

# GIVING THROUGH GLASS

## Frequently Asked Questions

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### **About**

#### **What is Giving through Glass?**

Giving through Glass is an open invitation for individuals employed by US 501c3 nonprofits to share their vision for innovative ways to use Glass to inspire, involve and connect more people to solve real world problems.

#### **Why is Google hosting Giving through Glass?**

In 2013, Google.org partnered with five of our nonprofit grantees to explore how Glass can amplify their impact around the world. The feedback and insights were great and we wanted to give more of the nonprofit community the opportunity to enhance their impact using Glass. We are committed to supporting nonprofits with cutting-edge technology and are excited to see what creative uses for Glass you come up with!

#### **How does my organization enter Giving through Glass?**

Please submit an application at <https://services.google.com/fb/forms/givingthroughglass> by Tuesday, May 20 @ 11:59 p.m. PDT.

#### **When will the winners be announced?**

On June 17, we'll announce 5 winners.

#### **What will the selected grantees receive?**

These five winning organizations will each receive:

- A Glass device
- \$25,000 grant funding to implement the project described in their Application
- A trip to Google, during which they will learn to use their Glass device
- The opportunity to be connected to the Glassware developer network

#### **Who can participate in Giving through Glass?**

Applicants must be registered nonprofits 501c3 based in the US. Multiple individuals employed by the same nonprofit are eligible to submit an application in the capacity of the same nonprofit.

#### **[NEW] Are schools eligible to apply?**

Schools, childcare centers, academic institutions, and universities (philanthropic arms of educational organizations are eligible) are not eligible to apply for Giving through Glass. To learn more about Google's programs for educational institutions, visit [Google in Education](#).

### **Can individuals that are fiscally sponsored apply for Giving through Glass?**

Fiscal sponsors can submit an application on behalf of sponsored individuals. Both the fiscal sponsor and the sponsored individual must be available to submit further information if requested. For additional details on applications being submitted through fiscal sponsors, see the Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass).

### **Where can I read a full copy of the Rules?**

You can find the Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass).

### **Criteria**

Applicants are invited to submit a project that will be reviewed by a team at Google and a panel of advisors, consisting of the nonprofit Glass explorers, based on these criteria:

- 1. Glass implementation.** Does the Organization clearly communicate their understanding of how Glass works, and why Glass uniquely helps them achieve their goals?
- 2. Impact.** How much would Glass in the proposed project amplify the organization's impact? How many people will be affected if successful and to what extent?
- 3. Innovation.** Does the project tackle the issue it seeks to address in a new and creative way?
- 4. Feasibility.** Does the team have a well-developed, realistic plan to execute on the proposal in a six (6) month time frame?

Applicants must be registered nonprofits 501c3 in the United States.

Review the Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass) carefully before submitting your application.

### **Entry**

#### **Is there a registration fee?**

No. Applying for the Giving through Glass is free.

#### **How do I know if my organization is eligible to participate?**

Review the criteria and the Giving through Glass Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass).

#### **What if I am not a registered nonprofit or in the process of registering now? Can I still apply?**

You must be registered as a nonprofit at the time of submitting your application. Please see the Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass) for a definition of what this means.

#### **What if I have a great idea, but my nonprofit isn't based in the United States?**

We're sorry, but Giving through Glass is only open to nonprofits 501c3 with a registered office(s) in the United States. Please see the Rules at [g.co/givingthroughglass](https://g.co/givingthroughglass) for details.

#### **What if we're a nonprofit based in the United States, but do work outside the United States? Can we still apply?**

Yes. In fact, several of the five [Giving through Glass nonprofit explorers](#) do work outside the United States. As long as you're based in the United States, you're eligible to apply.

**Can we apply if we're a for-profit business with a social impact?**

Unfortunately, no. Giving through Glass is only open to qualified registered nonprofits 501c3 in the United States.

**Can my organization submit more than one idea?**

Yes. There may be multiple entries per organization, but only one idea per individual within the organization.

**Can we include appendices or additional information to the application?**

Unfortunately, we will not be able to accept appendices to applications.

**Can I save a draft of my application on the site if I want to edit it later?**

No. Applications can't be saved for later completion, so we recommend drafting your responses in a separate document first and only completing the application form when the entire application is ready for submission.

**How do I make sure my application is successfully submitted?**

Make sure all required fields are populated, then click the "Submit" button. If the application has been successfully submitted, you should see a screen with a message confirming that we received your application. If you click "Submit" and are either shifted back to the top of the screen, or you're waiting longer than one minute without seeing the confirmation screen, click "Submit" again.

**I've submitted my application. What do I do now?**

That's great news. We'll announce the winners in mid-June, and will reach out to you if we require any additional information.

**Does my submission have to be in English?**

Yes, please submit your application in English.

**Do I need a Google account to apply?**

No, you don't need a Google account.

**Projects**

**What do you mean when you say "project"?**

A project is your organization's proposed concept and implementation plan for how you will use Glass to address a social issue. If selected as a winner, we'll support the implementation of this project so we need to know exactly how the grant will help you realize your plan.

**If another organization is currently implementing a similar concept, can we still submit the idea?**

Yes, but please note that projects will be judged on their innovative approach and potential to scale. So you'll need to tell us how and why your organization is uniquely suited to implement the concept in a way that will be more successful, or how you plan to partner with other organizations to achieve success.

**Over what time period should the grant funds be spent?**

We expect the grant to be spent over the course of six months.

**Can the grant be used to fund overhead and staffing costs?**

Yes, the grant can be used in whatever capacity you believe will be most helpful for implementing the Glass project.

**Will details of our project idea be kept confidential?**

Please do not submit any proprietary or confidential information in your application. Please keep in mind that if your organization is selected as a winner, your project summary will be made available to the public.

**Process**

**How will the entries be judged?**

All applications received will be reviewed by a team at Google and a panel of advisors, consisting of Giving through Glass Explorers. Applications will be evaluated based on the Challenge Rules and criteria at [g.co/givingthroughglass](http://g.co/givingthroughglass). A total of 5 winners will be selected.

**Who are the advisors?**

Our advisors include [World Wildlife Fund \(WWF\)](http://WorldWildlifeFund.org), [Samasource](http://Samasource.com), [DoSomething.org](http://DoSomething.org), [GiveDirectly](http://GiveDirectly.org), and [charity:water](http://charitywater.org), Google's Global Impact Awardees who received Glass to amplify their impact in the field.

**Will every single application be reviewed?**

Yes, we will review all eligible applications received.

**What is the timeline and process for selecting the awardees?**

- **May 20, 2014 @ 11:59 p.m. PDT**  
Online applications due.
- **June 17, 2014**  
Winners announced. Before any announcement, each winner will be provided with a grant agreement. If selected as a winner you will be required to sign a grant agreement without modifications.

**About Glass**

**What is Glass? What is Glassware, What is BaseCamp, etc.**

More information about Glass can be found at <https://sites.google.com/site/glasscomms/faqs>.

**What if I still have questions?**

Please contact us at [givingthroughglass@google.com](mailto:givingthroughglass@google.com). We will review every email and post responses to commonly asked questions on our FAQ to ensure that all interested applicants have access to the same helpful information.