

>> Good morning. My name is Lucy Bernholz. I'm the Director of the Digital Civil Society Lab at Stanford Center on Philanthropy and Civil Society. And you've joined us for an introductory conversation question session about the brand new good data grants program. The way we'll be handling this conversation is that I will do an overview. I have about seven or eight slides to walk through that we'll address most of the questions we think you might have. Then we will open it up for questions which you can ask using the chat function on your screen. We've got some folks here helping me out. We'll try to queue up those questions, but we'll take as many of them as we can before the hour is up. And then I want to let you know right off the top that if you've got questions that don't get answered, we'll give you some email addresses and ways to contact us. There's a couple of other of these conversations. We've got schedule and we very much look forward to being in touch with you. So why don't we get started. First of all, let me give you a little bit of a background on Markets for Good. Markets for Good is an initiative that is now hosted at the Stanford Center and Philanthropy and Civil Society and at the Digital Civil Society Lab. We're focused on improving the global data infrastructure for social good. So that gets done three different ways. We have a very robust online community, which we encourage you to check out at marketsforgood.org. We're also active on LinkedIn and on Twitter. And at the end of this conversation, I'll share with you some ways you can become an active contributor to that conversation. Secondly, we host events in-person meetings that we use to share information and ideas and help the community come together identify and act on emerging issues that it sees as being critical to a robust data infrastructure for social good. And finally, we're very excited to announce this new grant program. We have two different kinds of grants and I'll be talking through both of those. But the idea here is to make some funding available to researchers and innovators who are trying things that use digital data, focus on the infrastructure for improving decision and philanthropy in the social sector and then be able to share those ideas through the online and offline community. As I mentioned at the top, Markets for Good is hosted by the Digital Civil Society Lab at the Stanford Center on Philanthropy and Civil Society. You're also welcome to check out all of the people who contributed and are part of the Markets for Good community by going to marketsforgood.org. So let's talk about the grants, this is brand new opportunity, it's the first year of what we hope will be at least three yearly cycles. And we're focusing on questions about using digital data and infrastructure safely, ethically and effectively to improve decision making in philanthropy and in the social sector at large. We're particularly interested in the role of individual givers in this dynamic and what kind of research can be done about how they make decisions, how they use data, what kind of tools and prompts and information they're looking for and the kind of infrastructure they're relying on. In both types of grants, we're looking to fund new ideas or the advancement of existing prototypes, but we're looking for things that can be shared broadly across the sector and put into action. So we're looking for action oriented research and research informed action. It's the first year of the program and we hope to run at least two more cycles of grants in out-years.

The very first thing I want to say about the grant program as a new initiative and one that we hope we'll also be able to catalyze and partner with other funding streams is that we're hoping to use the application process itself as a learning activity. So when and if and we hope you will, you decide to apply for a grant, you'll see an up in button right at the front. It's going to ask you if you're willing to share information about the idea that you're hoping to pursue. And we're asking for this right upfront as a way to begin from the beginning, understanding what innovators and researchers such as yourselves are working on, the questions you're asking. We hope that we'll be able to build on this overtime, continue to expand it, share it back with the community, hope it will become a way of connecting with others who are working on similar problems and help all of us take a step forward in knowing what's going on and what we might pursue. That will apply to both of the two different kinds of grants. So let me tell you a little bit about a two different strands. First, we have a research grant program. For this first year, eligibility requirements for the research grants require leadership by a faculty member or graduate students at accredited universities in the United States. Stanford affiliation is preferred, but it is by no means required. And we are very much interested in research projects that have a commitment to practical applications in the sector or can outline a clear plan to turn that research in a practical knowledge. So if you look at the application from the research grants, you'll see we're asking questions about, are you already partnering with social sector organizations or actors? And if so, how will you be helping them to use and to share what you learned from the research? The second form of grants we're looking for are those that we titled innovation grants. These are designed to spark or carry forward some ideas that may have already bubbled up within non profits in the community. Again for the first year, we have to focus on 501C3 non-profit organizations in the US. Although if you're working on something and you have a partner outside of the US or the idea is coming from outside of the US, that's tremendously exciting for us, but we need there to be a US-based 501C3 non-profit lead organization that can serve as the recipient of the funds and as the fiscal manager. So collaboration and partnerships are possible, but we do need a US-based lead. We are absolutely here committed to ideas that can be spread and that can be used by many. So, the priority will be given to teams that already engage multiple organizations and/or those who have a clear plan to share what they learn or produce. So let me emphasize in both kinds of grants, we are looking for ideas that can be used broadly. We will not be funding proprietary or closed technology or innovations. General scope of program in this first year, we have \$200,000 available for the grants. That's in total. So for both types of grants, there's a total pool of \$200,000 per year. We expect that the grant period will last for one year. And that in the- in this first year, we'll make between 5 and 15, that's total. That will depend on the size of the application pool and the quality of the ideas so we can put up the shore on that since this is the very first time out of the gate with this program. But that's what we're expecting. Let me emphasize again that these grants are intended to fund research and/or active practice or prototypes that can be used widely and be used to improve

