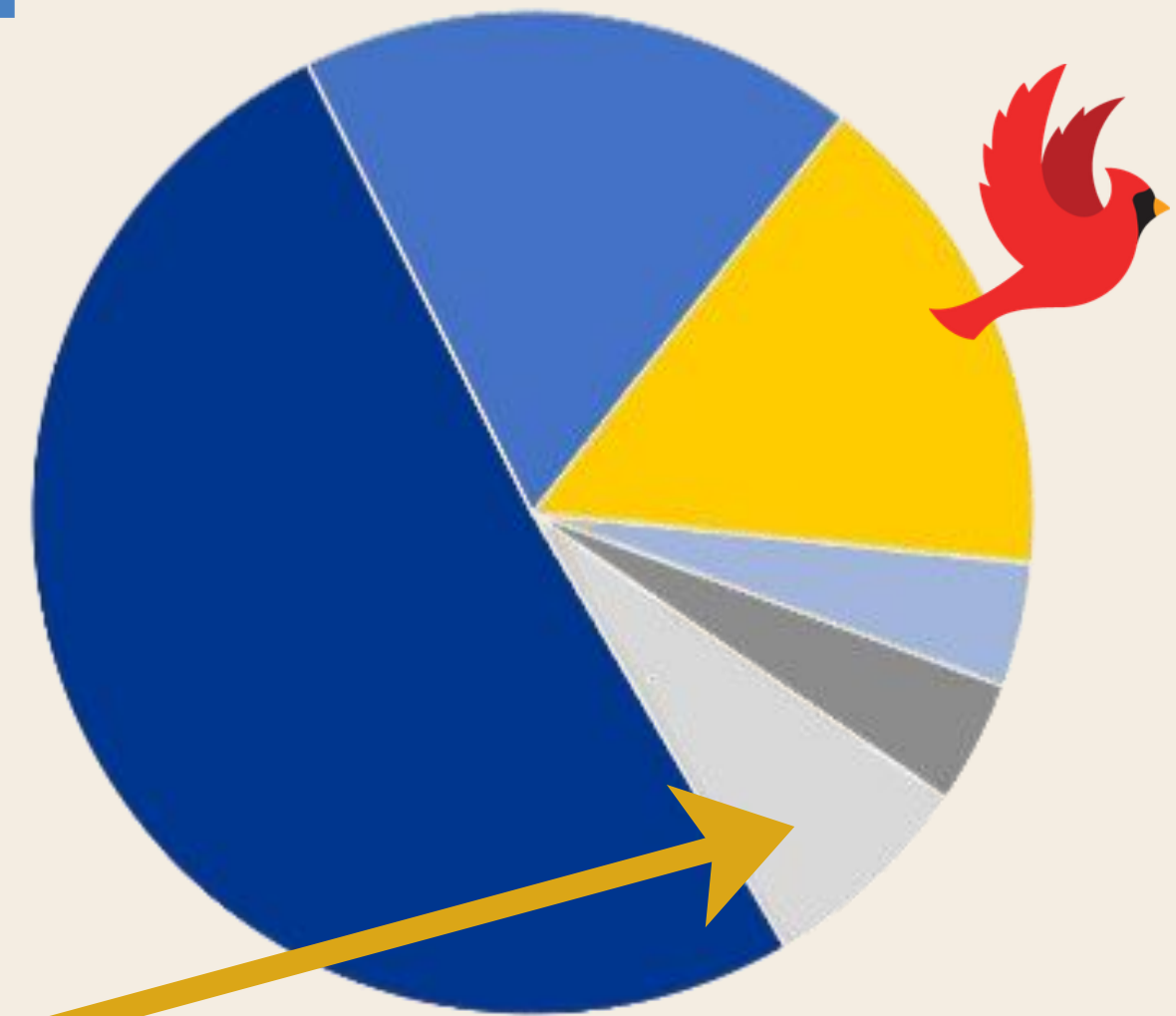
# BACKGROUND

# Health Coverage in Virginia

About one-third of Virginians have government-sponsored health coverage through:

- ➔ The **Medicare** program (typically people age 65+)
- ➔ **Medicaid and the Children's Health Insurance Program** (called "FAMIS" in Virginia)
- ➔ Financial help to purchase private health plans on Virginia's Insurance **Marketplace**

The latest comprehensive data from [the Virginia Health Care Foundation's Profile of the Uninsured](#) shows that **573,000 Virginians (about 8% of the population)** do not have health coverage.



