

FREQUENTLY ASKED QUESTIONS

ABOUT

What is the Google Impact Challenge in the UK?

It's an opportunity for registered British charities to apply for a £500,000 grant and Google and Nesta's support by sharing their vision for how they will use technology to change the world.

Why is Google hosting this Challenge?

Technology can solve some of the world's most pressing problems, and we're eager to back innovators who are exploring new ways to make a big impact. The Google Impact Challenge was created to identify these risk-takers in the UK and to engage the public in supporting them.

What will the selected grantees receive?

On July 18, we announced ten finalists and invited the public to vote for their favorite projects. Four winners will receive £500,000 grant funding, and technical assistance from Google.org. The six finalists not selected as winners will receive £200,000 grant funding and technical assistance from Google.org.

How will the four winners be selected?

The ten finalists will pitch their project to a panel of judges at an event hosted at Google's UK headquarters. A total of four winners will be chosen: three selected by the panel of judges and one winner chosen by public vote from 18 to the 30 of July.

What is Google.org?

Google.org is a philanthropic team within Google, that provides grants and support to nonprofits. Google.org powers the Impact Challenges in regions around the globe. Visit google.org to learn more.

VOTING

How does public voting work?

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

How do I cast my vote?

To vote, simply click on a project and select "vote." Click "Yes" 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 cast one ballot of four votes.

When will voting end?

Voting will end at 11:59pm BST on 30 July 2014.

When will we find out who won the Google Impact Challenge?

The top four winners will be announced on 31 July 2014.

PROJECTS

Who was eligible to participate in the Google Impact Challenge?

All registered charities in the UK were eligible.

What do you mean when you say “project”?

A project is an organisation’s proposed concept and implementation plan for how they will use technology to address a social problem.

What do you mean when you say “use technology to change the world?”

We’re big believers in technology, and its ability to solve some of the world’s most pressing problems. Forget IT upgrades, we were looking for projects that use technology to solve a specific social issue with potential to scale. Projects don’t need create a new technology and don’t need to use Google tools.

Did this have to be a new idea for the organization?

It needed not be brand new. In fact, it could already be a work in progress.

JUDGING

How were the finalists selected?

Applicants were invited to submit a project that was reviewed by a team at Google based on these criteria:

- **Impact.** How will the proposed project improve lives? How many people will be affected if successful and to what extent? Is the proposal rooted in research that identifies the size of the problem and how the proposed idea will help solve it?
- **Technology / Innovation.** Does the proposal leverage technology in a new and creative way to tackle the issue it seeks to address?
- **Scalability.** If successful, how easily can this project scale? Can this proposal serve as a model for other efforts?
- **Feasibility.** Does the team have a well-developed, realistic plan to execute on the proposal? Have they identified the right partners for implementation?

Ten finalists have been selected and invited to pitch their project to a panel of judges at an event in London. A total of four winners will be chosen: three winners will be selected by the panel of judges and one winner will be selected by popular vote.

How many charities applied?

In total, we received hundreds of thoughtful proposals from UK charities with great ideas for how they will use technology to change the world.

Was every application reviewed?

Yes, we reviewed all eligible applications received.

My organisation applied to the Challenge, but was not selected as a finalist. Can I learn more about why?

We were amazed and inspired by all these impressive proposals. However, due to the high volume of great applications we received, the team is unable to provide personalised feedback on each proposal at this time.

Who are the judges?

Three winners will be determined among the finalists by a panel of judges, featuring Jimmy Wales, Emma Freud, Peter Jones CBE, Jacqueline Fuller and Matt Brittin. The public is also a judge! One winner will be selected by the public through online voting.

Where can I read a full copy of the Rules?

You can find the rules [here](#).