

>> My name is Lucy Bernholz. I am the Director of the Digital Civil Society Lab at Stanford University Center on Philanthropy and Civil Society. Thank you so much for joining us today. We're very excited to tell you a little bit about the new grant program. The good data grant program that's in it— a part of the markets for good initiative. My colleague Laura Seaman who is the program manager for both the Digital Civil Society Lab and Markets for Good is here with me. We'll talk for about 10 or so minutes and then you will be able to submit your questions via the chat function. We will stay on the line until we've answered all the questions we have or until an hour has pass, whichever comes first. We're really excited that you've joined us. So why don't we go ahead and get started. The Good Data Grants— oops— the Good Data Grants Project as I mentioned is a new initiative of Markets for Good. Markets for Good is a global network dedicated to improving the data infrastructure for social good. In some form or another it has existed for a bout 10 years. It became a project of the Digital Civil Society Lab and Stanford packs about six or seven months ago and the grants initiative is just one of the offerings of the Markets for Good Community. The others which we invite you to the join and to check out if you haven't, there is a robust online community with the blog, regular postings, and community connections at [marketsforgood.org](http://marketsforgood.org). There are also online communities connected to the initiative on LinkedIn and you can follow us on Twitter. In addition to the online community we also host regular events including conferences and smaller gatherings for members of the community and we share the insights that come out of those events also on the [marketsforgoods.org](http://marketsforgoods.org) website. And then finally, the reason we're all here today is the new Grants Project which we hope will foster research and innovation on the role of digital data and infrastructure in philanthropy in the social sector. We're particularly interested in those research efforts and projects that will be wildly available. We'll focus on decision-making in philanthropy in the social sector. Making that easier and more accessible to access information and that are wildly sharable. There's a particular in the role of individual donors and individual giving in this system but will be looking ideas that expand on wide spectrum. Once again the Markets for Good initiative is hosted by the Digital Civil Society Lab at Stanford Center in Philanthropy and Civil Society. The aim of the grants in this first round is to support research, prototypes, and shared learning to help donors and nonprofit organizations as well as other social sector organizations used digital data safely, ethically, and effectively as they pursue their missions. This is the first year of the Grants Program and we do intent to run at least two more cycles of Grants in future years. There are two types of grants and we're looking for proposals in two different streams. I'll talk about each of them. The first one are research grants. We're very much hoping we can begin to spark and convene up scholarly researchers interested in questions that have practical applications out in the field. These Grants are open to faculty or graduate students at accredited universities in the US. A Stanford affiliation is preferred but it's not required. So if you're working with a faculty member or a graduate student at Stanford, that's helpful. But it's not a— these grants are not exclusively for the Stanford campus. And we will give priority to

projects with the commitment to practical application in the sector. So we're very much looking for projects that already have partnerships out in the field that are trying new ideas or trying to understand the use of data out in the field by donors and by nonprofits, and/or that have a clear path to making what they learned practically available and act. The other form of grants are innovation grants, these would be projects led by social sector organizations. For legal reasons we need these grants to be submitted by a 501(c)3 not-for-profit organization based in the US. If it's a transnational team or across sector team, the actual grant applicant does need to be the 501(c)3. They must be in a position to serve as [inaudible] and the fiscal manager of the funds. In this stream we'll be giving priority to teams that have multiple organizations involved. And they have a clear plan to share what they learn and produced. Because the Markets for Good initiative and the Do Good Grants focus on the infrastructure for decision making in the social sector, we are looking for project that are by design focused on that infrastructure and not focus on particular organizational application or improving the work just within a single not-for-profit or even those within a particular small group of not-for-profits. There has to be a focus on improving the infrastructure and making the ideas and insights available widely and to everyone. So here are a couple of sample grant ideas. These are by no means comprehensive or exclusive. They're just some ideas that we have heard about and wanted to put out there so you had some sense of what we're talking about when we focus on the infrastructure. So for example just picking one of these bullets from the research column, there is a lot of activity on crowd funding platforms. Much of the activity on these platforms