

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
Homeless Prenatal Program	Maternal and Infant Health	92	35	HPP thoughtfully details the organization's mission and history and how it is tied to the objectives of this grant. HPP also shares in great detail the investments the organization has made to ensure that leadership and service delivery reflect the voices and needs of the communities they serve.	15
Homeless Prenatal Program	Maternal and Infant Health	91	32		14
Homeless Prenatal Program	Maternal and Infant Health	68	20	The Homeless Prenatal Program did a good job discussing their mission, history, and track record. However, considering the many years they have been in service, their response could have included more detail about the long-term impact of their work. While they noted that their staff is diverse and multilingual, they did not provide specific information about the population they serve, which would have helped demonstrate a clearer alignment with the RFP's focus on cultural inclusion and equity. They highlighted two key programs: a case management program and Jelani House, a transitional housing program for pregnant women and women with children. Jelani House offers a group called Mothers & Babies: A Sista's Circle, specifically designed for women who identify as Black mothers, a culturally affirming space that reflects a thoughtful, community-led approach. The agency mentioned key staff members who appear to be well-equipped to engage with community members in a meaningful and respectful way. Staff work directly with participants to ensure their needs are being met and that programming remains relevant and responsive. The organization also clearly explained its practice of hiring former clients, not only to create pathways to employment but to help bridge trust between staff and participants. Additionally, they use focus groups and listening sessions to ensure that community voices are reflected in both service delivery and organizational decision-making.	12

	C: Deliverab		D: Detailed		E: Outreach
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score
HPP clearly articulates the purpose and intended impact of the Wellness Center and describes how the program will sit at the intersection of community engagement and culturally affirming services.		13 Key deliverables are clearly defined and HPP breaks down program participation by demographics.		7 Budget lacks narrative and majority is focused on 2 FTEs.	9
The purpose, objectives, and intended impact of the proposed program were clearly articulated and aligned with the Service Area priorities outlined in the RFP. The program specifically targets homeless and low-income pregnant individuals, as well as families with children ages 0–5. The Homeless Prenatal Program utilizes a family-centered, trauma-informed, and low-barrier approach to service delivery, which ensures that participants are met with empathy, flexibility, and culturally responsive care. However, the proposal did not include a structured timeline for program implementation. The agency promotes long-term community impact by helping clients build meaningful connections and community support systems, addressing the isolation often experienced during pregnancy and early parenthood. Their approach to engagement fosters trust and belonging, particularly for those who have been historically underserved. The program’s cultural responsiveness is reflected in both its service model and participant demographics; according to the agency, the vast majority of participants come from historically marginalized communities, with 57% identifying as Black or Latinx. While the proposal emphasized accessibility through its low-barrier design, additional detail on how the program will be adapted to meet the specific needs of a variety of diverse community members would have strengthened its overall responsiveness to the RFP’s emphasis on inclusivity and equity.	14	10 The program’s key deliverables and measurable outputs were clearly outlined and effectively aligned with the anticipated outcomes specified in the RFP. Homeless Prenatal Program demonstrated a structured approach by operating three separate cohorts concurrently, allowing participants to transition into the next session upon graduation. This design supports program continuity and minimizes service gaps. Key personnel and community partnerships were clearly listed; and their roles were well-articulated, reflecting a thoughtful integration of culturally responsive and community-rooted leadership throughout the program’s implementation. While the proposal briefly addressed risk mitigation, it could have benefited from a more comprehensive explanation. The agency did note that staffing and organizational capacity are structured to allow for cross-functional support, ensuring that services can continue without disruption in the event of staff absences or unexpected challenges. However, further detail on specific contingency plans, especially in response to potential staffing shortages or increased participant needs, would strengthen confidence in the program’s operational resilience and long-term sustainability.	10	8 The submitted budget appears complete and reflects a clear, well-structured allocation of funds aligned with the goals of the proposed program. The budget demonstrates fiscal responsibility and includes realistic, necessary, and allowable expenses in accordance with the funding guidelines. Notably, the inclusion of a line item for contracting with community partners reflects a thoughtful approach to equitable compensation and leveraging community expertise. However, while the budget is generally sound, it lacks specific details regarding the use or valuation of in-kind contributions.	10 7

F: Evaluation		G: Letters of	
Optional Rationale	Category Score	Optional Rationale	Category Score
HPP clearly articulates their outreach plan and how they will ensure accessibility to programming.	8	HPP clearly outlines their plan for tracking and reporting KPIs but does not articulate what they will be tracking.	5 Points
Homeless Prenatal demonstrates a clear commitment to reaching historically marginalized communities through in-person outreach, literature drop-offs, wellness centers, and word-of-mouth. With over 3,800 families served annually and 95% of participants identifying as non-white, their focus on Black and Latinx communities is evident. The organization highlights strong partnerships with key community-based organizations and public agencies, including City and County of San Francisco departments, San Francisco Pop-Up Village, Black Women Revolt, SisterWeb, and Embrace, which help support a coordinated referral process. Additionally, they show intentionality in ensuring their spaces are accessible and welcoming for individuals with disabilities. However, the outreach section would benefit from additional detail. Specifically, it lacks sufficient information on how trust is built and sustained over time, and how long-term relationships are fostered within the communities they serve.	6	5 Points	Homeless Prenatal submitted two solid letters of recommendation that support their proposal. However, both letters are nearly identical, with only minor changes in language. Providing two distinctly different letters, reflecting diverse perspectives and unique insights, would have strengthened their application and likely resulted in a higher score.
	8 Homeless Prenatal demonstrates a structured approach to data management and evaluation. The use of Salesforce to track and manage program data allows for consistent data collection and efficient monitoring of performance indicators. Quarterly reviews conducted by the evaluation team help ensure the organization remains aligned with its stated goals and outcomes. Their inclusion of focus groups and listening sessions shows a commitment to incorporating community voice and feedback into program development and delivery. Additionally, their plan to implement a Continuous Quality Improvement (CQI) evaluation model reflects a proactive approach to maintaining transparency, accountability, and alignment with the City's reporting standards.	3 Points	