

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
From The Heart	Food Security	91	35	The proposal highlights the organization's history, mission, and experience serving marginalized communities. Founded to address long-standing disinvestment in Bayview-Hunters Point, the organization develops programs that respond to pressing community needs such as food insecurity, neighborhood safety, and access to wellness resources. The proposal references two prior initiatives that demonstrate the organization's success in delivering services that are both culturally affirming and community-centered. All staff members have either grown up in or actively served the communities they support, strengthening their capacity to provide credible, culturally fluent, and responsive programming. The organization emphasizes its commitment to ensuring that leadership, decision-making, and service delivery are guided by and reflective of community voices and needs.	13
From The Heart	Food Security	85	34		13
From The Heart	Food Security	60	25		6

	C: Deliverab		D: Detailed		E: Outreach	
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score	
<p>The program seeks to integrate food distribution, youth-led property beautification, tenant advocacy, and trauma informed outreach. The program has several objectives, but the objective that is most aligned with the RFP service area is the Food Security and Wellness Equity. The proposal provides details on the deliverables, milestones, timeline, and intended impact of the program. The program will ensure service are equitable and inclusive by offering accessibility accommodations, culturally competent training, representative leadership, and responsive programming. The program has various mechanisms to foster long-term impact and cultural responsiveness that are employed across several proposed programs. The program integrates accessibility and inclusivity into every layer including its program design, implementation, and evaluation.</p> <p>It should be noted that proposals for this service area should primarily focus on a program or project that is food justice related.</p>		<p>14 The proposal outlines key deliverables, outputs, and anticipated outcomes; however, not all deliverables align with the Food Justice service area outlined in the RFP. A detailed logistical and operational plan is provided, including the staffing structure, service coordination, and partner roles. The organization presents a robust risk mitigation strategy and contingency plan to anticipate, prevent, and address potential challenges. Roles and responsibilities for each staff member are clearly defined, with emphasis on their expertise and cultural responsiveness, as highlighted in Section A.</p>		<p>9 Attachment II is complete and included as table in their proposal document. The proposal includes a clear budget narrative, but some of the personnel and program cost are not aligned with the intended service area. Nonetheless, all listed funds are within the city's allowable expenses guidelines. Where possible, the organization leverages in-kind contributions, volunteer support, and long-standing partnerships with local organizations, businesses, and institutions.</p>	10	
<p>Proposal appears to be a general operating request. Food security seems to be a component and not the focus of the application.</p>	<p>11 5</p>		<p>7 7</p>		<p>10 8</p>	

F: Evaluation			G: Letters of	
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale
<p>The proposal outlines a comprehensive community outreach plan rooted in cultural responsiveness, community-driven leadership, and relationship-centered communication. The organization will employ diverse strategies, such as door-to-door tenant engagement, multilingual visual tools, digital communication, community events, referrals, and trusted messengers/ambassadors, to engage Black residents, seniors, immigrants, and other marginalized groups.</p> <p>Collaboration with community-based organizations, local businesses, public agencies, and grassroots leaders will ensure programming is effective and well-resourced. Accessibility and inclusivity are embedded throughout: all flyers, materials, and signage will be translated into English, Spanish, and Chinese (the most widely spoken languages in Southeast San Francisco); events and distribution sites will be ADA-compliant with seating designed for elders, wheelchair users, and individuals with mobility challenges; and programming will prioritize disability inclusion.</p> <p>Staff are trained in trauma-informed care, harm reduction, and de-escalation to better support participants who have experienced mental health challenges, racial discrimination, or violence. By centering resident voices and prioritizing respect and dignity in every interaction, the outreach strategy is designed to cultivate lasting community trust</p>	10	<p>The organization employs robust, community-informed evaluation tools to track, measure, and report on key performance indicators. Both quantitative and qualitative data are collected to assess community engagement, participation levels, program accessibility, and long-term impact. The proposal details a clear data management and reporting framework, including the methodology for data collection and analysis. Throughout the grant period, progress will be measured using both quantitative and qualitative benchmarks. A structured reporting system, aligned with the performance metrics and compliance requirements outlined in the RFP, will be implemented. Oversight of data collection, documentation, and reporting will be carried out by the administrative and program management team to ensure accuracy, consistency, and timely submission. Community feedback will be central to program improvement. The organization is committed to a participatory approach that values residents as co-creators and decision-makers shaping the programs that impact their lives.</p>	0 Points	The proposal only has one LOR.
	10		0 Points	
	6		3 Points	Could not view the 2nd LOR