



MILWAUKEE COUNTY
DEPARTMENT OF HEALTH
& HUMAN SERVICES
**AGING & DISABILITIES
SERVICES**

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
AGING & DISABILITIES SERVICES
AREA AGENCY ON AGING**

**Social Programming for Lesbian, Gay, Bisexual, Transgender (LGBT)
Older Adults**

**YEAR 2027
REQUEST FOR PROPOSAL
PURCHASE OF SERVICE GUIDELINES
*Program Requirements/Description***

**Issued August 5, 2026
Proposals due October 2, 2026, 4 p.m. CDT**

DHHS PROGRAMS IN THIS VOLUME

2027 TENTATIVE CONTRACT ALLOCATIONS

AGING & DISABILITIES SERVICES; AREA AGENCY ON AGING

The following programs are open to competitive proposals for 2027:

Recommended Programs	2027 Tentative Allocations*
Social Programming for Lesbian, Gay, Bisexual, Transgender (LGBT) Older Adults	\$30,000.00 (Distribution as follows: Basic County Allocation \$10,438 Title IIIB \$19,562)

*Final 2027 allocations are contingent on the 2027 adopted budget.

Background

Title: Social Programming for Lesbian, Gay, Bisexual, Transgender (LGBT) Older Adults

Overview:

The Milwaukee County Area Agency on Aging (AAA) administers programming through the Older Americans Act (OAA). Title III of the OAA provides grants to states, tribes, and territories to advocate on behalf of older persons and their family caregivers, and to coordinate programs for them including supportive services, such as case management, community services, in-home services, and information and referral. The Older Americans Act requires the AAA to prioritize services to older adults in the service area in greatest socio-economic need. Title III B Supportive Services Programs are designed to ensure that local communities can meet the individual needs of older adults and caregivers in their communities. The services are intended to help improve the well-being of older adults and to help them live independently in their home environment and the community.

While the U.S. census has never measured how many LGBT people live in America, reports estimate that there are currently around 3 million LGBT adults over age 50 and the number is expected to grow to around 7 million by 2030 ([SAGE, 2025](#)). In Wisconsin, approximately 3.8% of the adult population identify as LGBT. Individuals who identify as LGBT should have the opportunity to live with purpose, health, and dignity as they age. At the same time, they may face unique challenges as they age. For example, LGBT older adults are two times as likely to be single and live alone, four times less likely to have children, and more likely to face poverty, homelessness, and poor physical and mental health than their non-LGBT peers. Additionally, LGBT older adults experience high rates of discrimination with more than half of LGBT older adults reporting they were discriminated against in employment or housing.

Despite the unique challenges listed above, LGBT Older Adults have demonstrated resilience and collective action to make positive change and lead full, vibrant lives. The Social Programming for LGBT Older Adults Program was developed to carry out services authorized through Title III B Supportive Services that can contribute toward ensuring LGBT older adults have access to resources, social opportunities, advocacy opportunities, and recreation to support their well-being and engagement in the community.

Program activities which the applicants must provide include but are not limited to: social and recreational activities, one-on-one support and service connection, advocacy, community education, and record keeping and program data collection and compilation. Providers are also expected to work with Milwaukee County to offer specific older adult programs and support services facilitated through Milwaukee County DHHS Aging and Disabilities Services.

Purpose:

Milwaukee County Department of Health & Human Services, Area Agency on Aging is seeking one qualified applicant to provide Social Programming for LGBT Older Adults. Existing provider agency must reapply to be considered for the 2027 contract.

Contract Period/Schedule

The award period for Social Programming for LGBT Older Adults will be from January 1, 2027, to December 31, 2027, with four one-year extensions possible. The anticipated funding available for this program in 2027 is \$30,000:

Basic County Allocation \$10,438

Title IIIB \$19,562

Definitions

AAA: Milwaukee County Area Agency on Aging.

ADRC: Milwaukee County Aging and Disability Resource Center

DHHS: Milwaukee County Department of Health and Human Services

LGBT: Acronym for lesbian, gay, bisexual, and transgender. While we have used LGBT as shorthand to describe the target population, we note that participants may use different terms to describe their sexual orientation and gender identities.

OAA: Older Americans Act

Peer Place: Wisconsin DHS online service and expense data reporting platform for aging services.

Title III B: Older Americans Act Title III Services, Part B: Support Services and Senior Centers

Wisconsin DHS: Wisconsin Department of Health Services

Greatest economic and/or social need as defined by the Older Americans Act: The term "greatest economic need" refers to needs that result from monthly income at or below the federal poverty level. The term "greatest social need" refers to needs that result from non-economic factors such as (a) physical and mental disabilities, (b) language barriers and (c) cultural, geographic, or social isolation. Factors of economic or social need may restrict the ability of an individual to live independently.

Provider Agencies

Minimum qualifications for agencies:

- Total DHHS Request (Item 19, Form 3E1) does not exceed \$30,000.

