>> Lucy Bernholz: Good morning, and welcome to a webinar on the Good Data Grants program brought to you by the Markets For Good initiative of the Digital Civil Society Lab at Stanford Center on Philanthropy and Civil Society. I'm Lucy Bernholz, the director of the Digital Civil Society Lab and a senior research scholar at Stanford. And we are delighted to be launching this new funding initiative. I'm going to just take about ten or 15 minutes to introduce you to the grants program, what we're hoping to accomplish, the types of proposals we're looking for. All of the application information will be in these slides, and then we'll open it up for questions, which you can submit via the chat function, and I will answer them as they come in. We'll stay online for an hour or until all of the questions have been answered. I also want to let you know that the recording of this conversation, the slides, the questions that are asked, and the answers that are provided will all be posted on the MarketsForGood.org website, and you can also see there the questions that were asked in our previous two webinars. So let's get started. First of all, let me tell you a little bit about Markets For Good. It is about a ten-year-old initiative that moved under the auspices of the Digital Civil Society Lab at Stanford just about a year ago. It is a global community of individuals and organizations reaching out to scholars, policymakers, and funders focused on improving the data infrastructure for social good. The community has built a robust online presence that can be found on the web at MarketsForGood.org. There you'll find conversations, commentary, blog submissions by members of the community and others focused on information about data in the social sector, the digital infrastructure, online tools, a whole range of things. We recently completed a three-month-long series of conversations about the digital infrastructure for online Giving Days, for example. So you're welcome to join that community and see what kind of issues and conversations have been ongoing. Again, you can find us at MarketsForGood.org or also on LinkedIn and on Twitter. We also host a number of events over the course of the year to build connections between the members of the community, share ideas, and in many cases, work on joint projects. And in order to be part of those events, you need to sign up to be part of the community, which you can also do on the website. And then finally, this grants program, which is brand new, this'll be the first cycle of the program where we're making some financial resources available to help foster research and new ideas on the role of digital data and infrastructure in philanthropy and the social sector. We're particularly interested in ways that various uses of data, digital tools, digital algorithms, digital infrastructure might be used by individuals to inform their own giving decisions, but we're opening up the grant program more broadly than that this year since it is our first time out. So that's a little bit of background on who we are and what we're trying to do. The grants program, as I mentioned, is focused specifically on the role of digital data and the digital infrastructure to improve decision-making in philanthropy with a focus on individual giving. We are looking to support research prototypes and share learning that can help donors and nonprofits or other social sector organizations use digital data safely, ethically, and effectively. Since it's the first year of the program, we're in learning mode. We do intend to run at least two

more cycles of grants in future years, but this is our first time out. As part of that, we will be asking applicants to opt in to share some information about their ideas, just some basic information so that we can produce just from the proposals we receive a map, a narrative, and possibly a visual map of the kinds of ideas and the kinds of organizations and groups that are working on these ideas. And as soon as we can pull that together after the application deadline closes, we'll be making that available publicly for your own use to build some community and possibly help you find some new partners and also to share with other funders. So let's dig into the guts of the grants program. First of all, there are two different streams of funding that we'll be providing in this first cycle. We'll be looking for research ideas and we'll be looking for what we're calling innovation ideas, really focused on the infrastructure. So let me first talk about the research ideas. These are focused on scholarly academic research that is being done in partnership with or with close connections to practitioners so that the kind of learning that is going on in the academy about how digital data works, how consent might be built into it, how systems can be used for natural language processing, whole range of digital and algorithmic kinds of research questions actually can be used by, put to use by organizations out in the world actually facilitating philanthropic decision-making. These grants are open to faculty and graduate students at any accredited university in the U.S. A Stanford affiliation is preferred, but it is by no means required. And we are very focused here on projects that have a commitment to practice, that are working on something that the path to practical application is clear and that should be part of the research proposal. So proposals that already are manifest by an existing relationship between researchers and nonprofits, that's a good place to start. If you're doing research in the academy and you don't have a specific set of community partners yet, it's something you'll want to think about as you put the proposal together. How are you planning to turn what you learn into action in the world? The second type of grants are, fall into what we're calling the innovation category. These are open in this year only to 501(c)(3) organizations in the U.S. or transnational or cross-sector teams that include a 501(c)(3) U.S. nonprofit that's in a position to serve as the grant recipient and fiscal manager. So collaborations are fine. In fact, they're encouraged. But at least one of the organizations, the lead organization does need to be a 501(c)(3) nonprofit so that they can meet the accountability and financial responsibilities that are inherent in this grant program. We're very much giving priority here to teams of either multiple organizations or organizations working with researchers or distribution partners because what we're interested in here most importantly are ideas, products, prototypes, tools that can actually be used broadly across the infrastructure. This is not a grant program from which the final product should be focused on a single organization. It should very much be focused on a set of standards or a set of methodologies that can be broadly used by the field. So let me give you just a few examples. These are also available in the RFP that's on the MarketsForGood.org website. You can read through these. I'll just pull out a couple of examples to give you an idea of what we're looking for. For example, on the research side, there's a lot of questions

