



Impact Challenge Kenya Application

This PDF copy is for reference only. All applications must be submitted online.

Introduction

Thank you for applying to the Google Impact Challenge in Kenya! We can't wait to read your application.

Just a few quick notes before we begin:

- Responses in this form **cannot** be saved for later completion. We **strongly recommend** drafting your responses in a separate document first and only completing this form when the entire application is ready for submission. You can find a copy of the application questions [here](#).
- Free response fields enforce a maximum response length of 150 words per question.
- Do not submit any confidential or proprietary information through this application.
- 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 [Google Impact Challenge Rules](#) and [Google's Privacy Policy](#) before proceeding.

Applications must be submitted on or **before 11:59 p.m. EAT on Wednesday, July 4, 2018**. We encourage you to apply early given that we expect to receive high volumes of applications during the last few hours of the application window. Thank you!

Basic Information

1. What is the full, registered name of your organization?
 - a. [text field]
2. If your organization has a website, please provide the URL:
 - a. Provide only one. You can share additional resources at the end of the application.
 - b. [text field, optional]
3. Is your organization registered as a nonprofit (NPO, NGO, or similar) or as a for-profit business?
 - a. [select one: nonprofit, for-profit business]
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 outlined in the Challenge Rules, including current legal registration in Kenya, and a proposed project with a clear charitable purpose.
 - a. [Full rules are available here](#) (opens in a new window)
 - b. [checkbox]
5. What is the official, registered address of your organization?
 - a. Street Address [text field]
 - b. City [text field]
 - c. County [select one: Baringo County; Bomet County; Bungoma County; Busia County; Elgeyo Marakwet County; Embu County; Garissa County; Homa Bay County; Isiolo County; Kajiado County; Kakamega County; Kericho County; Kiambu County; Kilifi County; Kirinyaga County; Kisii County; Kisumu County; Kitui County; Kwale County; Laikipia County; Lamu County; Machakos County; Makueni County; Mandera County; Meru County; Migori County; Marsabit County; Mombasa County; Muranga County; Nairobi County; Nakuru County; Nandi County; Narok

County; Nyamira County; Nyandarua County; Nyeri County; Samburu County; Siaya County; Taita Taveta County; Tana River County; Tharaka Nithi County; Trans Nzoia County; Turkana County; Uasin Gishu County; Vihiga County; Wajir County; West Pokot County]

- d. Postal Code [text field]
6. When was your organization founded?
 - a. Format: MM/YYYY
 - b. [text field]
7. What is your organization's mission?
 - a. [text field]
8. How many full-time employees does your organization have?
 - a. Do not include volunteers in this question -- only full-time, paid staff of the local chapter (if applicable) of your organization.
 - b. [number field]
9. The name of the person completing this application is:
 - a. [text field]
10. What is your job title?
 - a. [text field]
11. What is your email address?
 - a. [text field]
12. What is your contact telephone number?
 - a. Include country and area codes.
 - b. [text field]
13. 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?
 - a. [yes/no buttons]
14. If you answered "yes" to the above question, explain here:
 - a. [text field, optional]
15. Does your organization have any business dealings or ongoing negotiations with Google?
 - a. [yes/no buttons]
16. If you answered "yes" to the above question, explain here:
 - a. [text field, optional]
17. 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?
 - a. [yes/no buttons]
18. If you answered "yes" to the above question, explain here:
 - a. [text field, optional]
19. On behalf of my organization, I affirm that we do not have any dealings or programs involving entities or located in countries under U.S. or Kenyan export controls or sanctions.
 - a. [yes/no buttons]
20. If you are unable to agree to the statement above, please provide a detailed explanation here:
 - a. [text field, optional]

Financial Information

Please include organization-wide data for fiscal years 2015, 2016 and 2017 **in US Dollars (USD)**. Estimates are fine; please do not include potential funding from the Challenge. If an answer is not applicable to your organization (for example, if your organization was founded less than 3 years), enter '0'. We may ask for additional financial information from your organization during our evaluation process.

21. Annual operating expenses (USD):

- a. 2017 [number field]
- b. 2016 [number field]
- c. 2015 [number field]

22. Annual revenues (USD):

- a. 2017 [number field]
- b. 2016 [number field]
- c. 2015 [number field]

23. Total assets (USD):

- a. 2017 [number field]
- b. 2016 [number field]
- c. 2015 [number field]

24. Total liabilities (USD):

- a. 2017 [number field]
- b. 2016 [number field]
- c. 2015 [number field]

Project Overview

Please answer the following five questions, each in one sentence or less - they'll give us high-level understanding of your project and its goals. We'll ask for more detail in just a minute.

