


Google.org Impact Challenge for Women and Girls
Stage 2 Application Questions

STAGE 2:

Introduction

The Google.org Impact Challenge for Women and Girls will fund 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. Selected organizations will receive funding from a US\$25 million fund and customized support to help bring their ideas to life.

Congratulations on being selected to participate in the Stage 2 application process for the Google.org Impact Challenge for Women and Girls!

Instructions

Thank you for applying to Stage 2 of the Google.org Impact Challenge for Women and Girls. This [PDF](#) contains a full list of the questions in the application form for use in preparing your responses.

A few notes before you begin:

Applications may only be submitted in English, as post-funding support for selected organizations will be in English.

Responses in the form can be saved for later completion.

Free response fields enforce a maximum response length of 50-150 words per question.

Do not submit any confidential or proprietary information through this application as the details of your project proposal may be shared with internal or external experts to evaluate your proposal.

You must be using one of the following internet browsers: Internet Explorer 8 or newer, or the latest version of Chrome, Firefox, or Safari.

Please review the [Grant Application Terms](#) and [Google's Privacy Policy](#) before proceeding.

Please refer to your Stage 2 invite email for the accurate application deadline date for your organization. We encourage you to apply early given that we expect high volume near the deadline. We look forward to receiving your application. Thank you!

Identification

1. What is the full, registered name of your organization?
[text field]
2. Please enter the unique ID code you received from your Stage 2 invitation email.
[number field]

Innovation

3. In 50 words or less, what is the ultimate goal of your project?
[text field]
[50 word limit]
4. Which of the following statements best describe your proposed project?
 - a. Start-up or early-stage organization with a new idea or approach
 - b. Existing organization with a new idea or approach
 - c. Existing organization with a proven idea that is ready to scale*[Select one]*
5. Whether you are building on something that is already existing or your project idea is in the idea stage, please share how your approach is unique and innovative. Please highlight how your idea differs from and/or incorporates existing methods and practices within the gender equity space?
[text field]
[150 word limit]
6. What research and/or data collection has your organization done to inform the need for your project proposal? Knowledge and first hand experiences are also relevant to include, if applicable.
[text field]
[100 word limit]
7. What are the existing solutions to the problem that you've identified, if any? What are the strengths and weaknesses of these existing solutions?
[text field]
[optional, 100 word limit]
8. How will you ensure the feedback and lived experiences of women and girls will be reflected and utilized in your project?
[text field]
[100 word limit]

9. Within the community/population you intend to serve and support, who are the most marginalized and vulnerable? How will your project include women and/or girls who are historically underrepresented?

[text field]

[100 word limit]

10. Over the last 12 months, what are the most urgent matters regarding the work/mission of your organization, and how have you addressed them?

[text field]

[150 word limit]

Impact

11. Through your project, what story do you hope to tell the world?

[text field]

[150 word limit]

12. How will your project's outcomes directly translate into economic empowerment for women and girls in your target community/communities?

[text field]

[150 word limit]

13. What do you expect to be the short-term benefits of your project within 12 to 36 months?

[text field]

[100 word limit]

14. What do you expect to be the long-term (more than 36 months) benefits of your project?

[text field]

[100 word limit]

15. How will you measure the impact of your project? What key performance indicators (KPIs) will you use to assess your progress towards your goals?

We define key performance indicators as: "a measurable value of how effective an organization is doing in a particular area". Example KPIs could include but are not limited to: number of women trained in digital skills, dollar amount of direct cash transfers to survivors of gender based violence, and percentage of women and girls represented in economic policy decisions.

[text field]

[150 word limit]

16. In Stage 1 of the application, we asked you which target under the Sustainable Development Goal (SDG) 5 Gender Equality your proposed project will primarily address. How will your project address the specific target you've chosen? Please refer to the SDG 5 [website](#) for the targets and your email copy of your Stage 1 application.

[text field]

[150 word limit]

17. If applicable, what perceptions or attitudes around women and girls do you hope to shift through your project?

[optional, text field]

[100 word limit]

Feasibility - Team

18. How has your organization supported women and girls in the past?

[text field]

[150 word limit]

19. Why is your organization uniquely positioned to successfully implement this project?

[text field]

[150 word limit]

20. Please provide the names and biographies (optional) of your organization's leadership and team members who will be integral in implementing your project.

a. Name: *[text field]*

b. Role: *[text field]*

c. LinkedIn or website biography link: *[optional, website link]*

d. Biography: *[optional, 50 word limit]*

[up to 5 submissions for name and biography]

21. What are the current gaps that exist within your organizational capacity and expertise? How do you plan to address these gaps?

[text field]

[100 word limit]

22. If Google employees were available to help grow your initiative, what aspects of your project would they help with and what skills or functions would be most valuable (e.g. Software Engineer; Product Manager; User Experience Researcher; Marketing Analyst; Online Advertising Strategist)?

[text field]

[150 word limit]

23. In Stage 1, did you indicate “yes” to partnering with other organizations?

[Y/N]

[If you indicate "No", you will be directed to question 25]

24. Why are your partners the right ones to help achieve your project goals? How and why did you select your partners?

[optional, text field]

[150 word limit]

Feasibility - Planning

25. Please provide a general timeline overview with key activities and milestones for your project implementation. Project funds can be utilized between a 12-36 month period.

