



REQUEST FOR PROPOSALS

Community Benefits Resiliency Network: SNAP Work Requirements Technical Assistance

Application Release Date	May 11th, 2026
Submission Deadline	May 29th, 2026
Notice of Selection	June 12th, 2026
Grant Award Letter Executed	June 15th, 2026

Questions may be submitted in writing to the
UWNYC Procurement Team, by e-mail to procurement@uwnyc.org

Distributed by:
United Way New York City
205 East 42nd Street, FL 12
New York, NY 10017



Community Benefits Resiliency Network:

SNAP Work Requirements Technical Assistance Request for Proposals

About United Way of New York City

United Way of New York City (UWNYC) unites community power with citywide possibility to drive economic mobility and build equitable systems so every New Yorker can thrive. We work across community impact units that include food and benefits access, education and health equity, and justice & opportunity, leveraging a network of more than 700 community-based organizations (CBOs), private-sector partners, and government agencies. We strengthen the social safety-net infrastructure by coordinating cross-sector coalitions, investing in community partners, scaling proven community-based solutions, and advancing policy and systems change that improve outcomes for families experiencing poverty and food insecurity.

Project Overview

New York City is undergoing an unprecedented shift in safety-net access following the enactment of H.R. 1 – One Big Beautiful Bill Act (Public Law 119-21, signed July 4, 2025). The law imposes sweeping new work requirements for the Supplemental Nutrition Assistance Program (SNAP), placing approximately 130,000 low-income New York City residents at risk of benefit loss.

UWNYC's **Community Benefits Resiliency Network (CBRN)** initiative aims to:

- Strengthen the capacity of CBOs to support SNAP navigation and compliance
- Develop tools and resources to support clients at risk of benefit loss
- Pilot a centralized, real-time resource hub for providers

Summary of Request for Proposals and Scope of Work

UWNYC seeks a consultant to develop training, technical assistance, and outreach materials that will equip CBO partners and the communities they serve to effectively navigate the new SNAP work requirements. Deliverables should be designed to support organizations serving:

- Adults ages 18–64 subject to SNAP work requirements
- Families experiencing food insecurity
- Immigrant communities and individuals with limited English proficiency
- Seniors and individuals with disabilities
- Predominantly Black, Latinx, immigrant, and low-income populations

1. Component 1: CBO Work Requirement Toolkit and Training Materials

The selected consultant will design a comprehensive, user-friendly training toolkit to equip CBO staff with the knowledge and practical tools needed to support SNAP enrollment, recertification, and compliance with work requirements. Materials should be designed to support real-world application by frontline staff and facilitate consistent, accurate guidance to clients.

Key Content Areas

Training materials should cover the following core topics:

- SNAP work requirement rules and recent policy changes
- Exemptions and screening criteria
- Decision-making tools to determine applicability
- Pathways to meet requirements (e.g., employment, training, volunteer placements) and methods / resources to obtain these opportunities
- Documentation and reporting processes
- Common challenges and troubleshooting strategies

Component 1 Deliverables

The consultant will develop a comprehensive training toolkit to support CBO staff in navigating SNAP work requirements. UWNYP is seeking a toolkit that is practical, user-friendly, and responsive to the needs of frontline staff. The specific format and composition of materials are not prescriptive. Consultants are encouraged to propose approaches and products that will most effectively support learning, decision-making, and client support.

Deliverables will include:

- **Comprehensive CBO training toolkit**, which may include, but is not limited to:
 - Training slide decks
 - Staff-facing guides and checklists
 - Eligibility screening tools and/or flowcharts

- FAQs and quick-reference materials
- Case scenarios and troubleshooting guides

Consultants are encouraged to bring creative approaches and user-centered design to the development of materials, and to recommend additional formats, tools, or resources that will enhance usability, clarity, and effectiveness for CBO staff.

2. Component 2: Client Outreach and Educational Materials

The consultant will develop a set of client-facing outreach and educational materials that clearly and effectively communicate SNAP work requirements. Materials should be accessible, engaging, culturally responsive, and designed for real-world use across diverse communities.

Key Content Areas

Client-facing materials should:

- Increase awareness and understanding of new SNAP work requirements
- Support clients in determining whether requirements apply to them
- Provide clear, actionable guidance on how to comply and maintain eligibility

Component 2 Deliverables

The consultant will produce a suite of client-facing materials designed for clarity, accessibility, and actionability. While formats are flexible, deliverables may include:

- Plain-language educational content explaining SNAP work requirements
- Outreach materials (e.g., flyers, one-pagers)
- Step-by-step guides or visual instructions
- Action-oriented resources (e.g., “what to do next” guidance)

All materials should be written in plain language, designed to support multilingual translation and adaptation, and developed using user-centered, visually accessible design approaches to ensure clarity and usability for diverse audiences. Consultants are encouraged to propose additional formats or approaches that will most effectively support client understanding and engagement.