25. Please complete the following sentences:

- a. [30 word limit] My project is named... [text field]
- b. [30 word limit] It will provide economic opportunity to... [text field]
- c. [30 word limit] It will improve lives by... [text field]
- d. [30 word limit] This project is different than existing solutions because it... [text field]
- e. [30 word limit] If successful, in five years our project will... [text field]

26. [30 word limit] Describe the geographic area that your project impacts:

- a. [text field]

27. To which category does this project primarily align?

- a. [multiple choice: Arts, Culture and Humanities; Education; Environment and Animals; Health; Human Services; Other]

Project Detail

28. [150 word limit] In what stage is your project presently? What have you accomplished to-date?

- a. [text field]

29. [150 word limit] Tell us more about the problem you propose to address. Why did you choose to take it on? Approximately how many people are affected? How does the problem impact their lives?

- a. [text field]

30. [150 word limit] Contextualize your idea: what other approaches have been tried in the past? What is the insight or innovation that differentiates your project, and how is it better than what already exists?

- a. [text field]

31. [150 word limit] Why would a potential beneficiary or user choose to engage with your product or service (including paying the cost, if there is one)? How will you make sure potential beneficiaries know about your project?

- a. [text field]

Impact and Risks

32. [150 word limit] What would the impact of this project be, if successful? Please quantify the potential impact, and explain how you calculated your estimate.
 - a. Please clearly identify any assumptions you made and include sources where available.
 - b. [text field]
33. [150 word limit] How would you define and measure the primary indicator in your answer above?
 - a. [text field]
34. [150 word limit] How could your project and its impact grow beyond what you've proposed in this application? How will you sustain and grow the impact of this work beyond this grant?
 - a. [text field]
35. [150 word limit] What are the 1-2 most significant risks you anticipate in this project? How has your team planned to address them?
 - a. [text field]

Team, Partners and Budget

36. [150 word limit] What makes your core team best suited to tackle this project?
 - a. [text field]
37. [150 word limit] Organization-wide, who are your major partners or funders from the last 3 years?
 - a. [text field]
38. [150 word limit] On this project specifically, which partnerships are or will be most critical for your success? What is the incentive for those organizations to partner with you?
 - a. [text field]
39. [150 word limit] If selected as a finalist, how would your project utilize \$125,000 in funding? Please provide an overview of your anticipated budget.
 - a. [text field]
40. [100 word limit] Briefly, how would your goals and project plan change if you were to win the \$250,000 prize?
 - a. [text field]
41. [150 word limit] If your organization is *not* a nonprofit, please explain how you will allocate any profit that your project earns.
 - a. [text field]
42. By submitting an application, I certify on behalf of my organization that: (1) my organization agrees to be contacted by Google for purposes of carrying out the Challenge; (2) my organization agrees to the Challenge Rules; (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the Challenge Rules; (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 participate in the Challenge on behalf of the organization; and (d) has the authority to legally bind the organization – including, without limitation, to the terms and conditions of the Challenge Rules and to any other required documentation as contemplated in the Challenge Rules.
 - a. Note: The information you submit will be used in accordance with [Google's Privacy Policy](#). The rules are available [here](#). If you do not wish to submit your application or cannot certify for your organization, do not check the box above. If you do not certify, nothing in your application will be saved or sent to Google.
 - b. [checkbox] I certify

Optional Information

43. Yes, I would like to receive email updates from Google on the Google.org Impact Challenge and other community initiatives. (optional)
- a. You can withdraw your consent at any time by clicking the unsubscribe link in emails you receive.
 - b. Yes, opt me in
44. Please include links to up to 3 articles, publications, videos, or other resources that support your proposal. (optional)
- a.
45. Is there anything else we should know? (optional)
- a.
46. How did you hear about the Challenge? (optional; select all that apply)
- a. A colleague or friend
 - b. Another applicant or a Judge
 - c. Email from Google
 - d. Email from another organization
 - e. Google.com homepage
 - f. Press (print, radio, or TV)
 - g. Social media
 - h. Other