# New Medicaid Requirements



A new federal law, often called “HR 1” or the “One Big Beautiful Bill Act,” which was signed into law by President Trump last summer, is requiring states to change Medicaid eligibility rules in 2026 and 2027. In Virginia, the **impact falls mainly on non-pregnant adults**.



The state is working closely with community partners to help Virginia families navigate these new changes and **stay covered and connected to care**.

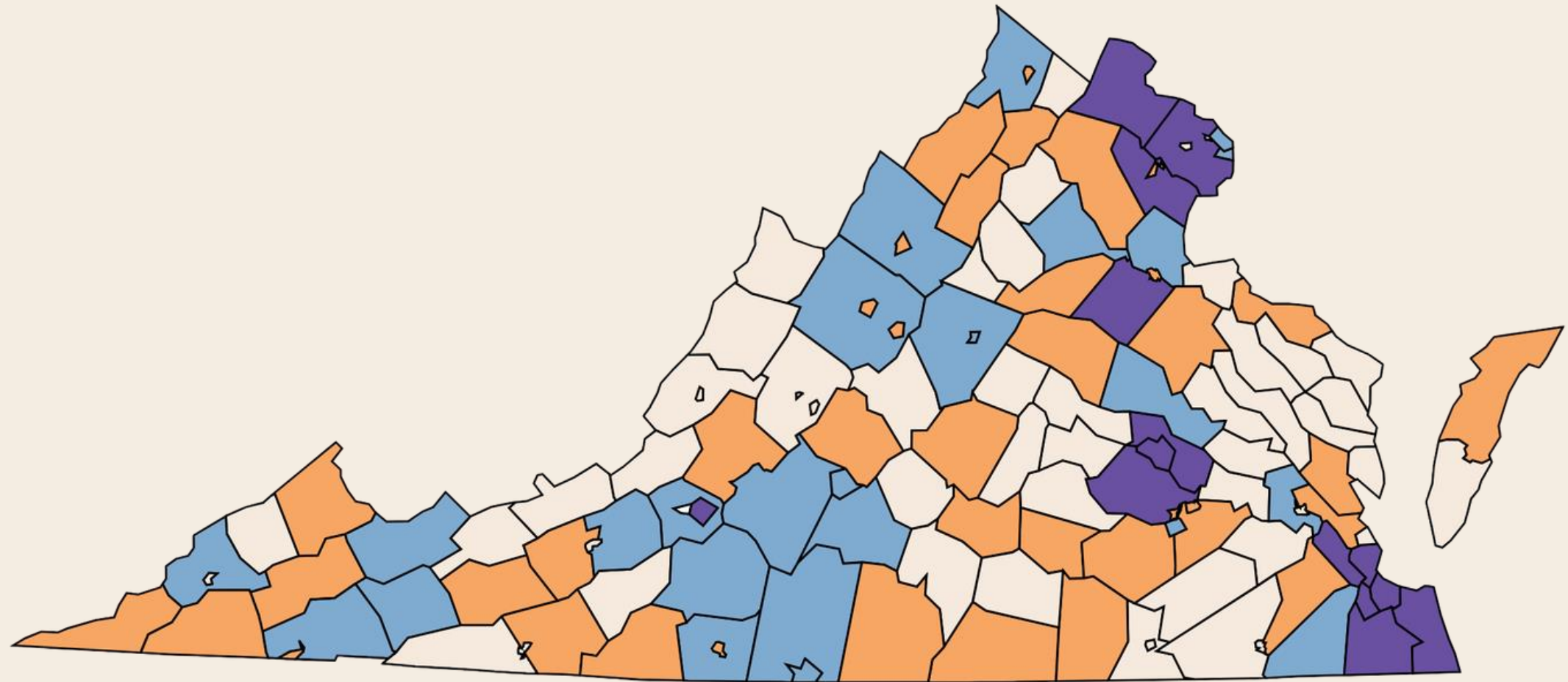
## What is changing?

