

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
18 Reasons	Maternal and Infant Health	89	30	18 Reasons discusses the necessity for upstream interventions to address maternal health disparities but does not explain how this organization is qualified to meet the community's needs. It is not clear how the organization's leadership and decision making reflect, incorporate or center the communities most in need, particularly as described by the intended population for the Dream Keeper Initiative. It seems that the programming has been focused on Latinx and Spanish-speaking communities; while that is not inherently a problem nor does it mean that 18 Reasons could not expand their programming, this application does not clearly articulate how that expansion would happen.	13
18 Reasons	Maternal and Infant Health	95	34		15
18 Reasons	Maternal and Infant Health	92	33	18 Reasons provided a clear and concise description of their organization's mission, history, and track record. They effectively demonstrated alignment with the goals and priorities outlined in the RFP, particularly through their strong commitment to serving marginalized communities, with a specific focus on Black and Brown participants. The proposal included detailed examples of past programs that were culturally affirming and community-led, showcasing their ability to successfully serve historically marginalized populations. They also shared, in great detail, the experience, expertise, and lived experience of key staff members, highlighting their capacity to engage meaningfully and respectfully with the communities most impacted. Overall, all bullet points in this section were addressed thoroughly and effectively. 18 Reasons clearly demonstrated their commitment to cultural inclusion, community empowerment, and systemic equity, while centering community voices in both leadership and service delivery.	14

	Deliverables &		D: Detailed		Outreach &
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score
18 Reasons clearly describes the purpose of the proposal and its design, as well as collaborators with whom they would continue to work with to build out this programming. Application does not share a structured plan detailing expansion of existing services or how this program fosters long term community impact.	14	18 Reasons clearly describes their key deliverables and how they will compound impact through collaboration with partner organizations. It is still unclear how the organization will ensure participants reflect the target population of DKI.	10	The budget is detailed and thoughtful, giving a clear breakdown of the intended investments and also includes strategies for leveraging additional resources.	8
	14		9		9
All bullet points in this section were well addressed. The proposal laid out a clear foundation for the program design, including a well-defined purpose, set of objectives, and intended impact that align closely with the Service Area priorities outlined in the RFP. The implementation plan was structured and thoughtful, outlining specific engagement strategies, key milestones, and a timeline. The organization also demonstrated adaptability in meeting the needs of diverse community members by utilizing Zoom for virtual participation and delivering groceries directly to participants' homes to reduce transportation barriers. Cultural responsiveness was clearly embedded within the program model, as all staff and guest speakers reflect the cultural and linguistic backgrounds of the participants, helping to build trust and connection. While the program is open to all, there is a clear and intentional focus on serving Black and Brown populations, ensuring that historically marginalized communities remain at the center of their efforts.	14	18 Reasons did an excellent job addressing all bullet points in this section. They clearly defined key deliverables and measurable outputs, ensuring alignment with the anticipated outcomes outlined in the RFP. Their logistical and operational plan was detailed and thoughtfully constructed, outlining strong partnerships, staffing structure, and service coordination. They placed a clear emphasis on community-rooted leadership and cultural responsiveness by partnering with organizations that focus specifically on addressing Black and Brown health disparities. Roles and responsibilities of key personnel and collaborators were well articulated, reflecting a team that is both experienced and deeply connected to the communities they serve. In terms of risk mitigation, 18 Reasons demonstrated strategic planning by implementing cross-training among staff to ensure uninterrupted service delivery. They also highlighted their approach to sustainability by leveraging multiple funding streams to support program longevity. Overall, this section was comprehensive and effectively conveyed the organization's capacity to deliver high-impact, community-centered services.	9	The submitted budget appears realistic and well-structured. It clearly outlines how funds will be allocated to support program implementation while maintaining fiscal responsibility. Each line item is justified and reflects allowable and necessary expenses under the funding guidelines, with a strong focus on equitable compensation, direct community benefit, and program sustainability. Additionally, the organization highlights how it will leverage community partnerships and in-kind support to maximize program reach and effectiveness. Overall, the budget aligns well with the goals and priorities outlined in the RFP and provides a solid financial foundation for successful program delivery.	8

Evaluation &		Letters of Recomm	
Optional Rationale	Category Score	Optional Rationale	Category Score
The outreach plan is comprehensive but it is not tailored to the target audience intended to receive support from DKI.	9	The evaluation metrics are thoughtful and aim to give good guardrails to programming	5 Points
	9		5 Points
18 Reasons did a strong job detailing their outreach plan, with a clear emphasis on community-driven strategies. Their approach is rooted in existing relationships and trust within the community, as they receive referrals directly from partners who work closely with their target population. This helps ensure that those who could most benefit from the services is actively engaged. They also demonstrated a strong commitment to accessibility and inclusion by utilizing multilingual flyers, posters, and bilingual materials to reach non-English-speaking participants. Additionally, they addressed accessibility for individuals with disabilities by ensuring that all in-person spaces meet ADA requirements and by offering virtual participation options via Zoom. Overall, the outreach plan is culturally relevant, thoughtfully designed, and clearly aimed at fostering long-term relationships within historically underserved communities.	9	18 Reasons provided a detailed and thoughtful plan for tracking, measuring, and reporting key performance metrics. They outlined their use of both qualitative and quantitative data, including pre- and post-program surveys, to measure changes in participants' cooking and eating habits, pregnancy outcomes, food insecurity levels, and the percentage of participants working with a doula. These metrics are well aligned with the program's goals and offer clear indicators of impact. To support data collection and management, they utilize Salesforce, a robust data tracking tool that enables efficient monitoring, reporting, and outcome analysis. The use of Salesforce strengthens their ability to ensure accuracy, consistency, and accountability across all program activities. In addition to internal tracking, they incorporate external evaluations to further assess program effectiveness and support continuous improvement. This added layer of evaluation demonstrates a commitment to objectivity and quality assurance. 18 Reasons also addressed how they will ensure transparency and accountability in reporting outcomes to the City, noting their intent to meet performance metrics as outlined in the RFP. Their use of regular data collection, Salesforce, and reporting tools supports compliance and demonstrates strong organizational capacity.	5 Points
			Both letters of recommendation were strong and effectively highlighted the intentionality behind 18 Reasons work. They spoke to the dedication of the staff, the organization's community-centered approach, and the meaningful impact they have made. The letters emphasized how 18 Reasons consistently uplifts and integrates the voices of the community they serve, taking a relational rather than transactional approach to program delivery and partnerships. Additionally, both letters reinforced the organization's cultural competency, organizational capacity, and commitment to engaging historically marginalized communities. Overall, the letters provided compelling endorsements of 18 Reasons effectiveness and deep-rooted presence within the community.