



A BETTER BAY AREA STARTS WITH

your vote

Vote by June 2 #GOOGLEIMPACTCHALLENGE

g.co/bayareachallenge

Bay Area Impact Challenge

The Impact Challenge invited nonprofits to share their bright ideas for a better Bay Area. An impressive roster from fields like education, housing, youth engagement and more came to participate. A panel of community advisors helped review their submissions, and now everyone can vote for the winners.

Learn more about each nonprofit and their causes. Vote for your favorite four. The winners will receive a \$500,000 grant, support from Google, and access to co-working space to bring their ideas to life. In total, 25 organizations will receive funding to help create a better Bay Area.

Community Advisors



Honorable Aida Alvarez
Chair, Latino Community Foundation and Former Administrator, US Small Business Administration



Jacqueline Fuller
Director, Google.org



Secretary Norman Y. Mineta
Former Mayor of San José and Former US Secretary of Transportation



Teresa Deloach Reed
Fire Chief City of Oakland



Reverend Cecil Williams
Founder and Minister of Liberation, Glide Memorial United Methodist Church



Barry Zito
Major League Baseball Player and Philanthropist



A BETTER BAY AREA STARTS WITH

more graduation caps

VOTE

Beyond 12

Beyond 12

Coaching students to thrive in college and beyond

Nationally, only 8% of students from low-income backgrounds earn a degree by their mid-20s¹, and the Bay Area numbers are equally startling. Beyond 12 will develop the next generation of MyCoach, a mobile app that helps low-income students navigate the path to college and stay on track once they arrive, significantly enhancing graduation rates. MyCoach will reach over 10,000 Bay Area college students by 2018, and a projected 65% of those students will earn a degree within five years of entering college.

¹ http://www.postsecondary.org/last12/221_1110pg1_16.pdf

A woman with dark hair, wearing a black top, is smiling and looking at a young girl with long, dark, curly hair. They are sitting at a table, and the woman is holding an open book. The girl is resting her chin on her hands and looking at the book. The background is slightly blurred, showing what appears to be a library or a room with bookshelves.

A BETTER BAY AREA STARTS WITH

families reading together

VOTE

Bring Me a Book

Bring Me a Book

Supporting early childhood literacy through books and online community

Children from low-income families in the Bay Area hear 30-million fewer words² than their peers by age four, and there is only one book for every 300 children³ in their community. Families that read together every day radically change this outcome. The Digital4Literacy project will give kids access to digital books, in multiple languages, while creating a supportive online community for parents and caregivers. Over three years, Bring Me a Book will expand to create a literacy ecosystem in Alameda and Santa Clara Counties for 432 preschoolers and their families, providing them with up to 40,000 eBooks and learning apps.

² <http://centerforeducation.rice.edu/slc/LS/30MillionWordGap.html>

³ http://www.huffingtonpost.com/carol-j-carter/why-arent-low-income-stud_b_2909180.html



A BETTER BAY AREA STARTS WITH

**high school
entrepreneurs**

VOTE

Build

BUILD

Empowering high school kids through entrepreneurship

Approximately 20,000⁴ Bay Area high school students, roughly one in four⁵, drop out of high school each year, collectively costing society an estimated \$5.84 billion⁶ over the course of their lifetime. BUILD actively works to increase high school graduation rates for at-risk youth with a four year entrepreneurial program. Students develop and run a business, gain confidence, academic support, and mentorship. Over five years, BUILD will scale 300% to reach 3,000 Bay Area students, producing 1,125 additional graduates each year ready for college and the working world.

⁴ <http://www.cpec.ca.gov/OnLineData/OutreachResults.asp>

⁵ <http://www.cpec.ca.gov/StudentData/HSGradReport.asp?Area=RegionE>

⁶ http://www.northeastern.edu/clms/wp-content/uploads/The_Consequences_of_Dropping_Out_of_High_School.pdf



A BETTER BAY AREA STARTS WITH

FRESH STARTS

VOTE

**CENTER FOR EMPLOYMENT
OPPORTUNITIES**

Center for Employment Opportunities

Providing jobs and support for formerly incarcerated people

Over 12,000 Bay Area residents were imprisoned in 2013⁷. About 64% of people who leave prison return within three years⁸, perpetuating a cycle that destabilizes families and communities. Center for Employment Opportunities (CEO) helps people succeed through transitional employment and job placement. CEO will develop a tech platform to prepare participants for employment in a digital world. Over two years, CEO will provide transitional employment for over 500 formerly incarcerated people (300 in Oakland, 200 in San Jose), and will make 280 full-time job placements.

⁷ http://www.cdcr.ca.gov/Reports_Research/Offender_Information_Services_Branch/Annual/Census/CENSUSd1306.pdf

⁸ http://www.cdcr.ca.gov/Adult_Research_Branch/Research_Documents/ARB_FY_0708_Recidivism_Report_10.23.12.pdf

A woman with dark hair, wearing an orange ribbed long-sleeved shirt, is seen from the side, conducting a group of people. She has her arms extended and is looking towards the group. The background is slightly blurred, showing several other people, mostly older adults, in a well-lit room with large windows.

A BETTER BAY AREA STARTS WITH

every generation finding joy

VOTE

Community Music Center

Community Music Center Spreading the joy of music to older adults

Older adults represent 20% of the Bay Area population⁹. Older adults face emotional and physical challenges each day that can be isolating, but research suggests that participating in music ensembles can help. Community Music Center (CMC) will establish 12 choral groups at culturally-diverse senior centers throughout San Francisco. Over the next four years, CMC will reach 400 low-income older adults, and will develop a model that can scale nationally.