- A new requirement to work, go to school, volunteer, or participate in other community engagement activities for at least 80 hours per month to qualify;
- Verifying compliance with this work requirement (or an applicable exemption) at enrollment, and every six months thereafter;
- Completing a full Medicaid renewal every six months (rather than annually); and
- Certain lawfully present immigrant adults losing Medicaid eligibility, while others in their household, like children, will remain eligible.



# Who is being impacted by these changes?

- Over half a million Virginians will be potentially impacted by these new Federal changes
- These changes will create new responsibilities for Medicaid members and additional demand for accurate information, individualized assistance, and navigation.



77 - 795

796 - 1,755

1,756 - 4,670

4,671 - 23,435



Want to learn more about the new federal requirements impacting Medicaid? [Join us for an upcoming SUNLight or SignUpNow training!](#)

# Cardinal Care



**670,000 Children**



**40,000 pregnant & postpartum individuals (35% of births in Virginia!)**



**657,000 adults**



**137,000 Individuals with disabilities**

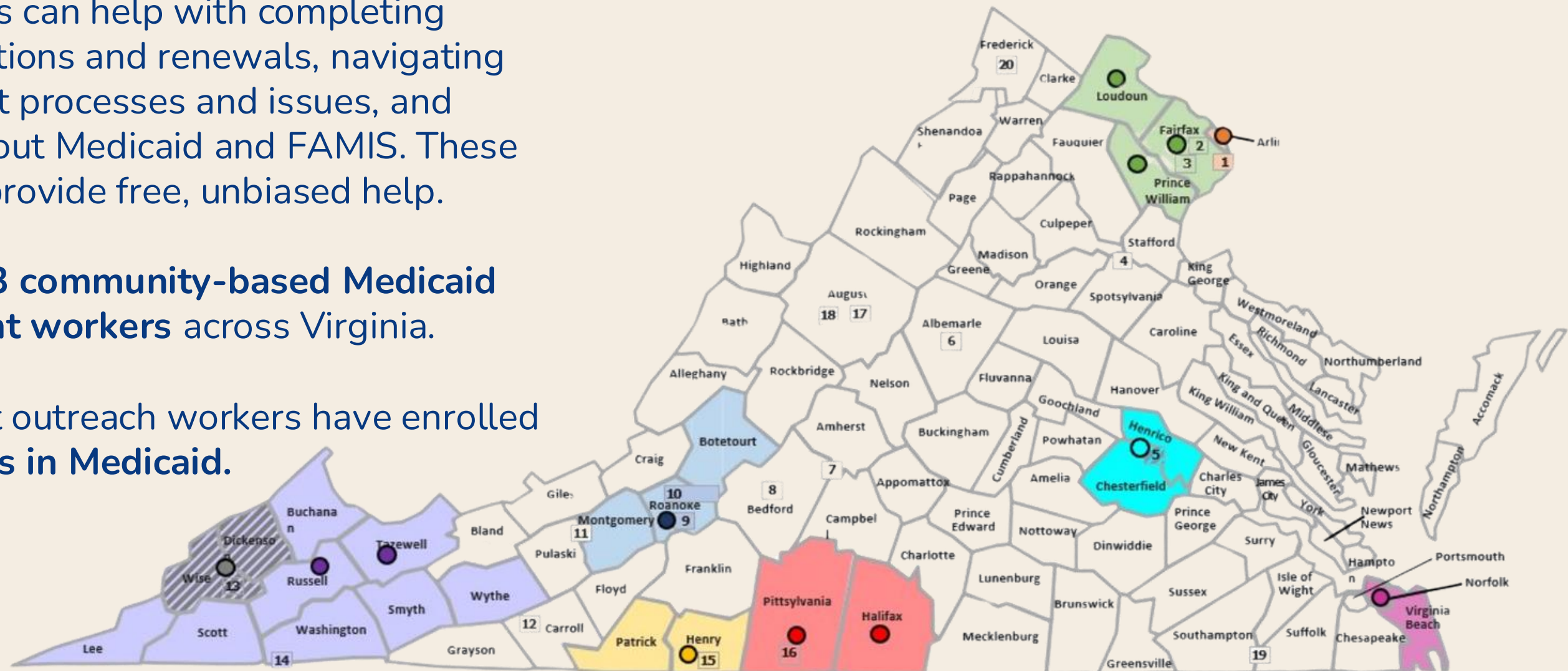


**100,000 older adults**

- Cardinal Care is the name of Virginia's Medicaid/FAMIS program, which is administered by the Department of Medical Assistance Services (DMAS). Cardinal Care plays a critical role in the lives of **1.8 million Virginians** – over one-fifth of the state's population.
- Cardinal Care provides free coverage to Virginians of all ages, from newborns to older adults.
- To get coverage, Virginians must apply. Applications are reviewed to see if the person meets certain requirements.

# Project Connect

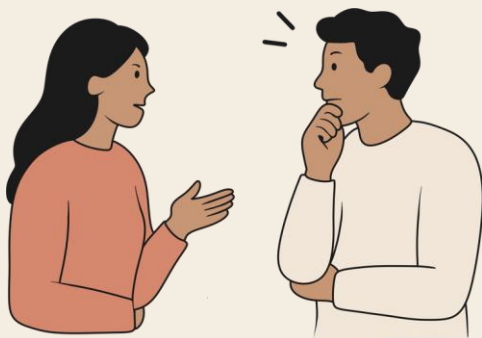
- In partnership with DMAS, and with support from Commonwealth, including the General Assembly, VHCF funds local Project Connect application assisters /outreach workers who help individuals and families apply for, enroll in, and renew eligibility for Cardinal Care (Virginia's Medicaid/FAMIS programs).