to be asked about crowdfunding, the nature of the data that is generated by crowdfunding platforms, the policy implications of that data, the reporting and accountability possibilities, as well as some good data-related questions about making sense algorithmically or using large data mining techniques. So just thinking about crowdfunding as a phenomenon, there's a number of different research questions that could be asked, many different methodologies. This is an area that would invite proposals from disciplines as diverse as public policy, law, computer science, and the, some business practices, for example. Also, very much open to scholars in the humanities and social sciences who are interested in these phenomena. So I won't read through all of these examples on the research side. I do want to just emphasize again we're interested in a diversity of methodologies, a diversity of disciplinary approaches, and specifically the kind of research that can be, that could be used to inform daily practice. So successful proposals in this category will include a clear path to practice from what's found out during the research process. On the innovation side, we are looking for tools, developments, methodologies, prototypes that also serve a broad swath of the social sector, shall we say. So, for example, digital data governance is a growing area of concern across civil society. There may be existing repositories or search methodologies or even new tool development that would allow for the quiz-like creation of a set of policies for a particular type of nonprofit. That kind of prototype of what's listed here, second to last bullet, a shared repository or a system for sharing data governance policies, is one sort of innovation idea. On, another example might be a sector-wide, regional, or a regional index that looks at the different kinds of private resources currently being used. So perhaps there's something to be tested that draws from impact investing, philanthropy, public contracting, government grants, all kind, all of the different forms of financing that's available that might begin to push us forward as a sector in understanding where, what the financing structure to capital markets for social sector work actually look like. There may also be tools that use various types of digital processing and evaluation, good data management processes, things like that. So we've tried to put up here a wide range of examples to spark your thinking. Again, the research ideas do need to have at least one partner, one lead project investigator that is based at a U.S.-accredited university, and the innovation grants do need to be led by an organization that's a 501(c)(3) United States not-for-profit organization. Partnerships in both categories are welcome and encouraged. Overall, we have $200,000 available for this grant pool. We anticipate that we will make between five and 15 grants, but we don't really know until we see the proposals, the number, and the quality that come in. That $200,000 and that total number of grants is inclusive of both grant programs, so that's for both the research grants and the innovation grants these will be one-year grants to commence when the grants are made, which will happen later this fall. And we will require a summary presentation and documentation of what's accomplished in that one year. More detail about the reporting requirements are available in the RFP. There are a couple of additional requirements for successful proposals. First and foremost, these are philanthropic funds being made available to improve practice and understanding

broadly. So all of the proposed projects must fit into and the grantees must agree to make their findings or innovations publicly available according to the open access policy that you can find at the link on this slide. This is the open access policy of the Bill & Melinda Gates Foundation. We're adapting it for the purposes of this, or we're applying it for the purposes of this round of do good, of Good Data Grants because the funding is actually coming from the Gates Foundation. The open access policy that you'll find here will be very familiar to people in the research community. It may be new to folks in the nonprofit community, so I'd encourage you to take a good, long look. You must be willing to make your findings and your innovations publicly available according to these terms if you are awarded a grant. In addition to that, we are very much hoping that we can use what we learn from the proposal process and from the first round of successful grantees to inform others and to excite other participants in future years. Toward that end, we will be inviting and hosting the successful grantees in this round at the Do Good Data conference, which takes place in February of next year here at Stanford University. We will ask those grantees to come together and begin to share their early stage work, look for new colleagues, share their work with each other, and participate in that conference. We will be asking folks to come back to campus in the fall of next year to present their final research and prototypes at a still to be determined forum that we hope will be able to broadcast in such a way that folks who can't get to campus will be able to see what comes out of these grant-funded projects. That will be in the fall of next year. We'll also require a basic grant report that includes both a narrative and budget accounting that'll help us close out the grants, and we will encourage and expect the grantees in the Good Data Grants program to contribute as active participants in the Markets For Good online community. Ideally, there'll be some blog posts. There may be some conversations. We may be able to do some podcasts or some Virtual Round Tables. There's a number of ways we're in a position to help support grantees in sharing their ideas and learning from this community. And we encourage, we will be encouraging and supporting grantees to do that. Here's a basic timeline. Again, this is also on the MarketsForGood.org website. The deadline is coming up in about ten days. The process of view will take place using members of the Leadership Council of Markets For Good as well as a number of faculty and graduate students from across the Stanford campus and a number of community reviewers who we've been recruiting over the last couple of months. The final decision and announcement will come in November from the university. As I mentioned, we will be asking and expecting the successful grantees to come to Stanford in February to begin to share their ideas and work with that community. Those costs, I should say right here, will be covered outside of this grant pool, so you do not need to include in your budgeting the costs of attending that conference. We will make that, we'll cover those costs in a different way, and we'll be in negotiations with individual successful grantees after they're selected about that. And then finally, at the year from now, we will be creating a forum in which grantees will have a chance to share what they've learned, share what they've built with the broader community. Throughout the