behavior across the sector. So, in addition to that optional mapping request we have, we do have a required open access policy for recipients of these grant funds. And this applies to both research grants and innovation grants. So you can read more about the open access policy at the link that's provided on your screen here. It's also embedded as part of the application process. This is a requirement. There's— this is not optional. Because what we're really all about with the Markets for Good community is connecting people to each other and learning from each other and trying to advance the sector and infrastructure as a whole. There are a number of other activities that we're building in as requirements for those who are awarded grantees. We see this as a great opportunity for those who are funded with grant dollars to connect to the community to find colleagues, to learn from each other and begin to build those sharing partnerships. The first one we're excited to announce will be participation at the Do Good Data Conference, February 2017 which we'll be here at Stanford University. Grantees funded in the fall of this year, we'll also be required to present their final research or innovation at Stanford in the fall of 2017. And the details of that process will be determined once we know what the grant-grantee pool actually looks like. We also will require a grant report to explain a narrative and budget accounting forms, the use of the funds and we will ask the grantees to contribute to the Markets for Good community, not just in these face-to-face ways, but also in the online community. That is an opportunity that is also open to everyone who applies and information on how to do that is available at the end of this presentation. Here's the basic timeline for the grant program. The actual applications are due to us on September 30th. Grantees will be announced in November. The Do Good Data Conference, which is going to have that kickoff opportunity for the first round of Good Data grantees is February 7th to 19th, 2017. So we got the year wrong on the slide, it's next year. You didn't miss it, it's next year, February 7th to 19th, 2017. And then there will be a final grantee presentation again to be determine depending on the mix of grantees in the fall of 2017. And as I mentioned this is the first cycle of these grants. We intend to have at least two others. If you do have any questions, here is how to reach us. This is the first of three conversations like this. There will be another one later this month, then one in September. Please feel free to share this information with others that you know who may be interested in applying for the grantee— for the grants. You can contact Laura Seaman, the Program Manager for the Digital Civil Society Lab and Markets for Good, the information on your screen. And you can check out and apply for the grants using the link on this page. I do reiterate that the grants are one part of the broader Markets for Good initiative. They are a way to spark and engage new voices and new thinkers in this community. And we also encourage you to join us in our online conversations and you can see the links for how to submit to the website. You can share the request for proposals. You can join us on social media and we will look forward to seeing you in cyberspace as well as perhaps in person. So with that, I will open it up for questions. They're going to come in to the chat function, so there'll be a little delay until we get some. Hopefully we'll get some. I can't imagine I answered everybody's questions that

