

FREQUENTLY ASKED QUESTIONS

ABOUT

What is the Bay Area Impact Challenge?

The Bay Area Impact Challenge is an open invitation to local nonprofits asking them to share their vision for innovative ways to make our neighborhoods stronger—and how Google’s support can help them grow.

Why is Google hosting the Bay Area Impact Challenge?

The Bay Area is the home for many of our employees and their families and we want to support the nonprofits that make our communities better. Since 2011, we have volunteered thousands of hours with local organizations and have given nearly \$60 million to Bay Area nonprofits. The Bay Area Impact Challenge is about fueling innovation to support our communities and the great work of local nonprofits. [Learn more](#) about our broader efforts to support our local community.

What will the selected grantees receive?

On May 22 we announced the Bay Area Top 10 and invited the public to vote for their favorite projects. The four organizations that receive the most public votes will each receive \$500,000 grant funding, technical assistance from Google and access to co-working space. The remaining six will receive a \$250,000 grant, technical assistance from Google and access to co-working space. An additional 15 finalists were also selected to receive a \$100,000 grant to scale their impact in the community.

VOTING

How does public voting work?

The public is invited to vote for the four ideas that most inspires them.

How do I cast my vote?

To vote, simply click on a project and select “vote.” Click “Yes” to confirm your vote. Once you’ve confirmed your vote, you may not change your selection.

Can I vote more than once?

You can select the four projects that inspire you most. You may only cast one ballot of four votes.

When will voting end?

Voting will end at 11:59pm PT on June 2, 2014.

When will we find out who won the Bay Area Impact Challenge?

The top four winners will be announced on June 3, 2014.

PROJECTS

Who was eligible to participate in the Bay Area Impact Challenge?

Applicants were registered nonprofits (501c3) based in the Bay Area whose work has a direct impact on Bay Area communities. The Bay Area includes the following nine counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma.

What do you mean when you say “project”?

A project is the organization’s proposed concept and implementation plan for how to address a social issue.

Did this have to be a new idea for the organization?

It needed not be brand new. In fact, it could already be a work in progress.

JUDGING

How were the finalists selected?

Applicants were invited to submit a project that was reviewed by a team at Google and a [panel of advisors](#) based on these criteria:

- **Community impact.** How will the proposed project improve the lives of local residents? How many people will be affected if successful and to what extent?
- **Innovation.** Does the project tackle the issue it seeks to address in a new and creative way?
- **Scalability.** If successful, how easily can this project scale? Can this proposal serve as a model for other communities?
- **Feasibility.** Does the team have a well-developed, realistic plan to execute on the proposal? Have they identified the right partners for implementation?

How many nonprofits applied?

In total, we received nearly 1,000 thoughtful proposals from Bay Area nonprofits with great ideas for how to make an even bigger impact in the community.

Was every application be reviewed?

Yes, we reviewed all eligible applications received.

My organisation applied to the Challenge, but was not selected as a finalist. Can I learn more about why?

We were amazed and inspired by nearly 1,000 impressive proposals. Unfortunately, due to the high volume of great applications we received, the Bay Area Impact Challenge team is unable to provide personalised feedback on each proposal at this time.

Who are the advisors?

See our panel of advisors [here](#). The advisors are selected based on a number of criteria: community involvement, Bay Area-wide expertise and a proven track record of moving the needle on local issues.

Where can I read a full copy of the Rules?

You can find the rules [here](#).