can be considered to fit into the charitable category or into the social sector. But right now it's very to determine which projects fit those categories and a whether or not we should as a public have access to data and some kind of reporting on the dollars that move through those platforms in the same way that we are able to track charitable dollars and giving- and activities through not-for-profit organizations directly. So a research possibility is to understand the landscape of data that currently is collected and reported from various crowd funding platforms and suggestions and recommendations policies and practices on what would best serve the public interest. There may be models out there that are worthy of sharing. There may be practical ideas for gathering this information, standardizing it, and being able to report it in a way that would serve a public interest. So that's a possible research, projects. Again, it's just a suggestion. You should take note of the fact that that particular example will probably best be addressed by both scholars with technological expertise as well as policy experts. These are very much- This grant program is a very much open to all scholarly disciplines. So I just want to use that as an example. Please take a moment to look through the other examples here on the research category. Again, just- These are meant as prompts and suggestions. In the innovation side of things, similarly, we've provided you with the set of possibilities about what folks might do or might consider. An example here, I'll just read out. One would be to create prototype and distribute and report on resources that wouldn't be focused on improving the digital literacy of nonprofits and donors.

So tools, possibly software, possibly other kinds of things that would be openly available, that would be focused on helping, say, board members of any kind of organization, better understand the challenges of using data safely, ethically, can effectively within a not-for-profit context. So that's the kind of thing that might be built by several organizations working together possibly with some research help, possibly with some facilitation help. There's a number of different ways you could approach something like that. So I'm not going to take the time to read these all to you. You have ready access to these slides that will be posted after the webinar on the [marketsforgood.org](http://marketsforgood.org) websites along with a transcript of this conversation and recording of this conversation. And those are steadily growing list FAQs that we're capturing and posting up there as well. So we don't need to go through each of these in detail. But, again, they're there for you—to prompt your thinking. The grants program will— we have a total of \$200,000 this year to making grants. We anticipate that we'll be making between five and 15 Grants each year. It really depends on the quality and quantity of the proposals we received. We'll make the final selection and announcement late in this year. And the grant periods run for one year. There are a couple of requirements in addition to the role of the 501(c)3. leader. Because this is a starting initiative and we're very much hoping that we can learn what they field researchers as well as the field of practitioners thinks are the key opportunities to improve the infrastructure. We're hoping that we can actually use the RFP process and the application process to begin building an open source map of the kinds of ideas that you all are thinking about. So we will— there's a little opt in option on the application process to ask you to please let us share the ideas in brief form. Begin to build a map of who's doing what, who's thinking about what, who wants— which issues arising to the top so that we can use that both to inform this grants process for you all to learn from each other as well as we hope will be able to leverage the interest of other funders as we can begin as we can begin to build an open map of the kinds of things folks are working on or interested in. That's one. The second is that these are grant dollars for public purpose. The money for the Markets for Good, Do Good Data Grants Project right now is coming from the Gates Foundation. And so it is incumbent upon us and upon the successful— is that they'd be willing to abide by the Open Access Policy of the Gates Foundation. This is all explained in the application process. But we put a link here so that you can look at that now and make sure that the ideas you have in mind would fit into this. This is not a grants program looking to support proprietary resources or resources that whose primary beneficiaries are single organization where those who would be selling the outcomes or the insights as for profit endeavor. These are this is an effort to produce publicly available resources for the sector at large. So I encourage you to take look at the Open Access Policy. The other thing we are building in to this grants process is our opportunities for both the grantees to meet each other. Learn from what others are doing as well as to join the broader Markets for Good community. To do that, we will invite the successful grantees to join us at the Do Good Data conference which will be held February at Stanford University. It's a three day conference, February 7th, 8th and 9th here at Stanford. The

