



August 1, 2013

Dear Friends,

We hope you enjoy this week's edition of the Newsflash!

Sincerely,
The Firelight Team

*(Resource) Human Centered Design Toolkit
(Call for Proposals) USAID Development Grants: Opportunity for Local NGOs
(Open for Applications) Allen Foundation Inc.*

(Resource) Human Centered Design Toolkit

Are you looking to...

Bring innovation to the base of the pyramid? Enter a new region? Adapt a technology to your region? Understand the needs of constituents better? Find new methods for monitoring and evaluation?

The Toolkit was made for you.

It contains the elements to Human-Centered Design, a process used for decades to create new solutions for multi-national corporations. This process has created ideas and innovations that have enhanced the lives of millions of people.

Now Human-Centered Design can help you enhance the lives of people living on less than \$2/day. This process has been specially-adapted for organizations like yours that work with communities in need in Africa, Asia, and Latin America. Human-Centered Design (hCD) will help you hear the needs of constituents in new ways, create innovative solutions to meet these needs, and deliver solutions with financial sustainability in mind.

WHY DO HUMAN CENTERED DESIGN?

Because it can help your organization connect better with the people you serve. **It can transform data into actionable ideas.** It can help you to see new opportunities. It can help to increase the speed and effectiveness of creating new solutions.

WHY A TOOLKIT?

Because the people are the experts.

They are the ones who know best what the right solutions are. This kit doesn't offer solutions. Instead, it offers techniques, methods, tips, and worksheets to guide you through a process that gives voice to communities and allows their desires to guide the creation and implementation of solutions.

The Three Lenses of Human-Centered Design

Human-Centered Design (HCD) is a process and a set of techniques used to create new solutions for the world. Solutions include products, services, environments, organizations, and modes of interaction.

The reason this process is called "human-centered" is because it starts with the people we are designing for. The HCD process begins by examining the needs, dreams, and behaviors of the people we want to affect with our solutions. We seek to listen to and understand what they want. We ask the following questions:

Desirability: What do people desire?

Feasibility: What is technically and organizationally feasible?

Viability: What can be financially viable?

Outline of Toolkit:

Section 1: Hear

- Step 1: Identify a Design Challenge
- Step 2: Recognize Existing Knowledge
- Step 3: Identify People to Speak With
- Step 4: Choose Research Methods
- Step 5: Develop an Interview Approach
- Step 6: Develop Your Mindset

Section 2: Create

- Step 1: Develop the Approach
- Step 2: Share Stories
- Step 3: Identify Patterns
- Step 4: Create Opportunity Areas
- Step 5: Brainstorm New Solutions
- Step 6: Make Ideas Real
- Step 7: Gather Feedback

Section 3: Deliver

- Step 1: Develop a Sustainable Revenue Model
- Step 2: Identify Capabilities Required for Delivering Solutions
- Step 3: Plan a Pipeline of Solutions
- Step 4: Create an Implementation Timeline

- Step 5: Plan Mini-Pilots and Iteration
- Step 6: Create a Learning Plan

Visit IDEO's website and join HCD Connect to download a free copy of the HCD Toolkit:
<http://www.ideo.com/work/human-centered-design-toolkit/>

(Call for Proposals) USAID Development Grants: Opportunity for Local NGOs
The United States Agency for International Development (USAID) has announced a new grant opportunity called the Development Grants Program which offers funding to local NGOs to implement projects that foster sustainable grassroots development through the support of local development initiatives and capacity strengthening of these organizations.

This program recognizes the fact that “a vibrant and active NGO sector is fundamental to promoting a healthy civil society that is accountable and responsive to citizens’ needs.

USAID established this program to increase the number and quality of local NGOs who can meet the needs of the communities they serve and contribute to the objectives of the Agency. The program is closely aligned with Agency initiatives to strengthen and sustain civil society by improving capacities of the organizations to address today’s development challenges and priorities.

USAID has earmarked a budget of up to \$45 million in funding. A substantial portion of it will support activities that strengthen the organizational and technical capacity of the organizations.

To apply for this opportunity, applicants have to follow a two step process. In the Step 1, only a concept note has to be submitted. Selected applicants will be requested for the full application after review of concept notes.

Below is the list of countries and sectors for which proposals can be submitted:

- Kenya, Ethiopia, Uganda, Rwanda, Tanzania, Zambia, Malawi: Provision of Capacity Development Services for Local and Regional Partners of USAID
- Lesotho, South Africa: Environmental degradation and climate change
- Zimbabwe: Water Supply, Sanitation and Hygiene

The deadline for the submission concept notes is **15 August 2013**. To apply, visit:
<http://www.grants.gov/search/search.do;jsessionid=DTYbRbyF3dQmtF4Wn8fGZwqXLg2Q1lwVMmpMCpxnh1jTQd5x02qh!-1603384280?oppId=237329&mode=VIEW>

(Open for Applications) Allen Foundation Inc.

The Allen Foundation, named in honor of William Webster Allen, operates under the laws of the State of Michigan. Grants are limited under the terms of the foundation's charter to projects that primarily benefit programs for human nutrition in the areas of health, education, training, and research.

The policies and priorities of the Allen Foundation:

- To make grants to fund relevant nutritional research.
- To support programs for the education and training of mothers during pregnancy and after the birth of their children, so that good nutritional habits can be formed at an early age.
- To assist in the training of persons to work as educators and demonstrators of good nutritional practices.
- To encourage the dissemination of information regarding healthful nutritional practices and habits.
- In limited situations to make grants to help solve immediate emergency hunger and malnutrition problems.

In order to be considered for an Allen Foundation grant, you must be a non-profit organization and be able to provide us with a copy of your Internal Revenue Service certification of 501(c) 3 tax-exempt status. If applying from outside the United States, you must inform us how we can document or confirm that you have your country's counterpart or equivalent of the 501(c)(3) form. Only online submissions of grant proposals will be considered for possible funding.

The next "deadline" for submission of proposals is midnight (Eastern Standard Time) on December 31st. Proposals received after this date will be considered for review the following year. Please do not ask the webmaster for an extension of the deadline. The decisions of the board of trustees will be announced by posting the list of organizations winning grants on this website in June of each year. Because of the number of proposals received and the limited resources of the foundation, applicants should never view possible declinations to fund their proposals or delays in reviewing their proposals as judgments on the actual merits of their proposals. The foundation would like to be in a financial position to assist all the hundreds of grant requests that it receives each year, but its resources are unfortunately limited and in many cases have already been committed.

To apply, please visit: <https://www.allenfoundation.org/applicants/apply.asp>

As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past

editions of the Firelight Newsflash can be found on our website:
<http://www.firelightfoundation.org/resources/newsflash/>.

We welcome your comments, feedback and ideas for upcoming Newsflashes at
newsletter@firelightfoundation.org.

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