In addition, the consultant will be responsible for coordinating the translation and printing of final materials. This includes managing translation into priority languages, ensuring quality and cultural appropriateness, and overseeing printing and preparation of materials for distribution. A final budget for translation and printing costs may be submitted once materials are confirmed, but proposed budgets should account for the time and effort needed to manage these steps.

Project Timeline

Project deliverables must be completed over a 12 week period:

- Weeks 1–3: Gather additional feedback from the network on training needs, real-world impacts
- By end of Week 8: Draft materials provided for component 1 and 2
- Weeks 9–12: Incorporate feedback and finalize materials

Collaboration & Engagement Expectations

The selected consultant(s) will:

- Participate in regular check-ins with UWNYP staff
- Engage with a cohort of UWNYP CBO partners to inform materials
- Incorporate iterative feedback throughout the project
- Align deliverables with UWNYP branding and program goals

Anticipated Funding Amount

The anticipated total funding for project is \$100,000 to 150,000. Final contract amounts are dependent on the availability and appropriation of funds and is subject to change.

Anticipated Contract Term

The anticipated contract term is June 15th – September 30th.

Proposal Submission Guidelines

Proposal Submission Deadline: May 29, 2026

Please submit proposals via email to:

Proposals should include the following sections and follow the format outlined below:

1. Organizational Overview / Consultant Qualifications

(500-word limit)

Please provide an overview of your organization or consulting practice, including:

- Relevant experience related to SNAP, public benefits, workforce development, or related policy areas
- Experience developing communications materials, training curricula, toolkits, or public-facing educational resources
- Relevant expertise working with community-based organizations and/or low-income populations

2. Work Plan and Timeline

A. Narrative Proposal (*maximum 2 pages*)

Provide a concise narrative describing your proposed approach to completing the scope of work. The narrative should include:

- Your overall approach and methodology
- Key activities and phases of work
- A description of proposed deliverables, including the types of materials, tools, resources, or formats you propose to develop for the selected component(s)
- How the proposed deliverables will support project goals and user needs

While flexibility in design and format is encouraged, applicants should provide sufficient detail to help us understand the proposed final deliverables and overall approach.

B. Detailed Work Plan and Timeline

Provide a detailed work plan aligned with the project timeline that includes:

- Major tasks and activities
- Key milestones
- Deliverables
- Anticipated completion dates

3. Budget and Fee Structure

Please provide:

- The total proposed cost for the project
- A budget breakdown by component and/or deliverable

For Component 2, a final budget for translation and printing costs may be submitted once materials are finalized. However, proposals should include estimated costs and account for the anticipated time and effort required to manage translation and printing processes.

4. Work Samples

Please submit 2–3 relevant work samples that demonstrate experience developing:

- Training materials
- Toolkits
- Client-facing educational resources
- Communications or outreach materials



5. References

Please provide at least 2–3 professional references, including:

- Organization name
- Contact name and title
- Email and/or phone number
- Brief description of the work completed

6. Additional Information

Please indicate whether your organization is certified as a Minority-Owned and/or Women-Owned Business Enterprise (M/WBE).

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Additional Information

Basis for Contract

The contract will be awarded to the proposer deemed most beneficial to UWNYP, based on price and other specified factors outlined in this RFP. Preference will be given to proposers with experience delivering services set forth in this RFP.

Proposals scoring below 70% will be deemed "technically non-viable" and ineligible for award. In the event of a tie between two or more proposals, UWNYP reserves the right to request additional information for further evaluation and scoring or to select the proposer with the longest track record of delivering relevant services set forth in this RFP.

Confidential, Proprietary Information or Trade Secrets

Proposers should clearly identify any portions of their proposals considered confidential, proprietary, or trade secrets and provide justification for why such materials should not be disclosed upon request. This information must be easily distinguishable from non-confidential sections of the proposal. Any information not designated as confidential may be disclosed by UWNYP.

RFP Postponement/Cancellation



UWNYC reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

Proposer Costs

Proposers will not be reimbursed for any costs incurred to prepare proposals.

Need support? Have a question about this application? Please email procurement@uwnyc.org