year, the grantees will also be, we expect, featured and highlighted and available via the MarketsForGood.org online community. If you have any questions, the information from this webinar and the two previous are, as I mentioned, are being collected. They're posted on the Markets For Good website. Here's the URL. Laura Seaman is the program manager for the lab and is coordinating this program. She can be reached at this email or at this phone number. We're fully expecting the phone to start ringing and the email to start filling up as it has been getting busier and busier as we approach deadlines, so take advantage of that. Reach out to Laura. And I also hope you're preparing some questions for me now. This is a great opportunity to ask questions that somebody else online is probably also wondering about. Finally, let me just point you to some of the ways you can learn more about the community and you can get involved in the community. This will help you understand both what's already happened, who's, who we're talking about, who's engaged. You can find us on Twitter at @MarketsForGood. There's a Facebook page, a LinkedIn group. We welcome blog posts, contributions, ideas for discussions. You can contribute directly to the website using the application form that's at this URL, and we also hope you will share the RFP with others in your own networks. This is a early stage of providing these grant dollars and trying to build a real focus on the digital infrastructure and our use of digital data, which is now a core part of the practice of civil society and the social sector, so we're very excited to have this opportunity to help bring people like yourselves together and to support your ideas. Let me just go back right here so it's easy and at hand – Laura's email, her phone number, the website where you can get some more information. That's the end of the slide deck. We're open for questions, and I'll start answering them as soon as they start flowing in. And like I said, we'll stay on the line until I've gotten through all of the questions I receive. So go ahead and type in your question. And you can also find the transcripts and recordings of previous conversations on the website. Okay. Got a very long question here. If you're sending in a question that's about a very specific idea, the best thing to do actually is send that to us in email rather than reading your whole idea out to the group on this call. It's probably better if we get directly back in touch with you. I'm trying to just skim through this question quickly. It looks like there's a number of different elements that have to do with– Publicly available data, the use of big algorithms, criminal justice, and incarceration. So certainly a very important topic and an area in which digital innovation is happening quite a bit. The question, the basic question that's attached to this inquiry has to do with, should it be framed as a research or an innovation project if you have both academic and community partners? There's, the right answer to that question is whatever works better for your group based on what you're trying to produce. If your purpose is, the primary purpose is new scholarly research, a new application of a methodology to better understand how natural language processing or a particular algorithm works and the primary people doing the work are going to be the scholars, that's probably more of a research grant. If your project is being led by community members and what your primary purpose is to effect change in the criminal justice system in this example or, and some

