



HUMAN-CENTERED DESIGN CAPACITY BUILDING COHORT

**An Initiative of the WestCo Nonprofit Network at the
Community Foundation of Westmoreland County**

&

**Jack Buncher Foundation Fund at
The Pittsburgh Foundation**

Program Guidelines

**Applications Due:
Monday, November 4, Midnight EST**

WHO WE ARE

The Community Foundation of Westmoreland County was founded in 1995 by local leaders of Westmoreland County to encourage philanthropy, to build a sense of place, and to embrace the spirit of community. Our mission is to encourage local residents to become philanthropists, provide grants that support a wide variety of charitable organizations and serve as a community leader. Having merged with The Pittsburgh Foundation in 2010, The Community Foundation of Westmoreland County continues to work with county residents to encourage that spirit of giving and investment in community organizations and residents.

In 2018, local nonprofit leaders worked with the Community Foundation of Westmoreland County to create the WestCo Nonprofit Network, an initiative that provides education, advocacy, and networking opportunities for the nonprofit sector in Westmoreland County. In addition to stand-alone educational workshops, the Community Foundation of Westmoreland County's WestCo Nonprofit Network provides intensive, cohort-based training modules to give nonprofit leaders an opportunity to dive deeper into particular areas of focus. These cohorts are created through an application and selection process.

ABOUT THIS COHORT MODEL

The Human-Centered Design Capacity Building Cohort seeks to increase the organizational and programmatic capacity of nonprofits so that they can better serve vulnerable populations. Human-centered design is a creative approach to solving complex community problems. In human-centered design, the process starts with the people being served. By putting people at the center of our work, we will find ways to design and implement programming that is more efficient and effective. In this cohort, participants will learn the tools of human-centered design

and will use these tools to design a new initiative, serve a new population, or strengthen their existing work.

Nonprofit organizations that are located in Westmoreland County and serve vulnerable populations are invited to apply. Preference is given to social service organizations which serve: the needs of children living in poverty, single caregivers raising children, those struggling with mental health concerns including addiction, individuals exiting incarceration, and people experiencing housing or food insecurity. Applications are evaluated according to the criteria described below.

Each organization selected for participation will choose a team of 2-3 representatives from the organization, which can be a combination of staff and Board members, as long as the team stays consistent. This team will complete all program activities as a unit and will be part of a larger cohort of organizational teams. Organizations will attend three training sessions designed to teach human-centered design methods and guidance on applying methodology towards an organizational initiative. Each organization will also receive an **unrestricted grant of \$3,000** for participating. Additionally, at the successful completion of the program, organizations will have exclusive access to apply for a **grant of up to \$10,000** to implement what they have learned through the cohort.

This program will be presented by the following facilitators:

- Jeanne Pearlman, Senior Vice President for Program and Policy
The Pittsburgh Foundation
- Kelly Uranker, Director, Center for Philanthropy
The Pittsburgh Foundation
- Emmie Calland, Senior Manager for Center for Philanthropy and Strategic Initiatives
The Pittsburgh Foundation
- Phil Koch, Executive Director
Community Foundation of Westmoreland County

ELIGIBILITY

1. Organization must serve vulnerable populations by providing social services. Preference is given to organizations that support:
 - a. Children and youth living in poverty;
 - b. Single caregivers raising children;
 - c. Adults and children struggling with mental health concerns including addiction;
 - d. Individuals reentering society after a period of incarceration;
 - e. Adults and children experiencing housing and/or food insecurity.
2. Organizations must be located in Westmoreland County.
3. Participating organizations must establish a leadership team comprised of a minimum of two individuals (maximum 3), comprised of staff and board members who are expected to attend meetings and trainings, meet with trainers individually, as appropriate, and fully invest in the success of the project.

4. Each participating organization must be an incorporated, nonprofit entity, eligible for exemption from Federal Income Tax under the provisions of the U.S. Internal Revenue Service Code 501(c)(3) or have a sponsorship organization with nonprofit status.
5. Each participating organization, or its sponsoring organization, must have a board of directors with governing, legal and fiduciary responsibilities.
6. Each participating organization, or its sponsoring organization, must have a charter and by-laws that clearly define its mission.
7. Each participating organization must have a paid or volunteer Executive Director (or equivalent position). This position must be at least a half-time position.

TIMELINE AND EXPECTATIONS

The active program period runs from **December 2019 through February 2020**. Participation in all the below activities by the organizational team (minimum one staff member and one board member) is **mandatory** for the successful completion of the program. Additionally, there will be some required assignments between sessions.

November 4, 2019 Midnight EST	Application Deadline
December 12, 2019 9:00 – 3:00 pm	Session 1: Intro to Human-Centered Design
January 14, 2020 9:00 – 3:00 pm	Session 2: HCD Case Studies and Implementation
February 14, 2020 9:00 – 12:00 noon	Session 3: HCD Cohort Presentations <i>NOTE: At least one board member is required to attend</i>

EVALUATION CRITERIA

Submitted proposals will be evaluated and ranked by a review panel based on the following criteria:

1) Readiness to Change: 30 Points

- a. Does the organization display an understanding of why there is a need for change and the ability for the Capacity Building Program to assist them?
- b. Does the organization have an understanding of the program and a realistic expectation of the potential impact on its growth and sustainability?

2) Programmatic Competence and Sensitivity: 25 Points

- a. Does the organization know and respond to its target population, and is it able to lead or adapt within changing environments?
- b. Does the organization seek the input of its constituents? Is the voice of those with lived experience present in the organization's program planning and design? If

not, is the organization willing to experiment with a client-centered approach to program design?

- c. Does the organization leverage its resources through effective partnerships and collaborations?

3) Effective Leadership: 15 Points

- a. Is the leadership team comprised of staff and board leaders who can drive change in the organization?
- b. Does the organization have some continuity in board, staff, programs, services, and finances to lead a culture that can adapt to change?

4) Financial Viability: 15 Points

- a. Does the organization operate within its financial means?
- b. Given its stage of development (years in operation, budget size, board sophistication), does the organization present acceptable financial information?
- c. Does the organization display an understanding of its financial position? If adverse, are there strategies or plans aimed at improving it?

APPLICATION INSTRUCTIONS

Interested organizations should first review the full timeline and expectations, eligibility, and evaluation criteria sections contained in this document. Additional information, including access to the program guidelines and online application portal can be found at <https://cfwestmoreland.org/capacity-building>. All applications must be submitted using the online application portal through our parent organization, The Pittsburgh Foundation. For technical assistance, please contact Jennifer Steinmetz at steinmetzj@pghfdn.org.

The deadline to submit a proposal is Monday, November 4th, at Midnight EST. Please contact Phil Koch, Executive Director of the Community Foundation of Westmoreland County at pkoch@cfwestmoreland.org or 724-836-4400 with any questions regarding the application process or eligibility criteria.