expenses for that will be covered separately from the grant dollars. But you will want to make sure even in the application process that someone from your group would be able to join us for that, it's a requirement of the grant. We will also provide an opportunity, hopefully, an in-person opportunity for the products of this first year of grants to reconvene at Stanford, share the research finding, share the innovation prototypes, and again all of this is intended to help build connections and new networks. So when the final grant reports are due in the fall of next year we'll also be bringing folks together here on the campus and finding ways to make that opportunity both rewarding for the participants and also available in some broadcast way to others. There's a typical grant report that will be due. And we're also finally be asking grantees to be willing to contribute either a blog post or perhaps an interview, maybe a short video about what they're doing to the Markets for Good community, and again that would all be captured on the [marketsforgood.org](http://marketsforgood.org) website. It's a overview of the timeline for the project, the deadlines are at the end of September, September 30th of this year. We have a review process constructed that will take a month and a half or so to review all of the applications. Make sure all qualifications are met. We'll announce in mid-November. As I mentioned a minute ago, we will be inviting a the successful applicants to join us at the Do Good Data conference here on campus in February of next year and then the grants run for one year. So the final presentations would be expected in the fall of 2017. If you have any questions, after this webinar we don't get a chance to answer the questions or new questions pop up, we'll be keeping track of everything we've been asked and all of the good questions we get. The materials for the actual applications and everything are at this URL, all available at Market for Good. As I mentioned, we will make the slides available, the transcript of this conversation. A recording of this conversation all will be available on the web. And if you got colleagues who weren't able to join us today or you know someone else who might be interested, we'll hold one more of these online conversations on September 20th at 10 a.m. Pacific Daylight Time. You can also- Please feel free to be in touched with us directly if you got questions and you see Laura's email address up here as well as her phone number. One more thing, I do want to encourage you to get it- if you're not familiar or not yet a member of the Markets for Good community, it's always good- there's a really robust conversation and we're delighted to be working in support of this community which does have participation from around the globe. You can find out what they're talking about, what kinds of ideas have been floated in the past, find potential partners or new colleagues. You can find us on Twitter. You can find us on Facebook. There's a Markets for Good community on LinkedIn. We're also always open to ideas and suggestions about content for the Markets for Good blog. So you can see here, how to submit an idea to possibly participate in the community that way. And please feel free to share the request for proposals. So again, you can get access to these slides after this webinar at the Markets for Goods site. I'll put this back so you're sure to know how to be in touch with us. And with that, that conclude the slide portion of the conversation and we're open for questions. So a couple of people standing by to organized and field your questions. Please

use the chat function on your screen to submit a question and we'll stay on the phone to answer as many of them as we possibly can. Thanks very much for joining us this morning and I hope you will join us at [marketsforgood.org](http://marketsforgood.org). I can just— There's one question already. Yes. There's a question of how whether the University of Puerto Rico is considered an eligible university in the United States. And as far as I know, it would be. I'd be happy to check in with the Stanford University authorities to make sure but it's certainly should be. So thanks for submitting that question. What I would suggest you to do, the person who submitted that is to be in touch with Laura directly so that we have a way to get back to you directly. You have her email there, [lseaman@stanford.edu](mailto:lseaman@stanford.edu). We will check with the university here and make sure that that's accurate. The reason for this is because the grants will becoming from Stanford University. So there are legal limitations on what this university can do. My sense of the answer to that question is a yes, but we will get back to you with confirmation of that. There's a question about what the budget form includes, whether or not it indicates, eligible line items. We are fully cognizant that most work requires, you know, people time and there are some basic administrative support and staff and overhead. So all of those things are fully expected to be banked and to a proposal. It does not indicate specific line items that can't be paid for. There are some special budgeting expectations from both the university and our major funder. Rather than make everyone go through all of that at the front end, we've ask for some pretty basic budgets. More information is always better and if it's— if we have questions as we're considering a proposal for— to move forward, we'd be in touch with people directly and it's— there is a small budget narrative that we will be asking from the successful grantees. But we didn't want