# Google.org Impact Challenge

## Google.org Impact Challenge for Women and Girls Stage 1 Application Questions

#### 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.

This is the Stage 1 application for the Google.org Impact Challenge for Women and Girls. Google.org will invite high-potential organizations to submit additional project information in Stage 2. The invitations to the Stage 2 application will be sent on a rolling-basis. Unfortunately, applications that did not move on to Stage 2 will not be further considered for the Google.org Impact Challenge.

#### Instructions

Thank you for applying to the Google.org Impact Challenge for Women and Girls. This PDF contains a 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 cannot be saved for later completion. We strongly recommend drafting your responses in a separate document first and only completing the form when the entire application is ready for submission.

Free response fields enforce a maximum response length of 100 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.

The application window closes at 23:59 GMT on April 9, 2021, and we encourage you to apply early given that we expect high volume near the deadline. We look forward to receiving your application. Thank you!

### **Basic Information:**

- 1. What is the full, registered name of your organization? *[text field]*
- 2. If your organization has a website, please provide the URL: [optional, text field]
- 3. If your organization has a social media presence, please provide the handles below: [optional]
  - a. Instagram: [text field]
  - b. Twitter: [text field]
  - c. Youtube: [text field]
  - d. Facebook: [text field]
- 4. I certify that the organization for which I am submitting this application is eligible to apply for the Challenge. This means my organization meets the eligibility guidelines, and my proposed project has a clear charitable purpose as outlined in the Grant Application Terms.

[Y/N buttons]

- 5. The Google.org Impact Challenge application process and post-funding support will be in English. Within your organization, can you please confirm that at least one project lead is fluent in English? *[Y/N buttons]*
- 6. What is the official, registered address of your organization? *[text field]*
- 7. What is your main country of operations? [select one]
- 8. What does your organization classify as? [select one]
  - a. Nonprofit: not-for-profit charity or other not-for-profit organization
  - b. University: public or private academic or research institution
  - c. Social enterprise: for-profit social enterprise company with a project that has an explicit charitable purpose
  - d. Other: please specify
- When was your organization founded? Month: [MM] Year: [YYYY}
- What is the mission / overview of your organization? [text field]
  [30 word limit]

- 11. What is your organization's current number of employees? Do not include volunteers in this question only full-time, paid staff of your organization. *[number field]*
- 12. What is your organization's current annual budget or revenue (approximate, in US\$)? [number field]
- 13. Is your organization submitting a joint application with another organization? [Y/N buttons]
- 14. If you answered "yes" to the above question, please list your partner(s)' name: [optional, text field]
- 15. Please enter the full name of the person completing this application: *[text field]*
- 16. What is your job title? *[text field]*
- 17. What is your email address? *[text field]*

#### Application Questions: (total word count: 900-1,000 words)

- 18. Please provide the title of your project. *[text field]*
- What is the problem you are trying to solve? Why is this issue important? Please ensure the problem is defined in simple terms. [text field] [100 word limit]
- 20. How does or how will your organization's project address the problem your organization has identified? Please ensure the project is defined in simple terms. [text field] [100 word limit]
- 21. What evidence do you have that makes you believe that this project will be an effective intervention? [text field] [100 word limit]
- 22. How would the project advance economic empowerment for women and girls? How many people do you expect this project to serve? We accept applications that focus on a specific community or create impact globally. *[text field]*

[100 word limit]

- How will your project positively impact marginalized communities? [text field] [100 word limit]
- 24. Why is your organization best suited to tackle the problem through the proposed idea? [text field] [100 word limit]
- 25. How does your organization or project team's leadership reflect your mission of advancing economic empowerment for women and girls? Why is your team credible in the gender equity space? [text field] [100 word limit]
- 26. How is your proposed project unique? What makes it innovative and better than what already exists? [text field] [100 word limit]
- 27. The Google.org Impact Challenge for Women and Girls will offer funding ranging from US\$300,000 to US\$2 million for applicants to spend over the course of 12 to 36 months. What is the approximate funding range you are applying for? All figures below are in US dollars.