- Project Connect assisters can help with completing Medicaid/FAMIS applications and renewals, navigating eligibility and enrollment processes and issues, and answering questions about Medicaid and FAMIS. These assisters are trained to provide free, unbiased help.
- VHCF currently funds **13 community-based Medicaid outreach and enrollment workers** across Virginia.
- To date, Project Connect outreach workers have enrolled more **170,000 Virginians in Medicaid.**



# Project Connect in Action



Helped a recently relocated husband with a history of two strokes enroll in health coverage within 24 hours after he struggled to navigate the enrollment process



Coordinated with local DSS to reinstate a man’s Medicaid coverage the same day he reported being unable to fill his prescriptions following gallbladder surgery.



One recent referral from a school nurse involved a homeless former foster care youth, whom the OW was able to meet with alongside the school nurse during a break in the student’s schedule and successfully enroll in coverage.



Helped a young man resolve a Medicaid coverage issue that had caused his medical testing appointments to be canceled, reinstating his coverage in time for him to keep his appointment the following day.

# Grant Guidelines and Details



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# Expanding Project Connect to meet these new requirements

VHCF will award 18-month grants to double the Project Connect workforce, adding approximately 13 additional outreach workers to help eligible Virginians navigate new federal requirements, complete enrollment and renewal processes, and maintain coverage.



# Grant Focus Areas and Requirements



- Applicants must plan to utilize funds for outreach worker(s) (also known as application assisters) who will provide Medicaid outreach, education, application and enrollment assistance, navigation, and case management.
- Outreach workers funded under this RFA should have a particular focus on helping Virginians navigate the new Medicaid requirements of H.R. 1, including the work requirements, six-month renewals, and changes to immigration status eligibility.
- Each full-time outreach worker is expected to assist with ~ 25–30 renewals and enrollments per month.



# Grant Amounts and Distribution

- Grant awards will typically range from \$60,000 to \$85,000 per outreach worker and should cover salary, benefits, and other essential project costs.
- Total amounts vary depending on a variety of factors, like scope of the project and area's cost of living.
- To ensure funds are distributed throughout the state, VHCF is unlikely to fund more than 2 FTEs at a particular organization, unless there is a significant demonstrated need.

# Priority Criteria

- **Rapid deployment:** Strong proposals will demonstrate the ability to quickly deploy outreach worker(s) ahead of federal changes taking effect in January 2027.
- **Navigation & connection:** Outreach workers should help people navigate new requirements and connect them to work and community engagement opportunities that support compliance.
- **Priority populations:** Preference will be given to organizations with experience serving adults most likely to be affected by H.R. 1, particularly non-pregnant adults ages 19–64 in the Medicaid expansion population.
- **Priority areas:** VHCF will consider applications statewide, with priority for areas that:
  - Have higher numbers of potentially impacted residents, based on the map; and/or
  - Do not already have a large-scale outreach and enrollment workforce.



# Organization Requirements

- Any public agency or private non-profit holding a 501(c)(3) tax-exemption; or
- Any affiliate of a 501(c)(3) tax-exempt agency; or
- Any organization with a 501(c)(3) tax-exempt fiscal sponsor.



# Grantee Responsibilities

- Hire and/or onboard outreach worker(s) upon notice of grant award
- Cultivate relationships referral sources, community partners, and local social services offices
- Participate in Project Connect orientation, SignUpNow trainings, and grantee meetings (at least quarterly)
- Promote the availability of outreach and enrollment assistance and provide education and resources on H.R. 1 changes
- Track key enrollment data in VHCF's HIPAA-compliant database
- Sign Letter of Agreement with VHCF outlining performance objectives (Project Connect outreach workers are typically required to enroll 25-30 people/month, conduct outreach and education, and provide navigation and case management)
- Submit quarterly narrative and expense reports to VHCF



# VHCF Responsibilities

- Provide ongoing technical assistance, capacity building, and support
- Provide detailed orientation for new grantees
- Provide ongoing training, support, and technical assistance to grantees/outreach workers, including but not limited to:
  - Detailed Medicaid/H.R. 1 fundamentals trainings via VHCF's SignUpNow initiative
  - Quarterly (and more frequent as needed) all-grantee meetings/trainings/peer learning opportunities (virtual and in-person)
  - Regular individual grantee meetings, including traveling to meet grantees at their location at least once during the grant period
  - Medicaid policy clarification/guidance
  - Case escalation support (i.e., troubleshooting difficult applications/cases and escalating for resolution)
- Remitting timely quarterly payments upon receipt and review of quarterly reports

# Allowable Use of Funds

- Salary and benefits for outreach worker(s)
- Travel (local mileage to conduct outreach; travel expenses for ~3 meetings during grant period in Richmond)
- Office and outreach supplies/printing
- Telecommunications/tech (all outreach worker(s) should be equipped with work cell phone and laptop)



**Grant Period:** January 1, 2027 – June 30, 2028 (18 months). Funding availability beyond June 30, 2028 has not yet been determined. Organizations should plan for this initiative to be an 18-month special project and should not assume funding will continue beyond this period.

