Google.org Impact Challenge

Google.org Impact Challenge for Women and Girls
FREQUENTLY ASKED QUESTIONS

About

What is the Google.org Impact Challenge?
The Google.org Impact Challenge (GIC) is an open call for submissions for funding from organizations across the world who are empowering women and girls to advance in the economy. Google.org will provide funding to selected organizations out of a US$25 million fund.

Why is Google hosting the Google.org Impact Challenge?
Twenty-five years ago, the Beijing Declaration and Platform for Action set an ambitious commitment to achieve gender equality, and in 2015, the UN made "gender equality and empowerment of all women and girls" one of its Sustainable Development Goals. Despite these large-scale efforts, women and men remain on unequal footing and the inequality has worsened in the wake of COVID-19: 55% of women, compared with only 34% of men, reported income loss as one of the biggest impacts of the pandemic.

As the world rebuilds economies and societies anew in the wake of the pandemic, we see an opportunity. The Google.org Impact Challenge will provide a total of US$25 million in funding for programs that advance economic empowerment for women and girls, and that will provide the tools, resources and opportunities they need to turn their ideas and economic potential into power.

When is the Google.org Impact Challenge?
We will accept applications from March 8 to April 9, 2021. The organizations selected to receive funding will be announced in late 2021.

What will funding recipients receive? How big will the funding be?
Google.org will provide funding to selected organizations out of a US$25 million fund. We expect each fund size may range from US$300,000 to US$2 million, but will ultimately be allocated based on project needs. We encourage applicants to submit budgets that accurately reflect the scope of their proposal. Likewise, any additional resources provided will also be tailored to project needs. Organizations may also receive customized post-funding support to help bring their ideas to life.

Why are there two stages to the application process?
We want to be mindful of the resources your organization spends on preparing for the Google.org Impact Challenge. Through a two-stage application process, we hope to save you time by reducing the number of questions asked in Stage 1 and communicating the status of your application earlier.

Entry & eligibility

Who is eligible?
The Challenge is open to any not-for-profit charity, other not-for-profit organization, public or private academic or research institution, or for-profit social enterprise company with a project that has an

explicit charitable purpose. We're looking for innovators who understand the needs within both their local communities and countries. Final discretion as to which organizations and which projects are funded is up to Google.org. Your organization must have a registered office in your country of residence. Organizations located in Crimea, Cuba, Iran, North Korea, or Syria and projects in those countries are not eligible to apply. Unfortunately, individuals without organizational affiliation are ineligible.

Can we apply if we're a for-profit business with a social impact?
For-profit businesses that are registered or formed under the laws of one of the eligible countries may apply if their suggested project has an explicit charitable purpose and they are willing to open source any IP created (or distributed) with the funding.

Can my organization submit a joint application with another organization?
Only one organization may be the applicant of record, but we welcome and encourage collaboration - especially between technical and social sector experts. The application allows you to specify partners who will be critical to your work. If your application is selected to receive funding, the applicant organization will be the sole recipient of the funding, but it may sub-fund or subcontract with other organizations to complete the proposed project as long as all organizations comply with the terms of the funding agreement.

In what language should I submit my application?
Applications must be submitted in English. We are able to work with organizations with varying levels of English ability throughout the review and selection process.

Can my organization submit more than one idea?
We encourage you to strongly consider which project best resonates with our submission criteria and your organization's strengths. However, if you have two unrelated projects that you feel would each make good candidates, please submit a separate application for each. We will review each project independently. No organization may submit more than two applications, except as described below.

What if I work for a large organization, like a university, that has many departments - can we submit multiple applications?
Large organizations like colleges and universities are permitted to submit multiple applications. In the case of colleges and universities, we ask that each Principal Investigator submit only one proposal. Please note, the Google.org Impact Challenge is not an opportunity to fund research proposals. We are looking for projects with clear visions and action plans to create inspiring end impact.

Can I still apply if my organization indirectly supports the theme of women and girls economic empowerment through tackling a root cause?
Yes. We recognize that successfully advancing economic empowerment for women and girls requires many underlying enabling factors such as and not limited to education and digital access. As you submit the application, please indicate clearly how your organization and its mission will ultimately enable women and girls to turn their ideas and economic potential into power.