Scope

Program Purpose and Overview

Milwaukee County desires to ensure there are supportive services and spaces where older adults in Milwaukee County can gather to live fully engaged lives and to be connected to important resources. Social Programming for LGBT Older Adults will facilitate the provision of culturally relevant socialization, recreation, advocacy, and connection to supportive services to LGBT older adults in Milwaukee County. This program will address social isolation and higher rates of depression among this discreet older adult

population group that has faced historical discrimination. The intended purpose of the program is to support participants to live healthier, happier, and engaged lives by providing culturally relevant opportunities for socialization, education, advocacy, recreation and service connection.

Program Description

The Social Programming for LGBT Older Adults Program was developed to ensure LGBT older adults have access to resources to support their well-being and engagement in the community. Program activities which the applicants must provide include but are not limited to: social and recreational activities, one-on-one support and service connection, advocacy, community education, record keeping and program data collection and compilation. Providers are also expected to work with Milwaukee County to offer specific older adult programs and support services facilitated through Milwaukee County DHHS Aging and Disabilities Services. The Provider is expected to plan and budget for the provision of services through the calendar year.

Program Objectives

The Social Programming for LGBT Older Adults Program must address the following program objectives:

- The Provider will provide one-on-one support and service connection to LGBT Older Adults to ensure they have access to services and supports available in Milwaukee County. Information and referrals can include services provided by Milwaukee County DHHS directly, such as long-term care options counseling, Dementia Care and Elder Benefit Specialists, as well as through community partners that address needs such as transportation, nutrition, healthcare, housing, recreation, and lifelong learning.
- The Provider will facilitate group education and information sessions and group social and recreation opportunities for LGBT Older Adults. These group sessions will ensure LGBT Older Adults are connected to critical services and supports and will create opportunities for social support, community building, and engagement that prevents isolation and loneliness.
- The Provider will encourage and support participation by participants in the Commission on Aging meetings and its various councils and committees, including the Advocacy Committee. The Provider will collaborate with the AAA Advocacy and Policy Manager in recruiting participants to join in advocacy and public policy leadership opportunities such as Aging Advocacy Day and the Senior Leadership Program.
- The Provider will conduct community outreach to engage LGBT older adults in Milwaukee County with targeted efforts to identify LGBT Older Adults from diverse socioeconomic and cultural backgrounds to provide information, resources, and include them in the available services offered.
- The Provider will conduct education and outreach in the community with aging service providers and the general population to build support and awareness of unique strengths and needs of LGBT older adults.

Measurable Goals and Objectives will include:

1. Provider will serve a minimum of eighty (80) unduplicated LGBT older adults through group programs hosted by the provider that include opportunities for socialization, education, advocacy, and resource connection. This count does not include estimates of "groups" of participants at events open to the public such as resource fairs or community celebrations.
2. Provider will provide one-on-one support to facilitate direct service connection or referral to services a minimum of twenty (20) times, including connection to DHHS and ADS services.
3. Provider will participate in four (4) community outreach events to recruit LGBT Older participants for programming.
4. Provider will participate in four (4) events that build support and awareness of the unique strengths and needs of LGBT Older Adults for aging service providers and the community at large.

Performance Outcomes:

Vendor will complete an annual client satisfaction survey for the program participants, and results of the survey will be provided to the ADS Program Coordinator.

Survey will demonstrate the following outcomes:

1. Improved quality of life for 75% of individuals who participate in the program when compared to their baseline at the start of the program.
2. Increased awareness of community-based services for 75% of individuals who participate in the program when compared to their baseline at the start of the program.

Expected Outcomes and Evaluation:

Goals and Outcomes will be tracked and reported to the Milwaukee County Program Coordinator monthly at time of invoice submission. Provider will also present outcomes to Commission on Aging Service Delivery Committee at least two times annually.

Unacceptable Program Activities

1. Activities that violate the terms of the AAA contract or these Program Guidelines.
2. Activities that violate the Older Americans Act, its implementing regulations, the Wisconsin Elders Act, or regulatory guidance from the Wisconsin Office on Aging.
3. Activities that violate any federal or Wisconsin criminal statute or County ordinance.
4. Activities that induce fraud, abuse, or misrepresentation of participants.
5. Activities unrelated to serving participants who qualify for Older Americans Act services.
6. Services that do not meet all specifications detailed within the Program Specifications/Guidelines.

Target Population

The target population for this program is older adults (60 and older) who identify as members of the LGBT community who are in the greatest economic and/or social need.

Client Characteristics Table

Commented [KS1]: Kayla to add after viewing clarifying data with Dan.

GENDER

	2026 (Up to 05 2026)	2025 actual	2024 actual
Female	10	19	22
Male	16	30	55
Transgender-Female			2
Other	1	1	1
Missing/Unknown	11	17	17
Declined		1	1
Total	38	68	98

RACE/ETHNICITY

	2026 (Up to 05 2026)	2026 Ethnicity Hispanic/Latino	2025 actual	2025 Ethnicity Hispanic/Latino	2024	2024 Ethnicity Hispanic/Latino
Asian						
Black or African American	1		4		10	
Native Hawaiian or Other Pacific Islander					1	
American Indian or Alaskan Native					1	
White	16		31		52	
Other than above			1	1		
Missing/Unknown	21		32		34	1
Total	38	0	68	1	98	1

Provider Responsibilities and Expectations

Staffing Requirements/Staffing Plan

A creative staffing plan can include use of staff, volunteers, part-time professionals and/or part-time office staff. All job roles must be clearly defined, and time requirements must be explained in detail. Management positions can be included, but only within budget parameters to the extent they provide services in support of the Social Programming for LGBT Older Adults program.