[select one]

- a. \$300,000 -\$500,000
- b. \$500,000 -\$1 million
- c. \$1 million -\$1.5 million
- d. \$1.5 million \$2 million
- 28. How would your project utilize Google.org funding? Please provide a high-level overview. [text field] [100 word limit]
- If applicable, please explain how you will use any profit that your project earns. This question is required for all for-profit organizations. [optional, text field]
  [100 word limit]

## Additional information

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

- 30. Which geographic region will this project <u>primarily</u> impact? [select one]
  - a. North America

- b. Central and/or South America
- c. Europe
- d. Middle East and/or Africa
- e. Asia Pacific
- f. Global
- 31. Which country will this project <u>primarily</u> impact? [select one]
- 32. How will your project <u>primarily</u> approach the problem you've outlined? *[select one]* 
  - a. Cultural change: changing individual and community behavior
  - b. Systems change: addressing a root cause of a social problem, e.g. an issue within an industry or institution
  - c. Policy/advocacy: strategy and action to affect policy change and decision making
  - d. Direct service: direct impact and work with people
  - e. Other, please specify: (text field)
- 33. What is the primary focus area of your idea?

[select one]

- a. Education
- b. Entrepreneurship & Business
- c. Skills Development & Career advancement
- d. Leadership and/or Mentorship
- e. Financial Independence and Support
- f. Health and Livelihood
- g. Justice and Equity
- h. Movement Building and/or Campaigns
- i. Environment, Climate and/or Sustainability
- j. Other, please specify: [text field]
- 34. Which Sustainable Development Goals will your organization address through your proposed project? Please refer to the Global Goals <u>website</u> and select no more than 3 applicable goals.

[select up to three]

- a. No Poverty
- b. Zero Hunger
- c. Good Health and Well-Being
- d. Quality Education
- e. Gender Equality
- f. Clean Water and Sanitization
- g. Affordable and Clean Energy
- h. Decent Work and Economic Growth
- i. Industry, Innovation and Infrastructure
- j. Reduced Inequalities
- k. Sustainable Cities and Communities

- I. Responsible Consumption and Production
- m. Climate Action
- n. Life Below Water
- o. Life On Land
- p. Peace, Justice and Strong Institutions
- q. Partnership for the Goals
- 35. Which target under the Sustainable Development Goal (SDG) 5 will your proposed project primarily address? Please refer to the Global Goals <u>website</u> and select no more than 1 specific target.

[select one]

- a. 5.1 End all forms of discrimination against all women and girls everywhere
- b. 5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- c. 5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation
- d. 5.4 Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate
- e. 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life
- f. 5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences
- g. 5.A Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- h. 5.B Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- i. 5.C Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

## **Ethics & Compliance**

- 36. Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organization's board or officer group within the last 12 months? [Y/N buttons]
- 37. If you answered "yes" to the above question, explain here: [optional, text field]

- 38. Does your organization have any ongoing commercial contracts or negotiations with Google that are directly related to the project detailed in this application? (For the sake of clarity, this does not include Google's standard product offerings like G Suite, Google Ads, Google for Nonprofits, etc.) [Y/N buttons]
- 39. If you answered "yes" to the above question, explain here: [optional, text field]
- 40. To your knowledge, are any current government officials, employees or civil servants employed by your organization or are they members of your organization's board or officer group? [Y/N buttons]
- 41. If you answered "yes" to the above question, explain here: [optional, text field]
- 42. To your knowledge, are any current government or intergovernmental entities, officials, employees, or civil servants (collectively "Government Persons") involved in your project? For example, if selected to receive funding, will your organization use funds to: (i) provide goods or services to a government or intergovernmental entity, (ii) pay for any Government Persons salaries, stipends, travel, or related costs, or (iii) otherwise benefit any Government Persons?
- 43. If you answered "yes" to the above question, explain here: [optional, text field]
- 44. If selected to receive funding, will your organization engage with any local, state, federal (including military) law enforcement entities or officials on the project? [Y/N buttons]
- 45. If you answered "yes" to the above question, explain here: [optional, text field]
- 46. Does your organization have any dealings or programs in Crimea, Cuba, Iran, North Korea, or Syria? [Y/N buttons]
- 47. If you answered "yes" to the above question, explain here: *[optional, text field]*

## Optional

- 48. Please include links to up to 3 articles, publications, videos, or other resources that support your proposal. [optional, text field]
- 49. Is there anything else we should know? [optional, text field]
- 50. How did you hear about the Challenge?

[optional]

[select all that apply]

- a. A colleague or friend
- b. Another applicant or an advisor
- c. Email from Google
- d. Email from another organization
- e. Google.org homepage
- f. Press (print, radio, or TV)
- g. Social media
- h. Other (text field)

## 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 authorised 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]