

			A: Organizational Background & Cultural Responsiveness		B: Program
Organization Name	Service Area	Total Score	Category Score	Optional Rationale	Category Score
SisterWeb	Maternal and Infant Health	96	35	SisterWeb thoughtfully demonstrates the organization's history of cultural inclusion and how they ensure leadership reflects the voices of the communities they serve.	15
SisterWeb	Maternal and Infant Health	97	35		15
SisterWeb	Maternal and Infant Health	84	27	SisterWeb clearly described their mission, history, and track record, demonstrating strong alignment with the RFP's goals of cultural inclusion, community empowerment, and systemic equity. They provided two well-documented examples of successful, community-led programs that have effectively served historically marginalized communities, including the African American community, in culturally affirming ways. The organization did a strong job highlighting the lived experience and qualifications of key staff members. Many team members share similar backgrounds with the communities they serve, which strengthens trust and engagement. Their doula care model is shaped by direct feedback from Black birthing families, ensuring services remain responsive and rooted in community voice.	12

	C: Deliverab		D: Detailed		E: Outreach
Optional Rationale	Category Score	Optional Rationale	Category Score	Optional Rationale	Category Score
Program design clearly articulates the connection between the proposal and the service area. Also explains how SisterWeb is uniquely prepared to address maternal and infant health outcomes in San Francisco.	15		10	Budget reflects diverse funding sources and a clear narrative justifying costs.	8
SisterWeb clearly articulated the purpose, objectives, and intended impact of their proposed program, aligning well with the Service Area priorities outlined in the RFP. Their model is deeply rooted in cultural responsiveness and community leadership, with doulas who share lived experiences with the communities they serve. This authentic representation helps foster trust and meaningful engagement. The program centers on joy, dignity, and celebration in the birthing experience, intentionally moving away from negative narratives that often surround Black maternal health. They incorporate traditional birthing practices and provide services to a wide range of diverse groups. Their structured approach includes meeting clients in their homes or local neighborhoods to reduce transportation barriers, offering no-cost services, and serving individuals regardless of documentation status.	14	13 Their operational plan reflects a well-structured, community-rooted leadership model, supported by culturally responsive partnerships. Key collaborators include 18 Reasons and Birthland Midwives, both of which are committed to culturally affirming care. Additional institutional partners such as Kaiser, UCSF, and Zuckerberg San Francisco General Hospital offer critical feedback and community-informed insights that help shape institutional practices and service delivery. Roles and responsibilities of key staff and partners were clearly outlined, emphasizing shared values around equity and cultural responsiveness. SisterWeb’s risk mitigation strategy includes offering competitive wages and peer support to reduce staff burnout, as well as securing funding through multiple revenue streams to ensure program stability and continuity.	10	9 The submitted budget appears complete and well-organized. The budget reflects realistic, necessary, and allowable expenses in alignment with the funding guidelines. Cost allocations are clearly justified, with a strong emphasis on equitable compensation for staff, culturally responsive partnerships, and community-based service delivery. The organization demonstrates fiscal responsibility through strategic investment in direct services, workforce development, and essential program operations. SisterWeb noted their intention to leverage partnerships with entities such as the San Francisco Department of Public Health (SFDPH) and the Mayor’s Office to enhance program reach and effectiveness.	10
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F: Evaluatio		G: Letters of	
Optional Rationale	Category Score	Optional Rationale	Category Score
This section does not completely articulate the outreach plan.	8	Letter demonstrate both community and business relationships and impact.	5 Points
SisterWeb employs a deeply community-driven outreach strategy rooted in trust and cultural relevance. Their outreach is led by trusted doulas, community elders, and local leaders, many of whom live in the same neighborhoods and are part of the same faith communities as the families they serve. Partnerships, including Black Infant Health and the San Francisco Department of Public Health, play a vital role in expanding outreach and connecting with historically underserved populations. SisterWeb also emphasizes meeting families “where they are,” both physically and emotionally, by offering services in homes, local neighborhoods, and other accessible, familiar settings. To ensure accessibility and inclusivity, SisterWeb provides multilingual materials and prioritizes hiring staff who reflect the cultural and linguistic backgrounds of the communities they serve. Their services are adapted for individuals with disabilities, and intentional effort is made to create welcoming spaces where all participants feel seen, respected, and supported. Their doulas supported nearly one-third of all Black births in San Francisco last year, reflecting the strength of their community ties and the trust they’ve built over time.	10	Both letters of recommendation were strong and effectively highlighted SisterWeb’s cultural competency and success in engaging historically marginalized communities.	3 Points
	9		5 Points
	9	SisterWeb uses a comprehensive evaluation approach that captures both tangible outcomes and lived experiences. Their data collection begins with participant intake assessments and continues through the use of post-service surveys, semi-structured interviews, and doula reflection logs. These methods allow them to gather both quantitative and qualitative insights into community engagement, participation levels, and program effectiveness. Regular monthly collaboration meetings with healthcare partners also contribute to data collection and strengthen coordination across systems. Internally, SisterWeb holds quarterly performance tracking meetings to review progress toward goals and make any necessary course corrections. To ensure transparency and accountability, SisterWeb commits to the timely submission of reports and compliance with all required performance metrics outlined in the RFP. Community feedback is a central component of their continuous improvement process and is actively used to inform program adjustments and long-term sustainability planning.	