

UNITY of Greater New Orleans  
**REQUEST FOR PROPOSALS #25-6**  
 Supportive Service Projects for Self-Sufficiency  
 Supportive Services Only (SSO)  
 December 1, 2025

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**Purpose**

UNITY of Greater New Orleans, the lead agency for the homeless Continuum of Care (CoC) for New Orleans, Jefferson Parish and Kenner, is seeking proposals from nonprofit and governmental agencies to provide supportive services through a Supportive Service Only (SSO) component to connect homeless individuals with housing and programs to increase self-sufficiency in Orleans or Jefferson Parish.

It is anticipated that up to **\$3,120,000** will be available for this project to provide funding for four to eight project sponsors to assist at least **200 people** each month, if funding is provided by HUD in the national FY25 CoC funding competition. If awarded by HUD, the project is expected to begin in Fall of 2026 with a one-year award that is eligible for renewal though the CoC funding competition based on project performance as well as program and financial compliance. Each project sponsor selected by the CoC Evaluation and Project Selection Committee will be included as a sub-recipient of UNITY in the application submitted to HUD by the CoC. Respondents should be able to begin providing services by October 1, 2026.

Supportive Service Only (SSO) projects have a goal to improve the health and long-term economic independence for the homeless. SSO projects can be provided in three types of environments: 1) Street Outreach to unsheltered people where services are delivered in the field; 2) Services in homeless emergency shelter that reduce housing barriers and connect participants to housing; 3) Standalone projects provide a specific service (i.e. employment) that is dedicated for homeless people but is not restricted to a specific housing program, shelter, or structure. Projects are expected to improve the homeless system outcomes, to meet the funding priorities of the local CoC, and to meet the funding priorities of the HUD NOFO. Intended outcomes include: reducing unsheltered homelessness, increased exits to housing from shelters, supporting recovery, increasing employment income, and reducing trauma.

Respondents will be expected to serve a minimum of 40 individuals at any moment in time. Projects may not include funding for operating, rental assistance or leasing costs. Proposals may include specific areas of focus: Street outreach; Housing Navigation at Shelters; Recovery Specialists; Employment Services (including Supportive Employment); and, Self-Sufficiency Specialists.

Nonprofit, governmental, and faith-based organizations are eligible to apply. For more information, please see the UNITY of Greater New Orleans CoC Competition website at: [www.coc.unitygno.org](http://www.coc.unitygno.org). Once receiving funds through the Continuum of Care, organization must maintain dues-paying membership in the UNITY Service Providers and Professionals Association (SPPA).

**-----PROPOSALS ARE DUE BY 12:00 NOON ON MONDAY, DECEMBER 15, 2025-----**

**Meetings and Deadlines**

- RFP Information meeting: **Wednesday, December 3, 2025 at 1 p.m.**
- Deadline for submitting proposal to UNITY: **Monday, December 15, 2025 at 12:00 noon.**
- CoC Evaluation and Project Selection Committee scores proposals and selects Project Sponsors: **Thursday, December 18, 2025**

- Appeal Deadline: **Noon, Friday, December 26, 2025**
- Project Priority Rankings Posted of Projects to be included in application to HUD: **Tuesday, December 30, 2025**
- Submission of CoC Application to HUD: **January 14, 2026**
- New Project Sponsors begin services (anticipated) **October 1, 2026**

-----**BACKGROUND**-----

Supportive Service Only (SSO) Projects are a way to provide services that assist homeless people in obtaining housing, improving health, and improving long-term economic independence. Project activities must be consistent with 24 CFR 578.53.

**The agency selected as project sponsor must be willing to, at a minimum, do the following:**

- The Supportive Services project is necessary to assist people to exiting homelessness and increase self-sufficiency. Project sponsor will conduct an annual assessment of the service needs of the program participants.
- Project has a strategy for providing supportive services to eligible program participants including those with histories of unsheltered homelessness and those who do not traditionally engage with supportive services.
- The project will be supplemented with resources from other public or private sources that may include mainstream health, social, and employment programs such as Medicare, Medicaid, SSI, and SNAP.
- Connect participants with substance use treatment, recovery supports, mental health treatment, and health care.
- Connect families with children with child care, early child care, and education resources.
- Participate in the CoC Coordinated Entry System by using the community assessment tool for prioritization, and making referrals to the Coordinated Entry System for placement to homeless programs.
- Program is expected to meet outcome performance measures that will contribute towards community efforts to end and reduce homelessness as measured through System Performance Measures.
- Program will play an important role in the CoC's policy and program priorities to end homelessness for all persons to reduce unsheltered homeless, improve system performance, and partnering with housing, health and service agencies.
- Once receiving funds through the Continuum of Care, Programs should maintain dues-paying membership in the UNITY Service Providers and Professionals Association (SPPA), participate in CoC membership meetings of the SPPA, and other meetings of the CoC.