1. Provider must submit job descriptions for all personnel employed in this program. These descriptions must include job title; duties to be performed; hours to be worked each week; amount of annual salary and form of compensation, i.e., hourly, salary, etc.
2. Provider must employ staff whose professional training and experience is directly related to the provision of the direct services described in the contract, such case management, public education, and outreach to culturally diverse communities.
3. Provider must provide training to staff in the special physical, emotional and social needs of LGBT older adults. Relevant training opportunities may be made available through the US Administration on Community Living, USAging, the National Council on Aging, and SAGE USA.
4. Personnel funded wholly or in part under an ADS contract must spend a percentage of their time on contract-related activities equal to the percentage of their compensation paid with ADS funds.
5. Provider shall advise the AAA Program Coordinator of all personnel changes as they occur.

Commented [KS2]: If direct mental health is being provided should w be asking for licensure?

Background Checks

Applicants agree to perform background checks on any employees, representatives, or agents who may have or do have direct contact with clients or customers, to ensure such employees: (i) have not been convicted of a criminal offense related to the provision of services but have not yet been excluded; as discovered through any background check or based upon Contractor's knowledge, (ii) have not been terminated from employment by any employer or contractor for theft, misappropriation of property, or any other potentially illegal or unethical acts. Vendor agrees not to use any employee or potential employee failing to meet the above criteria to provide direct client services.

Reporting and Communication

Provider will be responsible for developing a tracking system for maintaining client attendance and demographics. Each month, the provider will update the PeerPlace database as required by the state of Wisconsin, with names, demographics, service counts, and other required data for all clients served using AAA funding each month.

Main point of contact for the provider will be the Program Coordinator assigned to the contract. Providers must submit to the AAA a monthly invoice for services provided along with the Service Report and any other reports required by the AAA by the tenth working day of the following month. The monthly invoice for services needs to have original documentation for all reported expenses to be kept on file with the agency. This includes but is not limited to payroll records detailing hours worked, compensation, fringe benefits, etc., paid invoices, and detail of any and all "indirect" or "administrative" costs. Milwaukee County DHHS program and fiscal staff will have a right to inspect these documents at any reasonable time.

Civil Rights Compliance and Client Grievance Procedure

Agencies are required to adhere to the following;

- a) Demonstrate an internal client grievance procedure and inform all clients of the availability of the client grievance process to resolve disputes regarding the provision of legal services. Provider shall keep a record of all such client grievances and provide DHHS Aging and Disabilities Services with a quarterly report of any grievances.

- b) Publicly post a notice detailing clients' rights under Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act and how to contact federal, state, and local government agencies to enforce their rights. Clients shall generally be informed that all legal services must be provided without discrimination based upon race, color, disability, or national origin.
- c) Ensure the availability of translation and interpretation services for limited English language participants, specifically including Spanish language resources and ASL interpreters.

Emergency Preparedness and Response Plan

An Emergency Preparedness and Response Plan is not required as part of the Proposal. Instead, within 120 days of contract effective date, Provider must have completed and available for review upon request by DHHS a comprehensive Emergency Preparedness Plan.

See DHHS Policy - Emergency Preparedness and Response Plan for details:

https://milwaukeecountydhhs.policystat.com/policy/token_access/85cbae18-2a17-40a8-b987-92a183c58f20/

County Responsibilities (as applicable)

Milwaukee County will provide:

- Templates required for monthly invoicing and reporting
- Access and instruction for utilizing the Wisconsin DHS PeerPlace database
- Program Coordinator communication and assistance to support the agency in successfully meeting program outcomes.

Budget and Payment Requirements

Budget:

Provider must provide a detailed budget that includes all expenditure categories as well as any additional revenues that will be utilized to provide program activities.

Total budget for this program is \$30,000.00.

- Basic County Allocation \$10,438.00
- Title IIIB \$19,562.00

Type of Unit:

Type of Unit: Hour

Required Non-Federal Match:

The provider of this service must fulfill a ten percent local matching requirement for Title III B funding. This match, totaling \$2,174, can be made through state and or local funds, in-kind donations, or volunteer hours

Contributions

Older American Act regulations require agencies to provide an opportunity for participants to make voluntary contributions for services funded through the OAA. Contributions must be voluntary, confidential, and related to the cost of the services provided. Solicitation of voluntary contributions must always respect the dignity and confidentiality of older adults. Contributions are voluntary and under absolutely no circumstances will availability of service depend on the client making a contribution. If applicant agency uses a letter or invoice to generate contributions, a copy of that letter is to be attached in the proposal (Optional Requested Information – Copy of letter or invoice to generate contributions).

Payment Requirements

This program will be funded as a Grant Contract where the provider is reimbursed only for the actual expenses incurred in operating the program and providing the services for which the contract has been awarded.