other community issue, and you're working with a research team that can then shed light on something that will either change practice or public policy, and most of what you'd be using the grant funds are about is putting that change into making that change happen and sharing that process, then that might be more of an innovation grant. In order to provide a really solid answer to a specific example, it's probably better to reach out to us via email. We'll try to get back to people and help you sort through that. Short answer, both types of grants, innovation and research, are open to teams of scholars and practitioners. If the scholars are the lead and scholarship is the main purpose, probably goes within the research category. If community leaders are the lead and community change and something, a tool or a methodology for the rest of the social sector is the primary goal, then that should go in the other category. Okay. Hope that's clear. There's a question about the maximum amount you can apply for. The maximum amount available is $200,000. There is no set maximum on individual proposals. It's highly unlikely we will make a single grant of $200,000, so keep in mind that we are trying to support a diversity of good ideas. We're trying to support both scholars and practitioners. That's why we said that there will be, we expect there will be between five and 15 grants made out of that $200,000 pool. But there's no set maximum. So there's a question about covering overhead costs and salaries. We fully understand that work gets done by people. We're not going to set a maximum administrative or overhead rate on these grants. We do need you to be able to justify the expenses, and we'll be going through those budgets carefully as we get to the selection process. So there is not a set cap on salary rates. The university and the grants program at large do have a, an overhead, an indirect cost of ten percent, but that is above and beyond the actual salaries. I'm looking to see other questions are coming in, so we'll wait until we get more. On the, I know you'll have questions, more detailed questions about things like overhead rates or indirect cost rates. We've addressed this as we just did in some of the previous Q&A, and you can also check that out. We've captured all of that and put up an FAQ on the website at MarketsForGood.org. The ten, so what is an indirect cost rate? So once you have calculated into your budget the costs of actually doing the research or doing the program, which would include your staff costs, they, the, any hard costs for materials. There's also a, the cost to your organization. The indirect costs are intended to cover some percentage of your rent and your utilities and just the costs of keeping the lights on at your organization. So those are above and beyond the salary and hard costs of running your program, and those are capped at ten percent. So waiting for some. I hope that's helpful. Again, I encourage you to go look at the previous recordings and the transcripts. Some of your answers might be found there. There's also some explanation in the actual RFP. Happy to answer other questions. There's a question coming in about whether or not the budget, the project funds need to be, or expected to cover the entire cost of a project, and the answer to that is absolutely not. We probably don't have enough money to cover the full costs of any research project or prototype building that you might do, so in the budget form, you'll see space to indicate who else is financing the project. We fully expect that our

contribution will be, that the Good Data Gants financial contribution will be a part of the whole costs of a project. I should say here that it's also, these are not necessarily need to be something that you're just getting started. If you're already partly into a process, you've been doing research, you've been doing, you've been working with the prototype, and you're now looking for funds to distribute what you've learned, find ways for others to use what you've built, those are all perfectly acceptable applications. We fully understand that this kind of work takes money and time. We're not asking you to try to create something new and fit it into these guidelines, but use these resources as they best fit your real situation. Some questions about using the funds to pay for ongoing expenses. Not entirely sure how to answer that question without having more detail, which, again, probably better addressed in email. If it, remember, you do need to produce something with the grants that could be shared publicly, so if you're dependent on an annual API fee for data that you're using to create some new kind of methodology, do some new kind of research on, what we're interested in is what's coming out of that at the other end that's going to change the way we understand things or the way we do those practices. So it's entirely possible that a grant might cover those fees for a single year, but that's it, so it's not something you're going to want to count on, and you need to focus instead on what it is you're producing at the end of the year that's of broad applicability and interest to the sector. Let me just take a look at the next question. A question about organizational capacity and capacity building related to data utilization. I stated that broadly. The answer would be absolutely yes. If you're creating new governance processes, new professional development training or orientation, ways for people in nonprofits to become more broadly data literate, then those are interests of the program. The emphasis in such a proposal would have to fall on how you're going to make what you build or make what you learn applicable and available affordably and accessibly well beyond your own organization. We're not, these dollars, like I said, are very much focused on improving general understanding and the infrastructure of data use itself. So while it may be that you've got plans to do a training program or capacity building at your own organization. That's important, but not, doesn't go far enough. What we need, what we're looking for are things that would serve entire sectors, entire, the entire social sector would be available to folks. They'd be able to find it. They'd know how to use. They'd be able to implement it. They could afford it. Those distribution plans and those methodologies for sharing what gets built are going to be very important parts of what gets reviewed by the proposal reviewers. We are looking for projects and ideas and prototypes that are really in a position to change the way the infrastructure at large and gets used, not the way things happen at your particular organization. It requires a pretty significant mindset shift for many nonprofits to think about how the work that you're trying or the project you're experimenting with is not just going to benefit your own beneficiaries in your organization but actually work for the sector as a whole. That's where we're trying to focus these dollars.

[Laughs]

