Google Impact Challenge | Bay Area

FREQUENTLY ASKED QUESTIONS

ABOUT

What is the Google Impact Challenge: Bay Area?

The Google Impact Challenge: Bay Area 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.

What will the selected grantees receive?

On September 29th, we announced 25 finalists and invited the public to vote on the Top 10.

- The four organizations that get the most public votes will each receive $500,000 in grant funding and support from Google volunteers and partners
- The remaining six in the Top 10 not selected as winners will receive $250,000 in grant funding and support from Google volunteers and partners
- Each of the 15 runners up will receive $100,000 in grant funding and support from Google volunteers and partners

All 25 finalists will also receive membership and access to training programs at Impact Hub San Francisco, a shared co-working and events space for social impact in San Francisco and Berkeley.

Why is Google hosting the Google Impact Challenge: Bay Area?

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 2010, we have volunteered thousands of hours with local organizations and have given $100 million to Bay Area nonprofits. The Google 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.

VOTING

How does public voting work on the website?

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

How do I cast my vote on the website?

To vote, select a project and click "vote." Click "Confirm" 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 vote for each organization

once, and cast a total of four votes.

When will voting end?
Voting will end at 11:59pm PT on October 20, 2015.

When will we find out who won the Google Impact Challenge: Bay Area?
The top four winners will be announced on October 21, 2015.

PROJECTS

I missed the deadline. Can I still apply?
No - applications for the 2015 Google Impact Challenge: Bay Area are now closed.

Who was eligible to participate in the Google Impact Challenge: Bay Area?
Applicants were required to be registered nonprofits (501(c)(3)) 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, and Sonoma.

My organization was nominated to apply, what does that mean?
Someone thought your organization was doing such great work that they shared your organization with us through our nomination form. Please note that applications for the 2015 Google Impact Challenge: Bay Area are now closed.

Did I have to be nominated by someone in order to apply?
No, you didn't have to be nominated in order to apply. Please note that applications for the 2015 Google Impact Challenge: Bay Area are now closed.

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?
No - it did not need to be brand new, but we did need to hear how a grant would further your progress on implementation and impact.

Over what time period will the grant funds to these organizations be spent?
We expect the grant to be spent over the course of one to three years, depending on each organization's project plan.

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:** Does the proposed project improve the lives of local residents? We're looking for projects with creative approaches to meeting basic human needs, improving quality of life, or helping all residents reach their full potential.
- **Innovation:** Does the project reflect ambitious goals and an unexpected solution to an unmet need? We're looking for transformative projects that have the potential to create lasting change.
- **Reach:** Does the project have the potential to help a large number of people or serve as a model for other communities? We're looking for projects with big ideas that are likely to grow beyond the initial scope of impact.
- **Feasibility:** Is the organization's leadership nimble, adventurous, and inspired? Does the team have a well developed, realistic plan to execute on the proposal? We're looking for teams with a proven track record who can articulate the key drivers that will determine the success or failure of the project.

How many nonprofits applied?

In total, we received nearly 800 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 organization applied to the Challenge, but was not selected as a finalist. Can I learn more about why?

We were inspired by the nearly 800 proposals we received. Unfortunately, due to the high volume of great applications we received, we're unable to provide personalised feedback on each proposal at this time.

Is there anything else Google can do to support my nonprofit?

Google for Nonprofits offers free access to Google tools like Gmail, Google Calendar, Google Ad Grants and more. These tools can help you reach new donors and volunteers, work more efficiently, and tell your nonprofit's story. Join the program at: www.google.com/nonprofits

Who are the advisors?

See our panel of advisors here. The advisors were selected based on both their demonstrated commitment to improving the Bay Area and their ability to rally public support for the best ideas.

Where can I read a full copy of the Rules?

You can find the rules here.