[text field]

[150 word limit]

26. What are the 1-2 most significant risks or barriers that you anticipate in this project? How does your team plan to address them?

[text field]

[150 word limit]

Feasibility - Budget

27. What is the estimated budget that would allow your organization to accomplish your project? Please specify in US\$.

[number field only. Please do not enter special characters such as a dollar sign (\$), comma (,), or period (.)]

28. Please provide a specific line item budget breakdown of how your organization would spend the funding amount for your **proposed project**. Please list the major subcategories of your budget and the approximate percentage of the requested funding you'd allocate to each subcategory.

Please note: 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. Google.org only allows the indirect cost rates to be applied to sub-grants/contracts that are designated for research and development.

[text and percentage field]

Budget breakdown example:

| Subcategory | % of requested budget |
|---|-----------------------|
| Curriculum: prepare the education plan for the two week digital literacy bootcamp, including writing lectures, case studies, and teaching notes. | 30% |
| Facilities: purchase and lease the equipment and space conducive to a | 25% |

| | |
|--|-----|
| <p>welcoming classroom for women. <i>Rent (12%): 10 facilities across Latin America for 30-50 people classrooms for two-weeks</i> <i>AV equipment (10%): computer, projector, speakers</i> <i>Classroom supplies (3%): whiteboard, markers, curriculum printing</i></p> | |
| <p>Staff and training: hire experienced teachers and train them to teach the curriculum and effectively utilize technology</p> | 13% |
| <p>Events: host a networking and job opportunities conference after each bootcamp to connect the trained women to hiring organizations. <i>Rent (6%): 10 facilities across Latin America for 100 people for 1 day</i> <i>Keynote speaker (4%): local female leader</i> <i>Food and drinks (2%): light refreshments</i></p> | 12% |
| <p>Marketing: create and distribute a 15 second radio advertisement to promote the two week digital literacy bootcamp to women in underserved communities in Latin America. Design a social media campaign with marketing materials to promote the bootcamp.</p> | 10% |
| <p>Alumni network: maintain an alumni network through email and events, and offer graduates opportunities to connect with each other and current students to mentor each other</p> | 10% |

Scalability

29. If selected for a grant, how would your organization utilize the opportunity to further expand and scale your project?

[text field]

[150 word limit]

30. If selected for a grant, how will you financially sustain your project after the funding has been used?

[text field]

[150 word limit]

31. Which aspects of your proposed project do you believe can be replicated for other geographies, communities, and demographics? What evidence do you have to support this?

[text field]

[100 word limit]

32. How could your proposed idea serve as a model for other organizations?

[text field]

[100 word limit]

Video submission

33. In a video of 90 seconds or less, please present your idea and bring it to life. The structure of the video is up to you, whether it's a video of one team member speaking or of your project in action. Your video could help us better understand the following questions:

- What is the problem you are trying to solve and why does it matter?
- What is your idea / project?
- Why is it innovative?
- Why is your organization uniquely positioned to successfully implement this project?

Please note that we will not place an emphasis on video production quality: a video filmed on a smartphone or other mobile device is perfectly acceptable! Video submissions should follow these guidelines:

- A length of no more than 90 seconds (we will stop watching at 90 seconds)
- Your video should not contain any images of identifiable children (under 18 years old) without expressed parental consent
- Your video should not contain third party content that you do not have the rights to
- The video should be in English, either spoken or subtitled
- Any content you provide is subject to our [Grant Application Terms](#)

If you experience technical difficulties, please complete the rest of the application and email womenandgirls-challenge@google.com so we may help you troubleshoot.

[video upload]

Optional information

34. Is there anything else you'd like us to know?

[optional, text field]

[100 word limit]

Additional information

The following questions are non-evaluative and for conducting due diligence only.

35. What is the charitable purpose of your **organization**?

[text field]

[50 word limit]

36. What is the charitable purpose of your **project**?

[text field]

[50 word limit]

37. If applicable, please explain what benefits this project might have for the for-profit element of your organization? This question is required for all for-profit organizations.

[optional, text field]

[100 word limit]

38. How will your organization ensure that funds given to the project are kept separate from funds for other parts of the organization?

[text field]

[100 word limit]

39. Will your project primarily impact the United States of America, including the territories?

[Y/N]

40. Which US states and/or territories will your project impact? Please select all that apply.

[question displayed only if previous question = "Y"]

[select all that apply]

Certification

By submitting an application, I certify on behalf of my organization that: (1) my organization agrees to be contacted by Google for purposes of evaluating my Grant Application; (2) my organization agrees to the Grant Application Terms; (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the Grant Application Terms; (5) none of the information in this application is confidential or proprietary; and (6) I am an authorized representative of my organization who has the authority and permission from the organization to submit a Grant Application on behalf of the organization, and has the authority to legally bind the organization – including, without limitation, to the terms and conditions of the Grant Application Terms and to any other required documentation as described in the Grant Application Terms.

Note: The information you submit will be used in accordance with [Google's Privacy Policy](#). If you do not wish to submit your application or cannot certify for your organization, do not check the box below. If you do not certify, nothing in your application will be saved or sent to Google.

I certify *[checkbox]*