quickly. I have— Wait a few more minutes for some questions to come in. If— While you're thinking about this, you want to go to the website and look at the application forum or the RFP, you'll see that we've listed up there some prompts, some suggested ideas that people might be working on or interested in. Those are really just intended as prompts. Part of this grant program as I mentioned at the top is to expand the community to find out what's really going on in the world, hear what you're thinking about, see what you think is needed. So use those as prompts, but please don't limit yourself to that. So, I've got a question in here about travel cost to the engagement activities. The cost for that will be an addition to the grant dollars. They will not— you will not be expected to use your grant funds if you are a grantee, you will be negotiating additional supplementary funds to help get you to Stanford. So thanks for that question. I've asked— been asked for some information to go back to the slide about the LinkedIn group. Here, I put up on the screen again information about how to join us online and— we've had a question about fiscal sponsorships. I'm not entirely sure that I understand the question, but let me try to answer it. If you are— If you're non-profit 501C3 fiscal sponsor in the US or a project that involves a set of individuals or a couple of organizations working together, yeah, as long as we can work with that fiscal sponsor and they meet the criteria for fiscal sponsorship, they have appropriate implementation strategies, we should be able to do that on the innovation grant. On the research grant side, we are expecting to work with accredited universities, their faculty members and/or their graduate students. We have a question about whether or not they're intended to be multi-year grants. No, they're intended to be one-year grants. We will have three grant cycles. The grant budget depending on what your project is, we don't expect that the dollars will be big enough to support multiple years. If you did want to submit a multiple year proposal, I would suggest that you make it very clear what you can accomplish in the first year. And because it is an experiment, we're open to see what we have. I would encourage you to do that, but expect this to be one year grant. There's a question about whether there's a prescribed number of research versus innovation grants and it's entirely dependent on the application pool. We are hoping to foster communication and conversation between practitioners and scholars, but we're not in a position to dictate how many of each there will be till we see what the application pool is. I have a question about whether or not one organization that's built some tools for data collection, sharing that with other non profits, doing similar work, yes, that's the kind of project that if there's, you know, a good plan in there for A, why these data collection tools are needed by others, how you would do that dissemination, how would you know if it was— if they were being used appropriately, absolutely that's a kind of project we'd want to see. Now, I will push you— all of you, I'll remind you to look at the application forum. We're very much interested in practices that focus on the safe, ethical and effective use of data that the definitions of those things are explained on the website and on the Digital Civil Society Lab's website. So, you want to make sure that we're creating good practice here. But absolutely, if you've got a digital data tool that you think others can benefit from and these dollars can help make that regular practice,

that's a good example of what we might be looking for. So I'm trying to keep up. Now, the questions are rolling in. Could the grant be used to develop a public good open source feature on a site or perhaps publish results or does it have to be open source software? It does not have to be open source software, it has to be information and tools that can be shared in line with the open access policy. So you need to be building something or learning something and have a plan for getting others to know about it and ideally getting others to use it. If it is research, open access publishing, you'll see the outlines of that and you'll see in the details of the open access policy that I linked to. How that is intended to work if it is in the not-for-profit sector and you're not using or creating a open source software, then you need to be able to make a good argument about how others will be able to use what you've created at a low cost in a wide distributed while also being able to maintain it. You will not be able to use these grant dollars to create something that would be for sale for example. All right, general question about how Markets for Good defined or describes the good news of data in decision making. Here, I would point you to some of the research that's been done over the last couple of years by the money for good research that in particular or the research on women in philanthropy research that generally points to the limited use of actual existing strategy or effectiveness or outcome research by most donors. Most of the research so far has found that those who do actually investigate the organizations or that they're thinking of funding or investigate the strategies that they're thinking about for the most part, doing compliance type of research. So Markets for Good as a whole has a goal building a data infrastructure that will allow that— that kind of research to be done more easily globally as well as also helping individual donors and institutional donors as well as non profits do a better job of thinking and articulating through a strategic approach and outcome oriented approach or some criteria other than the mere checking of compliance obligation. There's a question about whether the conference in February is required for grantees. Yes, somebody from the grantee pool will be required to attend the conference in February might not be the lead on the project if it's a member of the member, but we will expect all successful applicants and all successful grantees to attend in February. I'm jumping around as the questions come in, so this is great. When asked about a the innovation grants, what kind of impact are we looking for, we are looking for ideas, prototype software tools, practices that can spread far beyond a single organization. So your proposal needs to have both a clear description of what the idea or prototype or tool is, how you build it, how you build it with others and how you'll get others to be aware of it and hopefully to use it. We're not— these grants are not designed for expanding the capacity of individual organizations, Markets for Good is very much focused on the digital data infrastructure, what connects, what helps the information move. Question about the open access policy and how it works with practical innovation. So back to the point I just made, we are— if you're designing tool or a software project or a practice, you need to be willing to share the details of that, help others, follow your practice, present a plan for how it will be spread and use by other organizations. Again, these grants are meant to improve the infrastructure. So think about them as