# Application Process



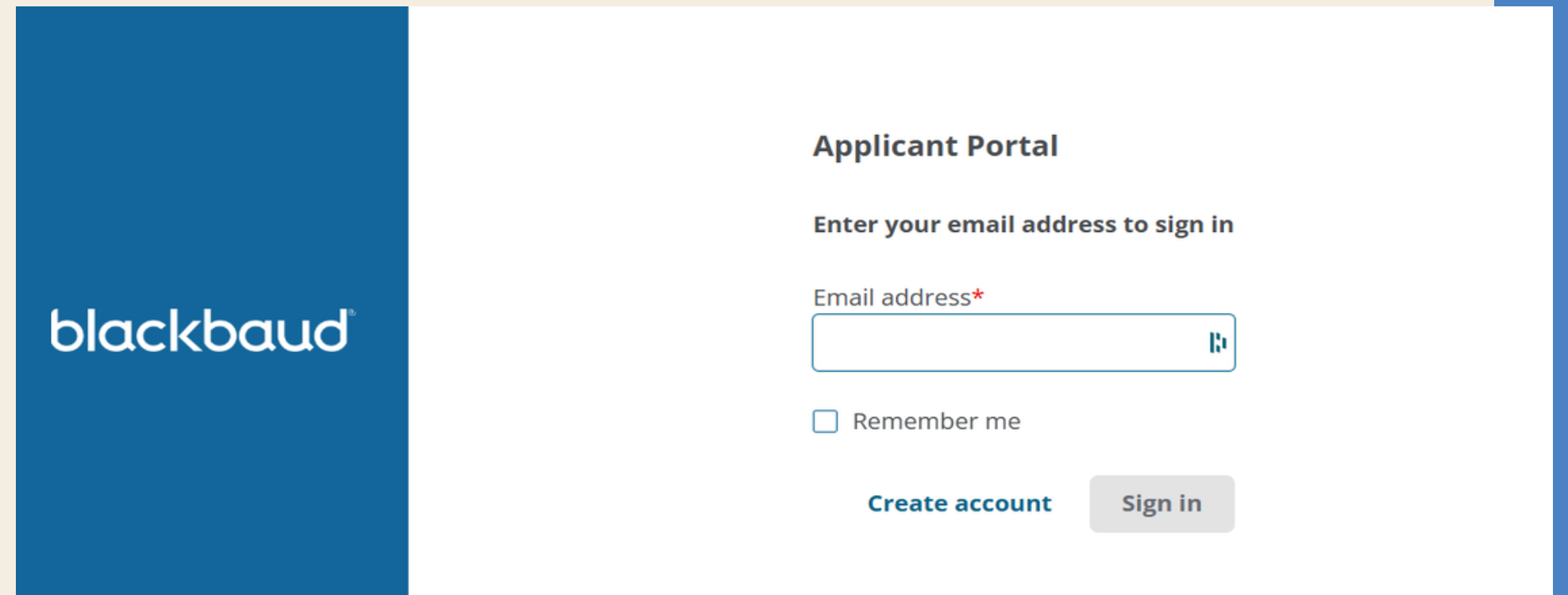
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# How to Apply?

Applications should be submitted via VHCF's grants portal no later than October 15, 2026 at 5:00pm

You can access the application in VHCF's Blackbaud grant portal. If you already have an account, you will need to sign in. If you do not have an account, you will need to create one.

In the Blackbaud grant portal, create the Contact Information and Application Form and upload a single PDF on the second tab that includes the proposal materials.

A screenshot of the Blackbaud Applicant Portal. On the left is a dark blue vertical bar with the "blackbaud" logo in white. To the right is a white sign-in area. At the top of the white area is the heading "Applicant Portal". Below it is the instruction "Enter your email address to sign in". There is a text input field labeled "Email address\*" with a red asterisk. Below the input field is a checkbox labeled "Remember me". At the bottom of the sign-in area are two buttons: "Create account" and "Sign in".

blackbaud

**Applicant Portal**

Enter your email address to sign in

Email address\*

☐ Remember me

Create account Sign in

# Information in Blackbaud

Contact Information Form Fields:

- Organization Name:
- Organization Address:
- Street address, city, state, zip code:

Organization’s Tax ID Number:

Organization CEO/Executive Director:

- First name/last name
- Email address
- Best phone number

Name of person completing this application:

- First name/last name
- Job title
- Email address
- Best phone number

Total amount of Project Connect budget request to VHCF:

Proposed Project Service Area:



## Form Questions

This form has been submitted and cannot be edited.

### Summary Form

Proposal Attachment

## Organization Information

Organization name\*

Please add the organization name as shown on your IRS determination letter.