**In addition, Street Outreach projects must also:**

- Partner with first responders and law enforcement to engage people living in places not meant for human habitation to access emergency shelter, treatment programs, reunification with family, transitional housing, or independent living. The applicant must assist and not interfere or impede with law enforcement to enforce local laws such as public camping and drug use laws.
- Demonstrate effectiveness at helping people successfully exit from places not meant for human habitation to emergency shelter, treatment programs, transitional housing, or permanent housing programs.
- Prioritize for assistance for people experiencing homelessness who have higher needs and vulnerabilities.
- Conduct street outreach according to the local standards of care which includes conducting outreach at least two nights per week per Full Time Employee to be able to verify participant sleeping locations.

Anticipated Funding Amounts		
Budget Category	Minimum Budget Amount Per Project Sponsor	Maximum Budget Amount Per Project Sponsor
Supportive Services	\$145,000	\$725,000
Administrative -no more than 7%	\$10,150	\$50,750
<b>TOTAL CoC Funding</b>	<b>\$155,150</b>	<b>\$775,750</b>
Match	\$38,788	\$193,938

## Additional Information

Please consult HUD's CoC Program website for a description of the rules governing these program funds, how funds can be used, and the matching funds requirements for supportive services.

[www.hudexchange.info/programs/coc/](http://www.hudexchange.info/programs/coc/)

HUD website for Continuum of Care Program: [www.hud.gov/hud-partners/community-coc](http://www.hud.gov/hud-partners/community-coc)

UNITY Local CoC Competition Webpage: [www.coc.unitygno.org](http://www.coc.unitygno.org)

Local Competition FAQs: [www.coc.unitygno.org/faq/](http://www.coc.unitygno.org/faq/)

## -----PROPOSAL FORMAT-----

Your proposal must be no more than 10 pages in length and must address the following:

#	Question	Points:
	<p><b>Title of Project:</b>  <i>RFP #25-6 Supportive Services Only Project</i>, Name of Organization, Tax ID #, Unique Entity Identifier # (from SAM.gov), and contact information for any questions about the application.</p> <p><b>Attach evidence of non-profit tax-exempt status.</b> Identify the type of SSO project being proposed and location of activities.</p>	N/A
1	<p><b>Organizational Experience:</b></p> <p>a) Please state your organization's mission and explain how this project relates to the mission of your organization.</p> <p>b) Number of years of experience operating programs for homeless people. Indicate the number of homeless people served last year and include those who were served from unsheltered location or emergency shelter.</p>	10 Points
2	<p><b>Service Delivery and Program Model:</b></p> <p>Describe your project plan for providing effective services to eligible homeless persons which will reduce barriers to housing, provide treatment and recovery services, increase financial independence, and assist them in securing safe and appropriate unsubsidized housing to remain permanently housed. Indicate any specific population focus and eligibility requirements.</p>	30 Points

	<p>a) Describe how your program uses a recovery-oriented approach for people with severe mental illness or substance use disorders. Describe the program model with the expected length of participation for participants with different strengths and service needs and how the program will assist participants to exit to unsubsidized housing and length of time of program participation. (must be less than 24 months)</p> <p>a) Describe methods to successfully enroll people in treatment services and indicate if project will provide 24/7 access to detox or inpatient treatment through a project partner.</p> <p>b) Describe how you will develop an individualized service plan that will engage participants towards self-sufficiency. Indicate the anticipated hours/week service is provided for each participant, how the hours will be adjusted for those working/in training programs or people with physical disabilities unable to work. Indicate how the program will identify service needs and track the provision of services to participants.</p> <p>c) Describe how residents will be engaged to meet participation requirements, particularly people who have complex needs, those with severe mental illness, and those who are less likely to seek services. Describe how the program will work towards engagement to reduce discharges to homelessness.</p> <p>d) Describe how the project will connect people to valuable community resources such as mainstream benefits, education, health care, and employment.</p> <p>e) Describe how the program will support families with children to obtain child care, early childhood education services, and education supports to remove any barriers to employment.</p> <p>f) <b>Outreach Projects</b> should describe protocol for addressing individuals experiencing homelessness who are a danger to themselves and others, including involuntary commitment</p> <p><b>Attachments:</b></p> <ul style="list-style-type: none"> <li>Service delivery grid demonstrating each type of service and whether the service will be provided by the agency, a partner agency (for which there is an MOU or other written agreement), mainstream resources in the community.</li> </ul>	
<b>2b.</b>	<b>Participation Agreement</b> Submission of participant agreement that indicates required participation in services.	<b>5 Points</b>
<b>3</b>	<b>Staff Experience and Training:</b> Explain the staffing structure for the project and the evidence-based practices that will be used to assist homeless individuals and/or families to become self-sufficient. Describe the job duties and qualifications of the employees you will hire to provide these services and include a resume of the person who will supervise this staff.	<b>10 Points</b>
<b>4</b>	<b>Program Outcomes:</b> Describe how the program will evaluate success, including success of partners involved in the provision of services. Describe how the program will be managed to meet project performance outcomes and improve CoC system performance measures. Include specific measure goals for the following outcomes: increasing housing stability through permanent housing; reducing returns to homelessness; and, increasing participant employment income.	<b>20 points</b>
<b>5</b>	<b>Implementation Timeline:</b> Describe your plan for rapid project implementation, specifically how the project will provide services for the first program participants within 60 days of the award and full enrollment within 90 days of award. Include a timeline for hiring and training staff.	<b>5 Points</b>
<b>10</b>	<b>Financial Capacity:</b> a) Indicate your proposed budget for supportive services and administrative costs. Evaluation of the budget will consider eligibility of costs, indication of which costs will be provided by CoC	<b>10 Points</b>