focusing on the ideas and the network simultaneously. We're not able to use these grant dollars to fund improvement at one organization or even a small sub sector of organizations, we're looking for improvements that will be shared from the get-go. Maybe they'll be co-created. They'll be focused on exchanging information or exchanging practice or tools that can be widely adopted. So the proposals will ask that kind of information. For example, a- something that might be a single organization-based data tool focused on tracking that organization's outcomes, very important work unless there were something deliberately co-created and openly designed into that, that's probably not what we would prioritize. That's about a single organization's practice and use of data. These are grants focused on the data infrastructure and the sector as a whole. Just reading as fast as I can there. University non-profit collaborations would be ideal. Both the research grant application you'll see will ask specifically if you're working already with partners or if you're not, non-profit partners that is. If you're no how you plan to, same on the innovation grant. If you've got an idea that you've been hoping to work on with some other organizations or within a sub-sector an have been looking to bring a researcher into the mix, that's a fantastic opportunity. It's hard to know who in the right- in the- and an abstract example would be the ideal grant lead. If you want to focus on the research side of it, probably the university, if you want to focus on the practice side of it, probably the non-profits or their partnership. Real- I can't answer that question in the abstract unfortunately. So a couple of questions digging into the depths of what distinguishes an organization specific, application from a sector-wide specific. So for example, if you're thinking about building an assessment methodology or an assessment tool for a single non-profit, that in of itself wouldn't fit the requirements of these grants. If however, you've got a collaboration going or you're working with researchers about an assessment methodology or you got case studies of an assessment methodology and some practical ways to turn those cases into action across maybe a sub-sector, maybe an issue area like environmental justice or something like that, then you're getting closer to what we're looking for. Again, we're not using these grant dollars to improve practice at particular individual organizations, we're looking for tools, methodologies, sharing based and designed projects and initiatives. So we've got a question about the intersection of open sourcing certain tools , but then there may be a third- a fee for someone to implement it. So, again, hard to answer the question in the abstract. If you're talking about something that on the grand scale might be like the Salesforce business model where the software itself is available at free or low cost, but then everyone is dependent on a network of consultants and third party vendors to implement it probably not what we want to use these grant dollars for. We want to build tools that can be readily accessible and available to poorly resource not-for-profit organizations to your peers. We are not using these dollars to actually spark commercial market places, we're trying to use these funds to both build the Markets for Good community, to connect researchers and non-profits together and to build a stronger infrastructure. This is also true if you're thinking of processes that might be inform a consulting practice or a free for service engagement. Yes, there are

definitely opportunities where commercial vendors of software implementation and/or consulting services are very important part of the ecosystem, but these are public benefit grant dollars and to— for the most part, we are not going to prioritize with these grant dollars, the creation of things for which there are other capital opportunity. This should be thought of as filling in the gap where there isn't working capital, where there isn't investment capital and sparking opportunities and practices that can be scaled without significant fee structure being a part of that mix. So thank you for those questions. We've covered most of what's come in. I'll make sure that I still see others. We've got some questions about where in the life cycle of a project these dollars might fit. Certainly if you've got something that you've just started implementing, but you're going to need grant funds to finish the prototype, build the sharing systems, do the implementation, yeah, I would say those would be good fits. These don't need to be new ideas that have never been touched before. If you got something— you've got a prototype for example of a methodology or a piece of software that better connects organizations or that facilitates that as sharing, but you haven't been able to take it to the implementation stage, that would be a good opportunity for these resources as well. In terms of whether the dollars can be used to cover salaries, yes, of course. People will get this work done. What you want to be clear on there is that the narrative, the budget narrative and the activity plan very much addresses the questions about what's getting created or learned, how it's getting shared or implemented, how you'll know if you're being successful. So, I think we've addressed most of the several dozen questions that have come in so far. Let's just take a break for a second. Let— You ask any others. I do want to mention again that there will be a transcript of this conversation, so you'll be able to get access to that. You can get access to the slides so that you don't need to madly scribble down people's email addresses and all of these URLs, although you're welcome to do that, of course. We'll make the slide deck available. All of the information on the grant program is that Markets for Good under the good data grants part of the site encourage you to please consider reading through the conversations that have been covered on the Markets for Good site. It's been up and live for several years now. There's a— which set of content, lots of ideas about other contributors, lots of people to reach out to, that might be of interest to you. You can join us using any of the social media methods or the URLs now on the screen and you can also contact us by email. If you've got additional questions, we'll be doing at least two more of these conversations. So tell your friends or potential collaborations, do feel free to share the RFP link. Another set of questions about what certain kinds of trainings be inappropriate project. So, the question we would ask the reviewer—the grant reviewers would ask about that is, what's the scalability mechanism? So not only how do you know of the trainings you do at your community or in your network are successful useful, but what is the plan practice strategy for making sure that others do that or how is that going to work. Probably a difficult thing to do unless you're actually also writing and openly publishing the curriculum, the training tools, training the trainer or something like that. It really has to be about beyond your own immediate impact and thinking about