Test Organization

Primary address\*

1 test avenue, test city, VA 12345, US

Tax ID/EIN\*

12-1234567

Organization Type\*

# Information in Blackbaud

On the Second Tab "Proposal Attachment," upload a single PDF that includes all application materials.

- Completed PDF Application checklist and form
- Completed 18-month budget (use provided template)
- Marketing and outreach plan to reach target audience (use provided template)
- Resume(s) of individual(s) who will lead grant and/or supervise outreach worker; resume(s) for outreach worker(s) (if already identified)
- Most recent audited financials

*Combine all files into one PDF.*

*Maximum file size for the PDF upload is 29 MB.*

## Form Questions

This form has been submitted and cannot be edited.

Summary Form

**Proposal Attachment**

Proposal\*

Please combine documents into one pdf file. (Maximum file size: 29MB)



**Checklist and Application Form tiny text.pdf**

**Previous**

# Application Form

**Project Connect:  
Expanding Medicaid Outreach & Enrollment  
Cover Sheet and Checklist**

Name of Applicant Organization:

Project Title:

**Proposal Checklist**

- ☐ Completed PDF Application Checklist and Form (this document)
- ☐ 18-month proposed budget (use template provided in the RFA)
- ☐ Marketing and Communications Plan (use template in the RFA)
- ☐ Resume(s) of individual(s) who will lead grant and/or supervise outreach workers; resume(s) for outreach worker(s) (if already identified)
- ☐ Most recent audited financials

**Submission Instructions**

- Complete Contact Information form in VHCF's Blackbaud grants portal (Tab 1 of the application). *Do not type in all caps.*
- On Tab 2 of the application, upload a **single PDF** that includes this document and all attachments listed above. The file must be <29 MB in size.
- Applications must be completed and submitted no later than Thursday, October 15, 2026 at 5:00 PM.
- *Note:* Following the submission of applications, VHCF may reach out to applicants with clarifying questions. *VHCF will not review incomplete applications, late applications, or those that do not follow VHCF's specifications.*

**Organization Profile** (short answers)

- Services provided by your organization:

- Age range of population currently served by your organization:

- Race/ethnicity demographics of population currently served by your organization:

| Baseline and Project Goals                                                                                                                                                                               |                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| Number of people served annually by organization                                                                                                                                                         | <input type="text"/> |
| Estimated number of people served by organization who are currently enrolled in Medicaid                                                                                                                 | <input type="text"/> |
| Number of <b>current</b> Medicaid outreach workers/application assisters at your organization                                                                                                            | <input type="text"/> |
| Number of <b>new/additional</b> FTE outreach workers requested for this <i>Project Connect</i> grant (NOTE: fractional FTE outreach workers are acceptable)                                              | <input type="text"/> |
| Number of individuals for which you expect to enroll/renew Medicaid coverage during the 18-month grant period (expectation is at least 300-350 per year per FTE, or 450-525 per 18-month period per FTE) | <input type="text"/> |

**Current Medicaid Outreach and Organizational Capacity** (1,400 characters)

1. Describe your organization's current Medicaid outreach and application/enrollment assistance efforts, including how those activities are staffed.
2. If applicable, does your organization currently accept Medicaid for any services? If so, which managed organizations do you participate with?

**Project Connect Program Description and Strategy** (1,800 characters)

4. Describe your proposed overall strategy and model (including staffing structure and locations) for this 18-month outreach and enrollment project.
5. Describe how your *Project Connect*-funded outreach workers will connect people with resources/programs to help them meet the work requirements (e.g., job training/programs, education, volunteering, etc.).