to put everybody through the pain of that on the front end. I hope that answers your question. Question about sharing, can a clear plan for sharing what is built? If you are doing research then the key thing is to operate within the parameters of the Open Access Policy, making sure that your research is going to be widely published, widely available. Data sets would need to become public. So the research grants in particular are nicely covered by the Open Access Policy. If you're talking about a project based in the innovation category or based by a nonprofit or two, what we're looking for there are really two things. One, that whatever it is you're prototyping is something that is quite obviously likely to be useful by other organization. So we're not expecting the fun things like particular organizational dashboards or a process to improve the joint data collection by one particular collaboration effort. If, however, you are building software that would be shared on GitHub and widely available, if you are building facilitation methodologies and you could clearly articulate that X, Y, and Z or the communities have practice that would benefit from these and here is how you are going to build it within for them and here's how would be distributed, that's what we're looking for. If you're building data standards for collecting information within a specific sphere, so say within education or within a healthcare or criminal justice, it would behoove the application to both explain quite clearly how that was going to be available to that entire subsector and what relevance it would have to other subsectors and how they would be able to access

that information. So I hope that's helpful. Let's see what else we have. There's a question about whether or not existing programs at a 501(C)3 are eligible? Absolutely. If you're doing something that has already been tried and tested and you're looking for an opportunity to generalize it and make it more broadly available, yes, that would fit. Remember we are focused on the infrastructure. We're focused on things that will actually strengthen the social sector at large, the use of data at large. Not deepening the work at a single organization but taking something that's been tried and tested in a small community or among the small collaboration and making it openly available to others and having a clear plan of how it's going to be made accessible and made- and folks are going to find it. Simply posting something up on a website for example, would not qualify but a clear plan of implementation distribution would certainly be open for consideration. Unfortunately, because of the limitations from the university, for this first year, we are limited to organizations and efforts in the US. There needs to be a US-based not-for-profit organization that would be the lead on the grant. And they might have partners from outside the US but the funds, and the fiscal responsibility, and a lead part of the work would have to be based in the US. That's true for both the innovation grants. And at least at this point in time is also true for the research grants. There needs to be a US-based university as the lead partner. We're hopeful that we can find ways to change that over time. But that's not the case this first year. We have a question about what is Do Good Data mean. What a great question. But it is a playful term. We are focused on the safe, ethical, and effective use of digital data in the social sector. That in the most people's mind is often thought about as being in the no-for-profit community. So we're interested in the use of digital data for better decision making. We're focused on grants that support the infrastructure of decision making, so beyond a single organization or a subsector of nonprofits. And then the Do Good Data is a nice alliterative term to try to capture that. Question about whether or not there is a requirement from matching funds or resources. No, not necessarily. It's possible that our grants budget might cover the entire project cost, seems a little unlikely. But we're certainly not making these grants contingent on other budget- other funds being raised. The budget form does ask you to outline what other sources of funding you do have. But again, there's not a matching a one-to-one or a one-to-two kind of matching gift requirement if that's what folks are asking. Question about whether an innovation grant must serve the entire not-for-profit universe or is it acceptable to focus on a specific sector. If you're focussing on a specific sector, you want to make sure you're focussing- focussing is the wrong verb here- that you're making something that's applicable really broadly. We're interested in data standard, data systems, literacy tools. We're not interested- These Grants are not design to support data in education, data in healthcare, data for youth. So it's really critical that we'd be looking for tools or software or methodologies that are at least, at the very least, can be extrapolated to be applicable in other sectors and is that responsibility is going to fall on the grantee. The plans for how to make that happen are going to be a part of what distinguished these applications from other grant programs. Let's see. Another question about where it fits in to the

