

AWS IMAGINE GRANT

2019 Proposal Guidelines & Instructions

Please review the following information carefully. Failure to provide the information requested may result in disqualification of your proposal and forfeiture of your award



WELCOME & INSTRUCTIONS

Thank you for your interest in the [AWS Imagine Grant](#)! Please review the following information carefully.

AWARD DETAILS

Selected organizations may receive the following:

- Up to \$100,000 USD of unrestricted financial support;
- Up to \$100,000 USD in AWS Promotional Credits;
- Up to 5 AWS Training Services Vouchers;
- Project kickoff workshop and implementation support from AWS technical specialist(s);
- An opportunity for AWS marketing support.

AWS reserves the right to determine actual awarded amounts at its sole discretion.

HOW TO APPLY

Use the template provided below (page 5) to structure your proposal. There are no word counts per section, but the entire proposal may not exceed six pages, excluding data provided in the appendices. We recommend reserving data, charts, and graphs for the appendix.

Once completed, you will enter the required basic organizational information (page 5) in the web form and upload your proposal in a Microsoft Word document and Appendix (PDF or Microsoft Word format) via the submission portal by 11:59PM EST on September 15, 2019. You will receive a link to the submission portal via the email address you inputted to download the instructions. The submission portal will open August 1, 2019 and be open through September 15, 2019.

Proposals should be formatted as a six-page narrative in a Microsoft Word document and should follow Amazon six-pager best practices. An appendix is required to include a sample Press Release, Architecture Diagram of your technology project, and supplementary supporting data. The appendix does not count toward the six-page limit.

Your project proposal should not contain any confidential information. Please review the Terms and Conditions (page 7) for additional information regarding treatment of proposal information.

Please contact awsimaginegrant@amazon.com with any proposal-related questions and consult the [AWS Imagine Grant website](#) for resources and answers to commonly asked questions.

SELECTION CRITERIA

We are seeking proposals from nonprofit organizations for pilot projects, proofs of concept, strategic technology planning, or existing programs that utilize technology in a new or expanded way. The AWS Imagine Grant is currently limited to U.S. nonprofit organizations with active 501(c) IRS status.

AWS will judge proposals based on factors that include:

- Innovative and unique nature of the project;
- