

Google.org announces funding recipients of Impact Challenge for Women and Girls

Google.org has announced the 34 funding recipients of the Google.org Impact Challenge for Women and Girls. The \$25m global philanthropy challenge was launched in March 2021 and called for gender equity-focused organisations to submit their boldest and most innovative ideas to create a more equitable economic reality for women and girls.



Image supplied: The SwaTaleem Foundation

Google.org partnered with a women-led panel of experts - including leaders like Rigoberta Menchu, Naomi Osaka, Shakira, Susan Wojcicki, and Phumzile Mlambo-Ngcuka and gender equity-focused organisations Vital Voices and Project Everyone to evaluate proposals based on four key criteria: innovation, impact, feasibility, and scalability.

The selected organisations have outlined projects that will help women and girls, especially those in geographically, economically or socially marginalized populations, reach their full economic potential.



Applications open for Google for Startups Accelerator Africa

4 Nov 2021



In addition to funding of up to \$1m each, recipients will participate in a four-month accelerator programme led by Google's Accelerator and Women Techmakers communities, in partnership with Vital Voices, to move their projects forward. Select organisations will also receive a Google.org fellowship and dedicated ad grants to promote their mission.

"Globally, women have been nearly twice as likely to lose their jobs during Covid-19 as men. It's vital that we elevate and support work that empowers women and girls to reach their full economic potential, especially in marginalised communities," says Jacqueline Fuller, president of Google.org. "The pandemic recovery must be an inclusive one, and we know that when we invest in women and girls, we all benefit."

The application data

Google.org received 7,800 applications; the most ever received for a Google.org Impact Challenge. An analysis of the

application data, commissioned by Google.org and conducted by King's College London's Global Institute for Women's Leadership, identified four main focus areas for organisations around the world proposing pathways to economic empowerment for women and girls. These focus areas, with recipient examples, include:

Education: SwaTaleem Foundation (India) will use funding to build an app, which doesn't require an internet connection, that provides skills in math, science and financial awareness for young women and girls.

Entrepreneurship and businesses: Asociación Colnodo (Colombia) will connect rural women entrepreneurs to the internet and each other through cohort programming and mentorship.

Financial independence and support: Girls Inc of New York City (US) will build a financial budgeting app for girls of colour from low-income households.

Skills development and career advancement: Project Akilah (Rwanda) will build a pipeline of formal economic career opportunities for rural women.

“At Project Everyone we know that achieving gender equality is at the heart of achieving all 17 of the UN Sustainable Development Goals, so we were excited to partner with Google.org and Vital Voices on this powerful initiative,” says Kate Garvey, cofounder at Project Everyone. “The Impact Challenge is an example of how cross-sector collaborations can accelerate progress towards the Goals and demonstrates how we can all play our part in solving the world’s greatest problems.”



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In addition to the Impact Challenge, Google.org will continue support through \$15m in donated Google search ads for organisations focused on gender equity; including \$10m to UN Women. The donated ads will connect the public via Google Search with in-depth, authoritative information on gender equity and connect underserved women with the resources they need. Each funded organisation will also receive full-time digital marketing support from a Google Ads expert for three months.

For more information about the Google.org Impact Challenge for Women and Girls recipients, go [here](#).