budget. There's no expectations that these grants would be, would be either matched or that they'd be sole source, that they'd be the lead, or that they'd be following on. We were not— That's not a criteria that we're focussed on at this point. The funding budget, the budget you propose should be clear about where these dollars do fit in to the whole cost. If they're not covering the whole cost where the other funds to achieve that work are coming from. But other than that, we're not limiting how these dollars might be used or where they need to fit in to the whole overall budget. Scanning through more questions. Let's see if I've missed any— if— that have already come in. Some— just— while we wait for a few more questions to come in, back to the what does Do Good Data mean, I want to also remind folks that this grants project, as I mentioned at the beginning, or this grants program is a part of the larger Markets for Good community. One activity related to the Markets for Good community is the Do Good Data conference at Stanford in February of next year. So we're trying to create kind of recursive relationships and feedback loops and ties between the grants. The online community, the offline events and hope that we are supporting and catalyzing the global network that we know already exist. The idea of having both research grants and innovation grants was to build offer up one place, at least, where academics and scholars looking at questions about data ethics, technological approaches to consent, scalable models for safely using algorithmic analysis and making those algorithms understandable to the people whose lives are affected by these decisions that that community of people in very important work that they're doing is available to, accessible to, and useful to people running nonprofits, running collaborations, and vice versa. So we're structuring the entire Markets for Good initiative, the grants program, the website and the online and offline communities in a way that we hope is inviting and inclusive, and also can cross several sectors and existing networks to build a broader set of relationships. I've got a question here about— well, the question is, does the need to address the total social sector include applications that have a large element of science-based data, such as that which dominates in natural resource management. So here's a great example, thank you very much for the question. I think what we're looking for here is if you're— if you're next step in whatever that project is is to figure out how to organize or make accessible large quantities of scientifically collected, natural resource data. So that local environmental groups or citizen sciences, or informal associations of both of those can be more involved in either collecting or understanding or using the data, something like that where there's a real connection between the structure and scholarly community, and the community of activist, and organizations that reckon these issues. That could be effect as long as what's being developed thought is given and explanation and approach proposed for how, what's learned or built for that particular data and that particular community of not-for-profits and citizens might be applicable elsewhere. So we're not— it's not about us supporting these grants being used to support the deepening of that practice in the natural resource community A, but building the systems and connections and standard and processes by which connecting scholars, policy-makers, and not-for-profit groups around methodologically credible data is an appropriate

strategy for change. Hope that answer is helpful. But that's actually a really nice example of how something based in one subsector would be useful more broadly. OK. So the question is how and when funds are awarded? The final decisions will be made in November. We anticipate that the grant will be paid out into two tranches. One on upon awarding the grant and another payment probably part way through the grant cycle. It's either going to work that way or we are going to make the full payment, a onetime payment upfront, that something. It's a great question. I wish I had a firmer answer for you. We will clarify that as soon as possible, again, it's contingent a little bit on the university of payment schedule and financial year. But our expectation is that it will be made in two tranches, one upon signing of the grant agreement and one halfway through the grant period. Thanks for that question. And again the actual answer to that will be posted up as part of the FAQs as soon as we can get confirmation from the university. So let's see. I don't- We'll just take a little bit of a rest here while some more of questions come in. If haven't answer something that you've been wondering, chances are somebody is wondering it, too. So feel free to go ahead and send them on in. We held another one of these webinars a week or so ago. We have several entries and questions and answers on an FAQ from that conversation. We'll add this conversation to that. And, again, it will all be available on the website. I can talk faster than most people can type. So- And I don't want too much radio silence, seems like there's been a slow down in the questions coming in. Let me just hang on here in case you got one more coming in. And we'll get to that. Ah, great question. The question is since the innovation grant applicants have to have a 501(c)3 US partner in this first year, when we think about the infrastructure and to be affected, should that be US specific or global? It should at least be US specific. If there are application more globally, yes, very much interested in that. Our hope is that we can make this grant program