

Fiscal Year 2027 (FY27) Assistance Network Supplemental Funding Opportunity

March 9, 2026

Under SB22 – 081(SB81) Connect for Health Colorado (C4HCO) is required to design and implement an outreach and marketing campaign to educate customers on how to attain and retain health care coverage based on their needs and financial circumstances. C4HCO is offering this funding opportunity as part of a larger and multi-year marketing and outreach campaign with the goals of reducing the number of uninsured Coloradans, improving health insurance literacy and assisting people who lose coverage or transition to coverage.

Funding Opportunity Details

- **Who is eligible to apply for funding?**
Contracted Assistance Sites and Certified Application Counselor (CAC) Location organizations are eligible for funding.
- **How does an organization apply?**
Log in to c4hco.smapply.io. Complete an application as a Assistance Site or Certified Application Counselor location. Click on the FY27 Supplemental Funding task. Review the [budget instructions](#) and review the types of expenses that are and **are not** allowed, for instance promotional items and gifts. Complete the work plan activities, expected outcomes and budget form. Include work that can be completed in FY27. Carryover of unexpended funds will be considered but is not guaranteed.
- **How much funding is available?**
For FY27 Assistance Network Supplemental Funding Opportunity, a maximum of \$80,000 will be considered to any one organization. Applicants may be asked to revise their plans or budgets after review by C4HCO. To receive a maximum award amount, an applicant will have significant reach to priority target populations and previously demonstrated experience achieving or exceeding expected outcomes on similar work plan activities. C4HCO expects that certified Assister or outreach personnel should be allocated at no less than 50% time, so that expertise can be achieved and maintained (0.5 FTE).
- **How will funds be disbursed?**
Disbursement will be made from C4HCO in an initial payment of 40% of the award amount after signature of contract and receipt of initial invoice. An additional 40% may be disbursed after reporting shows progress towards the deliverables and an invoice is

received. The remaining 20% of the award amount will be disbursed when C4HCO determines work plan activities have been completed with expected outcomes achieved, and final invoice is received.

- **What financial reporting and audit requirements should be expected?**

Organizations should track the use of awarded funds separately from other funds. C4HCO reserves the right to audit performance and expenses.

- **What is the selection criteria?**

Selection is based on the work activities and feasibility to achieve the objectives. Applications with an emphasis on targeting populations with disparate health outcomes, increasing enrollment through Connect for Health Colorado and lessening gaps in coverage may be prioritized. Work plans must:

(a) Demonstrate one or more of the following activities:

- Educate customers or potential customers on how to attain and retain health care coverage based on their health care needs and circumstances and coverage options available to them through the Marketplace or Connect for Health Colorado.
- Improve health insurance literacy among Coloradans.
- Avoid gaps in coverage for customers who lose Minimum Essential Coverage.

(b) Be targeted to assist one of the following audiences:

- Customers who may lose Minimum Essential Coverage.
- Uninsured or eligible-but-not-enrolled customers.
- Customers found ineligible for Medicaid and CHP+

- **What types of work can be considered for funding?**

Work activities can vary from hiring bilingual staff, educating potential customers, to conducting local marketing campaigns. Creative and measurable work activities that meet the funding goals are encouraged. Examples may include:

1. \$65,000 to hire a full-time bilingual Assister for twelve months who can educate Marketplace or Colorado Connect customers in a In-person, virtual or phone environment.
2. \$20,000 for a part-time bilingual Assister to provide education about options and connect 500 people currently uninsured or enrolled in CACP or sliding-fee scale programs to the Marketplace or Colorado Connect.
3. \$5,000 to run ads on the local Spanish radio station for Open Enrollment.
4. \$2,500 for posters, banners and stand-up displays to be placed in locations visible to target audiences informing them of lower premiums and lower healthcare costs available through the Marketplace, and how to get local, free help in applying.

- 5. \$1,000 for social media or digital marketing campaigns driving customers to get help applying through the Marketplace or Colorado Connect.
- 6. Travel and expenses to attend events or conduct door-to-door campaigns (following conflict of interest and conduct policy and local laws or rules) to educate potential customers on Marketplace or Colorado Connect.

- **Do marketing materials need to be approved?**

Yes. Awarded organizations will need to submit proofs through their Partner Application on c4hco.smapply.io. Criteria for marketing materials include including the “Certified by Connect for Health Colorado” logo where appropriate, only promoting Assister services and health coverage options through the Marketplace or Colorado Connect and using clear and simple language.

- **What is the timeline for this opportunity?**

March 9, 2026	Release Request for Applications
6-week application period	Webinars and Q/A
April 20, 2024	Application deadline
April 21 - May 22, 2026	Application review and award
July 1, 2027 - June 30, 2029	Contract period

C4HCO will host an optional informational session with an additional Q&A opportunity using Microsoft Teams:

Application Cycle Webinar 1: Assistance Network-focused

Microsoft Teams
 Thursday, March 18, 10:00AM – 11:00AM
 Meeting ID: 275 462 528 780 7
 Passcode: fQ3ps6J7

Application Cycle Webinar 2: Broker-focused

Microsoft Teams
 Thursday, March 18, 1:00PM – 2:00PM Meeting ID: 898 7125 3375
 Passcode: Ge78PA7g

Application Cycle Webinar 3: Open Office Hours

Microsoft Teams
 Tuesday, April 14, 2:00PM – 2:30PM
 Meeting ID: 277 997 077 206 51
 Passcode: K4y8Rn9Y

- **How will I be expected to report on my work deliverables?**

Organizations awarded funds will provide ongoing and periodic reporting to C4HCO through c4hco.smapply.io and other tools defined by C4HCO. Reporting will demonstrate the characteristics of Coloradans served and enrollment outcomes, number of individuals reached through outreach and marketing and the number or encounters with partners.

Please reach out to AssistanceNetwork@c4hco.com. for questions, resources or to discuss potential strategies.