

# Artificial Intelligence (AI) to Accelerate Charitable Giving

## Grand Challenges

### Application Instructions

#### **Information required for application**

Please refer to the following guidelines as you prepare your application to the “Artificial Intelligence (AI) to Accelerate Charitable Giving” RFP.

Your application includes:

- Applicant profile and information – completed via our application portal
- Proposal – uploaded as a Microsoft Word® or Adobe® PDF file
  - Maximum 2 pages
  - Figures and references are included in this page count
- Budget table and narrative (1 page) - uploaded as a Microsoft Word® or Adobe® PDF file

Please note that a template for the budget narrative and table can be found within the application portal within the corresponding upload task. Details on each section can be found below. Along with this application instructions document, we encourage you to reference the request for proposals overview document and the challenge rules and guidelines to ensure that your proposal responds to the challenge.

#### **Applicant Profile**

To begin your application, please click on the “Apply for this Opportunity” button at the top of the challenge page. Through this link, you will be able to access the “Artificial Intelligence (AI) to Accelerate Charitable Giving” program. Either create a new account or log-in to the system (if you have previously created an account) and begin your application by filling in the applicant profile.

#### **Proposal File**

##### ***Proposal Format***

Your proposal must be formatted as follows.

- No longer than 2 pages maximum
- 11-point font or larger
- At least 0.5” margins all around
- Single line spacing
- Standard character spacing (neither expanded nor condensed)
- Arial or Times New Roman font
- Microsoft Word® or Adobe® PDF filetype
- Entire file size of 3MB or less
- Please do not include a cover sheet with your proposal. A cover sheet will be automatically generated from your registration data.

**Applications that do not adhere to these restrictions may be blocked from submission and review.**

## **Proposal Content**

Please include the following in your application (2 pages maximum overall; suggested lengths in parentheses):

1. Introductory information (1/2 page):
  - Describe the problem you aim to address, how it relates to helping donors give more and give sooner, and the challenge area it aligns with. In one or two sentences **in bold**, state your AI-enabled solution and how it will support donor decision-making and charitable giving.
2. Proposal information (1 page):
  - Describe the activities you will undertake during the grant period including how AI enables the proposed solution.
  - Explain how you will test and validate the solution in real-world or user-informed settings.
  - Describe how you will measure progress and outcomes, including indicators related to donor behavior or engagement.
3. Explain how the project will generate actionable learning for the broader philanthropic sector.  
Path to impact (1/2 page):
  - Describe how you will move from implementation to sustained impact including how the work could scale, be shared, or strengthen philanthropic practice beyond the grant period.

## **Budget Table and Narrative – 1 page maximum**

Please use the [budget template](#) (linked and on the application portal) to include a breakdown of allowable direct costs under the following categories.

- Personnel
- Subcontracts
- Subgrants
- Capital Assets/Equipment
- Travel
- Supplies
- Other Expenses
- Indirect Costs\*

*\*Please review the Gates Foundation [Indirect Cost Policy](#).*

Additionally, please provide a one (1) paragraph budget narrative to explain the major cost drivers and how costs relate to planned activities and target outcomes.

## **Frequently Asked Questions**

Answers to many application questions can be found within the [Frequently Asked Questions \(FAQ\)](#) document.

## **Inquiries**

Please direct all questions about this initiative, selection criteria or application instructions by e-mail to the following address: [grandchallenges@gatesfoundation.org](mailto:grandchallenges@gatesfoundation.org)