Question up here. Okay. There are some questions about, you know, using these dollars for sort of ongoing operating costs. So what I would view as as an ongoing operating cost. Like all, like many grant programs, we are required by law to account on the expenditures. We would need a final grant, final budget accounting. And the, basically, there needs to be a product or a demonstration or materials, methodologies, research concluded a year from now. So I wouldn't think of these dollars as being particularly appropriate for ongoing operating costs well beyond that deliver it and get it done kind of timeline simply because the grant funds will move on. We'll be working with other nonprofits. You need to have accounted for the full expenditures in the time period and then produce something that can be broadly shared one year after the commencement of the grant. Just waiting here for some other typing to happen. It's possible by this third grant webinar that many of the questions you have you've been able to find answers to in the previous transcripts, but like I said, we'll stay on the line until it's clear that there's no more questions coming in. We need some music, I suppose, or someone could sing. As, it looks like we may have reached the end of questions coming in. I do encourage you to download the slides, take a look at the examples, be in touch by phone or by email, check out the RFP, the LinkedIn group, the Facebook group. Lots of ways to find out the kinds of work that's been going on over time by the Markets For Good community. There's a question about some more examples. I direct you back to this slide, the sample grant ideas, that are divided out by research and innovation. So you can download this slide. I do want to say what's important here, these are ideas that were generated by members of the Leadership Council and from our conversations with potential reviewers and potential applicants of ideas that we heard, people were interested in. You should focus on ideas that actually your organization and your partnership is capable of doing. One of the key criteria in the proposal review is going to be an assessment of whether or not the group that's proposing the idea looks like they can actually pull it off with the money that they've asked for and the time they've given themselves. So what we list here are examples that hopefully indicate the kind of sector-wide ideas in mind. You'll notice that they have to do with experiments on how donors use digital data as a [inaudible] factor. That would obviously require then sharing what's learned broadly so others can use it. That might be something like A/B testing of different kinds of fund development tools using online text messaging or something digital. Natural language processing of algorithmic analysis of donor behavior. But again, the result of that kind of experimentation and that kind of analysis needs to be made publicly available, and the proposing organizations or group of organizations need to make it clear how you're going to do more than simply put that research out for others to find. There has to be an active plan for sharing what gets built and an active plan for sharing what gets learned. Question about whether it's possible to share any, see any previous successful grant applications. Unfortunately, because this is the very first year of the grant cycle, very first time we've run this out the door, there are no previous grant applications, so I can't share anything there. We very much do hope we can build a community of likeminded and interested people. That's

why we're asking applicants to check the box and share with us a sentence that will allow us to show publicly who applied and what the basic idea was or what the problem you were trying to solve was. That way, we'll be able to begin to build a repository and some knowledge for folks. But because we're, this is our first time with this grant program, I'm afraid there's no previous information. A question about how competitive the grant process will be. Well, that's hard to say. We've done three of these webinars. There've been 100 plus people registered for each of them. We've fielded dozens and dozens of phone calls and emails. The grant were first announced back in late July, early August. The deadline is September 30th. We'll have a total number of applications received on September 30th, and at that point, we'll know just how competitive the process is going to be. I should say that we are looking for ideas that will make a difference and teams that can make those ideas happen. So we're looking for research that's broadly meaningful and we're looking for prototypes or tools or experiments that others can learn from and put those learning to use or building a repository that others can access. This is very much about strengthening the network and the infrastructure, so it's possible we'll have hundreds of proposals and they'll all be top-notch. It's possible we'll have very proposals and they'll all be top-notch, or any combination of those things. We just don't know because we haven't run before. I wish I had answers for you. Waiting again for some more questions to come in. Really delighted that you all have taken the time out of your day to join us on this call and to ask your questions. Encourage you again to check out the resources online. Feel free to reach out to us if you've got detailed questions. We're happy to talk through the intent and purpose of the RFP. As I mentioned, the review process, which will happen, will involve two rounds of reviewers, so the decision-makers extend far beyond me and Laura. They include a number of members of the Markets For Good community, people who've been active in that community for quite some time. They include members of the broader nonprofit and social sector community who've done a lot of work with and around digital data and infrastructure. They include a number of faculty and graduate students at Stanford who are experts in a variety of academic disciplines and a number of for research questions. That process will take the time between September 30th and November 18th, so even though we can give you advice and guidance on your particular idea, there is a, you know, a number of unknowns here that have to do with what kind of proposals we get in, what the wisdom of the reviewers tells us, so it's hard to say at this point. It's very exciting. It's a brand-new process. We hope the dollars will make a real difference. Looks like we've, questions have slowed down, so unless, this'll be your 15-second warning that if you do have another question you want to send in, now is your chance. Otherwise, we're going to wrap this webinar up, give you folks back your day. Thank you so much for spending time with us. Again, the RFP, the previous webinar's transcripts, the recordings, the questions, the FAQs, all available on the MarketsForGood.org website. Laura's emails, lseaman@stanford.edu, is on the slide deck, which are free to download, as is her phone number. Very much hoping that we'll receive a bevy of wonderful ideas ready to be executed and look, very, and very much looking forward to

talking with you prior to September 30th and hearing from you by that date. So thanks so much for your time. Please check out the MarketsForGood.org website for copies of this conversation and the previous ones. And with that, I'll say goodbye. This is Lucy Bernholz. Thanks for joining us in the Good Data Grants webinar from the MarketsForGood.org initiative.