Expanding Project Connect to Meet New Medicaid Requirements

SAMPLE Project Budget (18 Months)

Organization: Medicaid Matters Grant Period January 1, 2027 - June 30, 2028

|                                                                 |              |       | Estimated 18-Month Budget | Instructions from VHCF                                                                                                                                                                                                     | Applicant to add details/notes here:                                                                                                                                                      |
|-----------------------------------------------------------------|--------------|-------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Outreach Worker Staffing                                        |              |       |                           |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| 18-Month Salary                                                 |              | % FTE |                           |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| Outreach Worker 1                                               | \$ 75,000.00 | 100%  | \$ 75,000.00              | For each requested position, provide the following information: anticipated 18-month salary and % of the outreach worker's FTE that will be allocated to <i>Project Connect</i> .                                          | Plan to hire one full-time outreach worker at an approximate annual salary of \$50,000.                                                                                                   |
|                                                                 | \$ -         | 0%    | \$ -                      |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| 18-Month Benefits                                               |              |       |                           |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| Outreach Worker 1                                               |              |       | \$ 18,750.00              | Benefits may include contributions for FICA, employee insurance (health, group life/disability), retirement etc. List all components of fringe benefits rate and/or how the amount was determined.                         | Fringe benefits are about 25% of salary in our organization and include FICA, health/dental insurance, 00 life/disability insurance, and retirement contribution.                         |
|                                                                 |              |       | \$ -                      |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| SUB-TOTAL: PERSONNEL                                            |              |       | \$ 93,750.00              |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| Other Project Costs                                             |              |       |                           |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| Travel (local mileage)                                          |              |       | \$ 1,368.00               | Estimated costs for mileage reimbursement for local outreach/enrollment work outside of typical office location (if organization provides mileage reimbursement).                                                          | Medicaid Matters reimburses at the federal mileage rate (76 cents/mile). Anticipate 100 miles/month of reimbursement for 18 months.                                                       |
| Travel (to 3 in-person grantee meetings in Richmond)            |              |       | \$ 2,000.00               | Estimated costs for outreach workers to travel to Richmond 3 times over the course of the grant period for all-grantee training/peer learning opportunities: mileage, and, if >3 hours away, hotel for one night/per diem. | Traveling 500 miles roundtrip per meeting at the federal mileage rate (\$1,368). Plus approximate costs for 3 nights in hotel room (one per meeting) and per diem for 1 day each meeting. |
| Computer Equipment                                              |              |       | \$ 700.00                 | Cost for laptop, if one needs to be purchased for the outreach worker.                                                                                                                                                     | Plan to purchase laptop for this FTE.                                                                                                                                                     |
| Copying/Printing/Postage/Supplies for Outreach                  |              |       | \$ 1,350.00               | General costs for conducting outreach and enrollment.                                                                                                                                                                      | Estimate about \$75/month in printing/copying/postage/supplies for outreach.                                                                                                              |
| Telecommunications (cell, wifi hotspot, landline if applicable) |              |       | \$ 2,250.00               | All outreach workers should have a work cell phone; Wi-Fi hotspot can also be helpful.                                                                                                                                     | Estimated cell phone/MiFi cost of \$125/month.                                                                                                                                            |
| Other Necessary Costs (detail below):                           |              |       |                           | Note that depending on the type of cost, VHCF may not be able to reimburse.                                                                                                                                                |                                                                                                                                                                                           |
|                                                                 |              |       | \$ -                      |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
|                                                                 |              |       | \$ -                      |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| SUB-TOTAL: OTHER PROJECT COSTS                                  |              |       | \$ 7,668.00               |                                                                                                                                                                                                                            |                                                                                                                                                                                           |
| TOTAL PROJECT COSTS                                             |              |       | \$ 101,418.00             |                                                                                                                                                                                                                            |                                                                                                                                                                                           |

**Marketing and Outreach Activities**

Describe the specific channels, tactics, and activities you will use to reach your identified target audiences, such as social media, local media/press, community events, partner presentations, event outreach, direct mail, text/phone outreach, flyers, newsletters, etc.

| Channel/Tactic | Activity Description | Target Audience | Frequency and/or Timing | Staff Responsible |
|----------------|----------------------|-----------------|-------------------------|-------------------|
|                |                      |                 |                         |                   |
|                |                      |                 |                         |                   |
|                |                      |                 |                         |                   |
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# Need more Information? Contact VHCF!



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**Check out our Website:** <https://www.vhcf.org/>



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# QUESTIONS?



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