available to organizations outside of the US over time. But we haven't been able to put in place the infrastructure for that. Yes. So that's a great question. Absolutely, if there's- if there are ways that your work will be useful globally, please let us know how that will work and what you'll be focused on. Thank you for that question. The evaluation component, these are both in the research category and in the innovation category. We're looking for things that haven't been tried. So, the fall presentation next year, the one year presentation of the first year grants will be an opportunity for us all to come together, learn what has worked, what hasn't worked. We'll be capturing that to share more broadly, that sharing more broadly will fall across the portfolio. The responsibility there falls to us not to you. The responsibility to the grantees fall- involves being honest and forthright about what worked and what didn't worked. So, we will be working with the actual selected grantees to figure out how best to structure that report back a year from now. There is a final report due that will cover that will have both the narrative component and a financial component. The financial component will be held- is a compliance issue. The narrative components we'll probably try to find a way to make sure that whatever we're learning is available to be- to benefit the other grantees, the community of applicants, the community at large that we are working in service

of. So, thanks for that question. Definite minimum or maximum number of grants we're awarding. No, there's not. There is a budget pool total of \$200,000 that is in total for both the research and innovation grants. But how many grants we make will depend on the quality and the quantity of the applications that we receive. So we haven't even necessarily broken it up between those two categories because this is both the first time we've reached out in this way. And really as far as we can tell one of the first grant programs that's focus on this particular element of using digital data well. We're not sure what to expect. So we didn't want to find ourselves to numbers that we really couldn't predict in advance. There's a question about how the grants will be scored. There are two groups of reviewers that represent a mix of scholars, a mix of long-term participants in the Markets for Good community, and some other vested interest from the university and the community. We will develop a set of criteria and rubric for those two review committees to use. We have not yet determined that that will be shared publicly. But we'll be talking to those reviewers. There's a total of about a dozen people set up to be involved in the review process between September 30th and November 18th. Thanks for the question. Somewhat of a repeat question, but it's worth repeating them. In the innovation work, are we expecting a project to be at any particular stage and its lifetime? No, we're not. If you, again- what we're interested in is the broad applicability of what is being built or things that are being built specifically for the broad infrastructure. So if you got something, again, if you tried something, the data standard or a type of analysis or something like that, a methodology. I mean, try it a few times in a small group and want to try it- try to make it useful and broadly available. That's great. If you got an idea that you haven't tried at all. If it's a brand new piece of research, that's also fun. We're not trying to predetermine where the work in the space is. We simply are- at this point, we simply don't know enough about all the great things that people have on their minds and are trying in order to try to direct these dollars in anyone of those ways. So all of those options are eligible at this point. Thank you for the question. So I'm reading and talking at the same time. It's a little bit like chewing gum and walking. I think that answered everything that's coming so far. Let me encourage you, go ahead if you do have something on your mind. Chances are somebody else does also. So keep the line open until we got a full- I don't 60 seconds maybe without any new questions. The slide deck, again, will be available. You know how to reach Laura. If this question occurs to you, the minute we have- not too familiar with that phenomenon. So- And we'll be back available again online on September 28th at 10 a.m. So, feel free to join us again. You may have more questions. The deadline is September 30th. So at that you might be deep into thinking about your project or your budget, I'll be delighted to hear from again at that point. At this point, it does look like you're all tired of hearing from me. No new questions coming in over the transom. So, again, thank you very much for your time. I'll direct you just your attention one more time to the URL [marketsforgood.org](http://marketsforgood.org). You can find the RFP right off of the front page of that website. Do join us on Twitter. Do check at- please check out the LinkedIn group. There may be colleagues who

are interested in connecting with. We do hope you'll submit an application. We encourage you to be in touch with us directly if you got questions. Thank you so much for taking the time out. Looking forward to hearing from you at the end of September. And I hope you all have a wonderful day wherever you are. Thank you very much and I will be back on the air on September 28th at the 10 a.m., Pacific Daylight Time. Signing off. Thanks so much.