

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
Family Connections Centers	Maternal and Infant Health	70	20	FCC does not describe how this organization is prepared to meet the distinct maternal and infant health needs of San Francisco's historically marginalized communities, including the African American community. They also do not explain how the organization or this proposed program is rooted in community leadership and engagement.	11
Family Connections Centers	Maternal and Infant Health	90	32		14
Family Connections Centers	Maternal and Infant Health	71	23	Family Connections Centers demonstrated a long-standing presence with over 30 years in programming; however, their proposal could have benefited from more detail regarding their mission, history, and overall track record. The section felt limited in information, and the inclusion of additional context or specific examples would have strengthened their alignment with the goals and priorities outlined in the RFP. While they did provide one example of a program serving historically marginalized communities, the second example centered on a resource center. This could have been more effective if they had elaborated on at least one specific program or initiative delivered through that resource center, particularly one with documented impact. A notable strength is their staffing approach, 15% of current staff are former participants, which reflects a deep investment in community-rooted leadership. Additionally, over 92% of their staff are multilingual, which significantly enhances accessibility and cultural responsiveness. They excelled in showing how leadership and programming reflect the needs of the community. Their strategies include monthly parent advisory boards, anonymous client surveys, and direct collaboration with participants on event planning. These practices reflect a strong commitment to community empowerment and inclusive decision-making.	9

	C: Deliverab		D: Detailed		E: Outreach
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score
FCC clearly articulates the purpose of programming but does not include data that would suggest the programming would have an impact on maternal and infant health disparities. Application does not describe how accessibility and inclusivity will be embedded in the programming.	13			7 FCC's proposed budget is very staff/admin heavy and does not describe how they might leverage additional resources.	10
Family Connections Center clearly articulated the purpose, objectives, and intended impact of their proposed program, demonstrating alignment with the Service Area priorities outlined in the RFP. They provided a detailed description of the program design and components, along with strong engagement strategies tailored to diverse community members. However, while the overall plan was well thought out, the proposal lacked a specific timeline for implementation, which would have helped clarify how the program would be rolled out and assessed over time. Additionally, the long-term community impact was not explored in depth, though they did touch on how the program promotes cultural responsiveness and integrates community leadership. One notable strength was their emphasis on accessibility and inclusivity. They described how programming is designed to be equitable and community-centered, including the addition of a paternal program component that ensures male caregivers receive the same materials and support as mothers. This thoughtful approach reinforces their commitment to serving historically marginalized populations in a culturally responsive and inclusive manner.	14	13 Family Connections Centers did a strong job addressing all components of this section. The deliverables and measurable outputs were thoroughly explained and clearly aligned with the anticipated outcomes outlined in the RFP. Their logistical and operational plan was well detailed, including key elements such as staffing structure, service coordination, and strategic partnerships. The proposal clearly outlined the roles and responsibilities of key personnel, with a strong emphasis on community-rooted leadership and cultural responsiveness. Risk mitigation strategies also appeared well thought out. The organization outlined financial sustainability efforts through funding from private foundations and funders, and they noted the use of merit-based wage increases as a strategy to support staff retention and program continuity. Overall, this section demonstrated strong organizational capacity and planning.	9	8 The submitted budget is organized and aligns with the requirements of the RFP. It includes a detailed breakdown of staffing, fringe benefits, consultant services, participant support, and program supplies. Each cost allocation appears realistic, necessary, and allowable under the funding guidelines. While specific details on leveraged in-kind contributions or outside funding was not stated, the proposal would benefit from further elaboration on how Family Connections Centers will leverage partnerships or additional resources to enhance the program's reach and long-term effectiveness. Overall, the budget is realistic, balanced, and demonstrates a clear understanding of the costs associated with effective and equitable program delivery.	9
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## F: Evaluatio

G:  
Letters of

Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale
		6 Evaluation section lacks specificity, does not provide a clear plan for measuring impact, and does not explain what they will measure.	3 Points	Letters are generic, lack specific details, and repeat boilerplate information in the application.
Family Connections Centers provided a strong and comprehensive outreach plan that clearly targets the communities most in need of their services. They demonstrated a culturally relevant and community-driven approach by hiring staff directly from the communities they serve and actively engaging parents in the design and implementation of programming. Additionally, they empower current participants to help with outreach by equipping them with leadership training and providing stipends, fostering both trust and shared ownership in the program. To ensure accessibility and cultural responsiveness, Family Connections Centers utilize multilingual staff and materials, making their outreach efforts more inclusive for historically marginalized populations. Their use of widely used communication platforms such as WhatsApp, text messaging, and social media helps them maintain regular contact with the community. They also address logistical barriers by offering online forms to reduce the need for in-person visits and to help overcome transportation challenges. These layered and thoughtful strategies not only enhance engagement but also help build long-term relationships with the community through consistency and accessibility.	7	7 Family Connections Centers provided a strong overview of their approach to tracking and measuring key performance metrics. They utilize the Salesforce database to collect and manage a wide range of data, including participant demographics, attendance, surveys, and other indicators critical to measuring community engagement, participation levels, and overall program effectiveness. They also outlined the use of Parent Advisory Boards for incorporating community feedback. This structure allows for ongoing input from program participants and supports continuous improvement and sustainability planning that is responsive to the needs of the community. However, the proposal did not specifically address how the organization will ensure transparency and accountability in reporting outcomes to the City, particularly in relation to the performance metrics outlined in the RFP.	5 Points 3 Points	Family Connections Centers submitted the required two letters of recommendation. One of the letters was strong and effectively highlighted the organization's impact, the quality of their programming, and the dedication of their staff. It provided a clear endorsement of their ability to successfully execute community-based initiatives, particularly in serving historically marginalized communities. However, the second letter was less compelling. A significant portion of it focused on describing the recommender's own organization, rather than directly speaking to the impact, cultural competency, and organizational capacity of Family Connections Centers. As a result, it missed an opportunity to fully support the strengths and effectiveness of the applicant.