



Thome Aging Well Program

Requests for Proposals: Elevating Voices for Aging Well at Home and in Community

Important Dates

Request for Proposal Release	February 10, 2026
Submission Deadline for Proposals	March 4, 2026
Notice of Awards	Spring 2026

Overview:

Enterprise Community Partners seeks a creative partner to tell the story of Enterprise’s Thome Aging Well program that is supporting older adults with lower incomes to age safely and securely in their homes and communities.

Background:

Enterprise’s Thome Aging Well Program aims to improve the health and well-being of older adults with lower incomes in Michigan and Maryland through scaling evidence-based programs and fostering innovation. Through a multi-year grant-making strategy, the Thome Aging Well program has deployed \$19.5M to 55 grantees, including 17 Innovation grantees currently researching, piloting and testing new approaches to supporting older adults as they age and 38 Scale What’s Working grantees that scaled existing and proven programs serving older adults with low incomes from 2022 through 2025.

At the heart of Enterprise’s Thome Aging Well Program, is a belief that older adults are essential contributors and leaders in this work. The Aging Well program selects and works closely with organizations that:

- Center older adult voice, leadership, or co-design
- Illustrate cultural responsiveness and healing-centered approaches to honor cultural, racial, linguistic, and ability-based differences
- Rely on community partnerships and collaboration
- Embrace a commitment to continuous learning and adaptation

Purpose:

This request for proposals seeks a partner to synthesize and elevate the stories and themes emerging from the Thome Aging Well program through compelling, field-facing tools and resources — and to identify key opportunities to disseminate them widely across the affordable housing and aging sectors to inspire replication. This goal will be achieved by:

- 1) Identifying unifying themes around how affordable housing providers, community-based organizations, and older adults are creating a human-centered system of care and empowerment for older adults with lower incomes.
- 2) Documenting and elevating stories of Thome Aging Well grantees, including the residents, staff, and community members, around the identified themes.
- 3) Developing storytelling tools, videos, and interactive opportunities to spread an understanding of the unifying themes of the Thome Aging Well work, to catalyze replication of this work across the field of practice, and to inspire policy makers and others to improve and strengthen our systems of care.
- 4) Identifying and recommending key outlets and engagement opportunities to share these tools and resources with the affordable housing and aging fields.

This work is meant to build the field's capacity to engage, fund, and implement the innovative and proven solutions of the Thome Aging Well grantees. This can be done by illustrating what real world, practical examples look like, inviting the audience to see themselves in the stories, and ultimately, encouraging replication and implementation of these solutions through interactive learning opportunities.

Methodology

This project will focus on Enterprise's Thome Aging Well work, weaving in learnings and stories from across all of our Thome Aging Well grant programs, while spotlighting the Innovation grantees who are aiming to transform systems of care for older adults with lower incomes through three levels of change:

- 1) Direct services (e.g., entrepreneurship programs, housing improvements, outreach through faith-based institutions) to older adults
- 2) Training and workforce development for those working directly with older adults
- 3) Developing new systems of support (e.g., hub models, new payment models for service delivery) for older adults

We invite each applicant to develop their own methodology to achieve the goals and objectives shared in the RFP. Existing program materials will be made available to the successful applicant, including annual reports, evaluations, and video footage of Scale What's Working grantees.

Deliverables

1. Synthesis and visualization of unifying themes
2. Field-facing story telling tools or multimedia assets, these may include:
 - a. 3 – 5 compelling storytelling products
 - i. 1 overview video of between 5 – 7 min

- ii. 2 – 4 shorter videos to support the themes and findings and to support the interactive learning exercises described below
 - b. Templates or adaptable decks that Enterprise can use to share the stories and learnings developed through this project
 - c. 1 – 3 interactive learning exercises (workshop module, facilitation script, story-based exercises or worksheets)
3. Dissemination and outreach recommendations identifying high-impact conferences, networks or other outlets to share the tools and resources. Recommendations around key messages or audiences associated with identified outlets.

Qualifications

We seek a partner who brings:

- A consistent and demonstrated ability to translate social impact work into accessible and inspiring stories.
- Expertise in storytelling, narrative design, and digital content, particularly with older adults.
- Experience working with older adults, individuals with lower incomes, and non-profit and community-based organizations.
- A commitment to a human-centered approach.

Budget:

We anticipate a budget of between \$250,000 and \$350,000. This budget is inclusive of creative deliverables, design, production, and all costs associated with the project and deliverables.

Timing:

We anticipate a start date no earlier than May 2026 with up to a year period of performance.

Proposal Submission Requirements

Interested applicants should submit a concise 3 to 5-page proposal via [SlideRoom](#) by March 4, 2026.

- Apply Here: [SlideRoom Link](#)
- If you need to, register for a SlideRoom account [here](#) under your organization's name.

Technical issues with SlideRoom can be sent to support@slideroom.com or by accessing the online help desk: <https://support.slideroom.com/>. SlideRoom support can take up to 24 hours; for this reason, we encourage applicants to apply and submit their applications early.

Proposal

The proposal should be broken into the following categories:

Proposal (3 – 5 pages)

- Qualifications and experience
 - o Share an overview of your organization or team, including key staff that will be involved and their role in the work.
 - o A written summary of experience based on the qualifications described above, including experience collecting stories from older adults.
- Proposed methodology and approach
 - o Share a detailed summary of your approach to achieving the goals of the RFP.
 - o Share how you plan to engage with the staff, residents, and community members involved in the work.
 - o Share a timeline for major project milestones and project completion.
- Additional Considerations
 - o Applicants are encouraged to share additional ideas or recommendations to amplify the impact of this project.

Additional Attachments (not included in 3 – 5 pages)

- Budget
 - o Estimated total project budget with a high-level breakdown of costs, including categories for personnel & labor, story collection and field engagement, deliverable development and production costs (outside of personnel), travel, incentives to participants, and indirect/overhead costs.
 - o Please provide descriptions for the line items either through a separate narrative or as part of the budget breakdown.
- Additional Attachments
 - o Please share 1 – 3 examples or links to prior relevant work. Please share examples most relevant to this scope of work.