	<p>funding or matching funds, and cost reasonableness. Indirect costs should be indicated in the budget for eligible costs and accompanied by either the federally approved indirect cost rate or UNITY's indirect cost worksheet, if charging the de minimus rate to the CoC budget. Budgets of selected applicants may be revised in consultation with UNITY upon notification of proposal selection.</p> <p>b) Describe your agency's capacity and ability to front costs for program (reimbursement from UNITY will not occur most likely until 6 weeks after your invoice has been submitted).</p> <p>c) Submit the organization's two most recent independent audits (and A-133 audit if applicable).</p> <p>d) Attach documentation of matching funds which includes the following information for each funding source:</p> <ul style="list-style-type: none"> <li>▪ Source: Government or Private</li> <li>▪ Method: Cash or In-kind</li> <li>▪ Date of Commitment</li> <li>▪ Specific Source of Match</li> <li>▪ Project expenses that Match funding will be used for</li> </ul>	
11	<p><b>Cost Effectiveness</b></p> <p>Indicate cost effectiveness of the proposed project by dividing the proposed CoC funding by the number of positive outcomes expected over 12 months.</p>	10 Points
12	<p><b>Partnerships and Leveraging Resources:</b></p> <p>Describe how this project will utilize other resources, programs, partnerships, and/or benefits to increase participant housing stability:</p> <p>a) Written commitment from a public or private health care provider indicating assistance to program participants of at least 50% of the funding request. Services must be tailored for participants in the project and health provider may not restrict eligibility of participants.</p> <p>b) Written commitment for recovery services from substance use treatment provider and/or Community Behavioral Health Center.</p>	10 Points
13	<p><b>Outcome Performance, Contract Compliance:</b></p> <p>No response required for current recipients of CoC and ESG funding. Each proposal is eligible for an additional 10 points to be determined by the Project Evaluation and Selection Committee which will consider additional factors in deciding which proposers would make a good project sponsor. These include:</p> <ul style="list-style-type: none"> <li>▪ Contract compliance with previous CoC and ESG funded projects regarding spending, timely billing, data quality, submission of required reports, findings and concerns, etc.</li> <li>▪ Performance results from CoC and ESG Annual Progress Reports and monitoring reports.</li> <li>▪ Consumer Feedback and Collaboration with UNITY Coordinated Entry and Welcome Home Outreach Program.</li> </ul> <p><i>*Respondents not currently funded by UNITY or local CoC funds must provide two letters of reference from funders regarding performance and compliance with projects of similar size and scope.</i></p>	10 Points
	<b>TOTAL:</b>	<b>120</b>
	<b>Building Community Capacity –</b>	
	In order to build community capacity, the CoC Evaluation and Project Selection Committee may select a proposal from respondent that does not currently receive CoC funds.	

**Mandatory Attachments: (not counted towards page limit)**

- Attach a copy of organization's 2 most recent annual Financial Audits.

- Attach proof of eligibility as a nonprofit or government organization.
- Participation Agreement or Occupancy Agreement
- Service Delivery Grid
- Budget
- Match Commitment Letter indicating source of matching funds and uses of those funds on project activities.  
Match of 25% of total sub-recipient budget is required.

**\*Respondents not currently funded by UNITY or local CoC funds must provide two letters of reference from funders regarding performance and compliance with projects of similar size and scope. Letters should indicate amount of funding, time period of performance, number of people served, key outcome measures.**

**Optional Attachments:**

- MOUs or formal agreements with housing or healthcare providers to document response for Partnerships and Leverage.
- Respondents not currently funded by UNITY or local CoC funds may also submit program reports submitted to other funders indicating outcome measures.
- Resume of Project Supervisor or Director
- Job Description(s) of proposed Key Project Staff
- Federally approved indirect cost rate or UNITY Indirect Costs Worksheet for de minimum rate.

**Please limit your proposal to no more than 10 pages (not including attachments).**

**-----PROPOSALS ARE DUE BY 12:00 NOON ON MONDAY, DECEMBER 15, 2025-----**

**Proposals must be addressed to Martha Kegel, Executive Director of UNITY, and submitted to  
[proposals@unitygno.org](mailto:proposals@unitygno.org)**

**no later than 12:00 pm noon on MONDAY, DECEMBER 15, 2025**

Do not submit proposals by any other method. If you have questions about the RFP, please contact Valerie Coffin, Director of CoC Programs [vcoffin@unitygno.org](mailto:vcoffin@unitygno.org). Please visit the 2025 CoC Funding Competition page on UNITY's website at [www.coc.unitygno.org](http://www.coc.unitygno.org) periodically to see if answers to any questions submitted by you or others regarding the RFP have been posted.

For materials in alternate formats, please contact Valerie Coffin, Director of CoC Programs at [vcoffin@unitygno.org](mailto:vcoffin@unitygno.org) or call 504-821-4496 x1012.