Confidential information / IP

Will details of the project idea we submit be kept confidential?
No. Google.org will not treat your application as confidential or proprietary, and the details of your project may be shared with internal or external experts to evaluate your proposal: please do not submit any proprietary or confidential information in your application. If your organization is selected to receive funding, your project summary may be made available to the public on the Google.org Impact Challenge website.

Who owns the intellectual property created by the funding recipients?
We believe that projects supported by our funding should be able to benefit everyone. If you are selected to receive funding, the standard funding agreement will require any intellectual property created with funding from Google.org be made available to the public for free under a permissive open source license. If your organization is selected for Stage 2, and you have a compelling reason why your organization needs to own the intellectual property created with Google.org funding, you will have an opportunity to request an exception and provide support for your request.

Project info

What do you mean when you say "project"?
A project is your organization's proposed concept and implementation plan for how you will create and enhance pathways to economic empowerment for women and girls. If selected as a recipient, funds will be supporting the implementation of this project - so we need to know exactly how the funding will help you realize your plan.

Can the project be in the idea stage? Does this have to be a new idea for my organization?
Yes - we're happy to consider early-stage ideas with a clear and feasible plan for implementation that will clearly benefit the economic empowerment of women and girls. Ideas need not be brand new - in fact, they may already be a work in progress. In all cases, we would like to hear exactly how funding will change the trajectory of your progress toward implementation, scale, and impact.

If another organization is currently implementing a similar concept, can we still submit the idea?
Yes, but please note that projects will be evaluated in part on their innovative approach and potential to scale. Please tell us how and why your implementation is innovative for the community, why your organization is uniquely suited to implement the concept in a way that will be more successful, or how you plan to partner with other organizations to achieve success.

What kind of support will Google.org provide to help me implement my project?
Organizations selected for funding may be invited to workshops and other support programs to help progress their project, hosted by Google.org and external organizations. Google.org may also work with your organization to scope pro bono support or employee volunteer engagements to help you with certain aspects of your project. This type of support may include a UX Design audit, a marketing consultation, coaching and mentoring support, and more. By submitting your project, you are agreeing to arrange for senior staff members to participate in any support program (either virtually or in-person) offered in relation to the funding.

Over what time period should the funds be spent?
We expect the funding to be spent over the course of 12 to 36 months.

Can the funding be used to fund overhead and staffing costs?
Yes, but the large majority of the award should be devoted to the implementation of the project.
For-profit organizations may only use funds for staffing and overhead directly related to the charitable
project. For universities and other academic institutions, overhead expenses should be limited to 10% of
the total budget or less. This maximum rate applies to the primary funding recipient, sub-grantees, and
sub-contracts.

<u>**Process**</u>

Can I get a copy of the application questions before I fill out the application?
Yes, you can find a copy of the Stage 1 application questions here and a preview of the Stage 2
application questions here. Please note that there may be additional questions in the Stage 2 application
process that are not included in the preview.

Can we include appendices or additional information to the application?
The application includes an opportunity to provide links to additional resources. Unfortunately, we are
not able to accept any attachments beyond those linked as additional materials in the application form.

Can I save a draft of my application on the site if I want to edit it later?
No. Applications can't be saved for later completion, so we recommend drafting your responses in a
separate document first and only completing the application form when the entire application is ready
for submission.

How do I make sure my application is successfully submitted?
Make sure all required fields are populated and within the given word limits, then click the "Submit"
button. If the application has been successfully submitted, you will see a screen with a message
confirming that we received your application, and you will also receive a confirmation email sent to the
email address you provided.

I've submitted my application. What do I do now?
That's great news - thank you for applying. No further action is required. We'll reach out if we require any
additional information, and will announce the selected organizations when decisions have been made.

I did not move on to Stage 2, but can I submit a Stage 2 application anyway?
The Stage 2 application will be invite-only. Unfortunately, applications that did not move on to Stage 2 will
not be further considered for the Google.org Impact Challenge.

Do I need a Google account to apply?
No, you don't need a Google account.

Will every single application be reviewed?
Yes, we will review all eligible applications received.

What if I still have questions after reading the FAQs?

Please contact us at womenandgirls-challenge@google.com.