

PERFORMANCE BASED CONTRACT GUIDELINES

1. WHAT IS THE PURPOSE AND SCOPE OF THE SERVICE? (Describe in detail any services to be provided or materials to be purchased)

The purpose of this contract is to support and amplify the work of My Brother's Keeper (MBK) Yonkers by elevating its public profile and visibility. Services will include strategic communications to support Dr. Jason Baez and his team by securing media placements, crafting public-facing content, and advising on strategic storytelling and message development.

2. AMOUNT OF SERVICE?

(Set forth the monetary value of the proposed agreement and quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule "B")

The proposed contract agreement is \$5000 from May 22, 2025 - December 31, 2025. Services will be conducted remotely, with in-person support for major events and conferences as needed.

3. WHO IN THE SCHOOL DISTRICT IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

Services are provided indirectly to students due to the efforts to support staff leadership. Communications and media efforts will support the MBK Yonkers team to more effectively advocate for and engage students, families, and wider community. Students may also be featured – only with their consent – in some of the storytelling efforts.

4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

Services will be provided by Each Day Communications, a consulting firm partnering with social impact organizations to amplify narratives and drive impact. Each Day specializes in purpose-led storytelling for community-focused organizations. Brendan Lowe, President, brings extensive experience in public relations, strategic messaging, and communications with a nearly exclusive focus on public education.

4a. WILL THE CONTRACTOR BE UTILIZING ANY SUBCONTRACTORS OR VOLUNTEERS IN FURTHERANCE OF THIS AGREEMENT? IF YES, PLEASE LIST ALL OF THEIR NAMES AND CONTACT INFORMATION.

No subcontractors or volunteers are expected to be utilized. If additional members are brought on to support the project execution, their names and contact information will be provided to the district in advance of their participation.

5. WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?

(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

Each Day will provide regular updates to district personnel outlining earned media coverage, story development progress, and key performance insights. Updates will include a shared running tracker of all story ideas, pitch activity, publication status, and final placements. Key insights such as the number of media pickups or estimated reach will also be shared when available. Upcoming opportunities will be developed in close coordination with Dr. Jason Baez, Akeem Jamal, and Yonkers Public Schools leadership, including Elyse David, based on events, initiatives, and student programming on the horizon.

6. HOW WILL THE SCHOOL DISTRICT JUDGE THE QUALITY OF SERVICES? (Set forth the method which will be used to evaluate contractor's performance)

The District can evaluate performance based on the following benchmarks:

- Number and quality of media placements secured for MBK Yonkers
- Completion and effectiveness of drafted content
- Increase in public visibility and positive recognition of MBK Yonkers Initiatives.
- The volume and quantity of media placements related to MBK Yonkers and student-focus initiatives
- Timely delivery of written content such as press releases, op-eds, and media pitches
- Clear, consistent communication of MBK Yonkers's impact through earned media
- Coordination of interviews and storytelling with Jason and Akeem
- Ongoing management of story development and media progress through a shared tracking system
- Attendance at events, when possible, to gather firsthand context, take photos, and inform storytelling

7. INDIVIDUALS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

Vendor Name: Each Day Communications

Vendor Address: 1500 Chestnut St Suite 2 Number 1754 Philadelphia, PA 19102 United States

Vendor Phone No.: (856) 904 -1693

Vendor Business Status: Corporation (corporation, non-profit individual, unincorporated)

Vendor Contact Name: Brendan Lowe

Vendor Contact Email: brendan@eachdaycomms.org

Tax ID No.: 852965994

School District Administrator Name: Dr. Jason Baez

School District Administrator Title: Executive Director

School District Administrator Phone No.: 646-235-8834

School District Administrator Email: jbaez@yonkerspublicschools.org

8. ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT? **IF YES, WHAT IS THE GRANT, AND WHAT ARE THE GRANT REQUIREMENTS RELATED TO THIS AGREEMENT?**

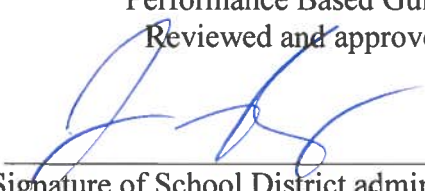
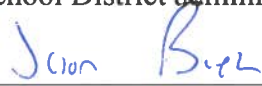
Yes, these services are pursuant to the Obama Foundation grant, which supports the grants goals of all six of the Milestones; Milestone 1: Entering School Ready To Learn, Milestone 2: Reading At Grade Level By 3rd Grade, Milestone 3: Graduating From High School, Milestone 4: Completing Post-Secondary Education or Training, Milestone 5: Successfully Employed; and Milestone 6: All Youth Remain Safe From Violent Crime.

9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? **IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.**

No

10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? **IF YES, PLEASE SPECIFICALLY DESCRIBE.**

No

<p>Performance Based Guidelines Reviewed and approved by:</p> <p></p> <p>_____ (Signature of School District administrator/employee)</p> <p></p> <p>_____ (Printed Name)</p>
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