⁹ http://www.aging.ca.gov/Data_and_Statistics/Docs/2014/2014_Population_Demographic_Projections_For_Web_05-2014.pdf



A BETTER BAY AREA STARTS WITH

inspiring kids

VOTE

Hack the Hood

Hack the Hood

Jumpstarting tech careers for low-income youth

In the Bay Area, research¹⁰ shows that students from low-income communities aren't exposed to the math and science training, or tech mentors that lead to job opportunities in the field. Without this access, these students are underprepared for careers in science and technology. Hack the Hood will address digital equity by training low-income kids to build websites for local small businesses, actively supporting them to launch their own tech careers. In two years, 5,000 students will support over 25,000 businesses across the Bay Area and receive technology training.

¹⁰ <http://stem4all.gmu.edu/assets/stem4all/sanfransynthesis2013.pdf>



A BETTER BAY AREA STARTS WITH

**HARDWORKING FAMILIES
ACCESSING CREDIT**

VOTE

MISSION ASSET FUND

Mission Asset Fund

**Expanding credit opportunities for
hardworking families**

203,000 Bay Area families¹¹ struggle to get affordable loans, cash checks, rent apartments, or set up utilities. On average, 9.5% of their pay¹² goes toward predatory lenders' fees. Mission Asset Fund (MAF) will scale Lending Circles, a social loan program that helps build credit scores for low-income families. In two years, MAF will support 28 Bay Area nonprofits to offer Lending Circles in their respective communities, ultimately helping 2,240 people lend and borrow \$1.9 million in interest-free social loans.

¹¹ <http://scorecard.assetsandopportunity.org/2014/state/ca%20>

¹² <http://www.uspsoig.gov/sites/default/files/document-library-files/2014/rarc-wp-14-007.pdf>



A BETTER BAY AREA STARTS WITH

vibrant playgrounds

VOTE

Pogo Park

Pogo Park

Revitalizing forgotten neighborhoods through play

Nearly 8,000 children live in Richmond's Iron Triangle, a one square mile area that is among the Bay Area's most densely populated, high-poverty neighborhoods. Research shows¹³ that play boosts empathy and imagination in children, which has a positive and enduring effect on kids, families, and communities. Over three years, Pogo Park will transform three neglected parks in Richmond into magical play spaces for 8,000 at-risk children, and develop a scalable model and toolkit for other communities.

¹³ <http://pogopark.org/what-we-do/child-development/>



A BETTER BAY AREA STARTS WITH

**spreading imagination
underground**

VOTE

SubArt

SubArt

Inspiring subway riders with immersive public art

The Bay Area's underground transit system serves more than 169 million riders annually¹⁴. SubArt's vision for the 49-station BART/MUNI system across 20 cities is an artistic redesign. Riders will enjoy art that reflects the diverse histories, cultures, and people of the Bay Area. In three to four years, over 500,000 people who travel through the Bay Area's BART/MUNI stations daily will experience beautiful art, making public transit a more attractive option.



A BETTER BAY AREA STARTS WITH

**LEADING
FRUITFUL LIVES**

VOTE

THE HEALTH TRUST

The Health Trust

Increasing fresh food access for low-income families

24% of kids in Santa Clara County live in food deserts¹⁵, with limited access to healthy options. Meanwhile, the Bay Area hosts a year-round growing season, acres of unused land, and a network of eager urban farmers. The Health Trust will extend its “Good. To go.” program, creating new distribution channels for affordable produce. This program expands street vendors, corner stores, and farmers’ markets for underserved areas. Over two years, The Health Trust will distribute 50,000 pounds of produce to 10,000 low-income residents in Santa Clara County.

¹⁵ http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap/~/_media/Files/research/map-meal-gap/ChildFoodInsecurity_ExecutiveSummary.ashx?.pdf

15 Bay Area Finalists

Every nonprofit brings extraordinary value and promise to the Bay Area. They impact our community in different ways – from microfinance for small business owners to education through hip hop, to restoring our shoreline. These fifteen were awarded grants of \$100,000 to continue their inspiring work, and to help make an even better Bay Area.

Asian & Pacific Islander Wellness Center

Health outreach for Tenderloin teens via SMS
apiwellness.org

Ella Baker Center for Human Rights

Restorative justice hub for Oakland young adults with Community Works West
ellabakercenter.org

GLIDE

Cloud-based document storage for the homeless
glide.org

Instituto Familiar de la Raza

Collective action to reduce violence in the Mission
ifrsf.org

Lava Mae

Mobile showers and toilets for the homeless
lavamae.org

Maker Education Initiative

Empowering educators to engage youth in making
makered.org

MedShare

Surplus medical supplies matched with community clinics
medshare.org

Mural Music and Arts Project

STEAM education through hip hop videos
muralmusicarts.org

Museum of Children's Art

Library arts program for low-income Oakland families
mocha.org

New Door Ventures

Skill-building employment for at-risk youth
newdoor.org

One Degree

Improving access to social services for low-income families
1deg.org

Opportunity Fund Northern California

Affordable microloans to help grow small businesses
opportunityfund.org

PUEBLO

Fresh food marketplace for communities
peopleunited.org

San Francisco Baykeeper

Shoreline protection through mapping and outreach
baykeeper.org

Toolworks

Employment opportunities for people with disabilities
toolworks.org

A panoramic view of San Francisco at dusk. The Golden Gate Bridge is illuminated and spans across the water. The city lights are visible in the foreground and background, with hills in the distance. The sky is a mix of orange and blue.

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[g.co/bayareachallenge](https://www.google.com/bayareachallenge)