the strategy for sharing. I encourage everyone to keep thinking about this as an investment in the shared infrastructure. So, when thinking about the networks and the connections between us, not just our own organizations or our own, maybe a community of collaborators. Really a great question. It's very exciting this level of thoughtfulness and inquiry at this point. Again, we'll stay on the line while more questions come in. Well, ready, the silence is probably a little unusual, so I could whistle, but that will make everybody hang up, so I won't do that. Still looking for some if there are any other questions. We've answered those that have come in. Mention just again that you'll be able to get a copy of the slides. You can always check out the marketsforgood.org website. We'll be making transcripts available. You may want to check back in if you are one of your team mates can on either August 29th or September 28th. This was our very first such conversation for the very first year of this grant programs— this grant program. We're very much in learning mode. We'll try to address some of the questions that came up today, get those answers out. So keep on asking us and we'll keep doing our best to improve. We will post answers to the questions that have been asked anonymously. Well, we'll not indicate on the FAQ who asked them. What we'll be doing after this conversation is organizing the questions that were asked and do like questions and making some clusters out of those. And this helps us to build an FAQ so that we can share what we've talked about so far today and also move ahead to whatever other questions might be generated. Again, another question has just come in about dashboards. So a dashboard that helps identify group of organizations or partners do what they're doing, is a great project. These dollars should be thought about as how would they then help others not in your immediate network benefit from your work, does it need research on its effectiveness? Does it need open source software? Does it need a distribution plan? Does it need training or some form of communication and integration into other software tools, so that others might mimic it? Is there a way it could be part of some of the existing training and networks and shared resource, sites that already exist? So again, something that just helps your organization or an immediate network, if that's— if it's structured as a pilot and a learning project and the focus of the grant is to help figure out what you've been learning and how you'd share with that, then you're getting closer to something that's actually about investing in the infrastructure and the shared connections. So it looks like we've answered a good two dozen questions. Welcome to try to take on some more, we have another 20 minutes if we need it. If we're close to wrapping up and there's no more questions coming in, again, I just encourage you to go to the marketsforgood.org website to— Again, we will create an FAQ from what we've discussed here today. There's another webinar scheduled on August 29th and another one on September 28th, tell your friends, share to your peers. I think we're probably running out of questions for the moment, so we might want to see just one or two more come in and then we'll be closing down a little bit early. Again, you can always email us. Laura's email is on the slide deck. You can contact us through the marketsforgood.org website, you can contact us on Twitter. You can join us on August 29th or September 28th. We hope you will consider submitting a proposal, the deadline

September 30th here in— at Stanford California. We'll be announcing the grants in November, very much look forward to seeing folks at the Do Good Data Conference in February of next year. Very excited that these funds have been made available to help all of us build a more robust data infrastructure that can help non-profits and philanthropist particularly individual donors, right, more informed decisions. With that, I think we're going to wrap it up. Again, I will make sure that you know that the slides will be available. There's information on the website. You can contact us by email and on social media. Join us on August 29th or September 28th. Thank you so much for joining us this morning, very much looking forward to learning from you all. And enjoy the rest of your day. Thanks very much.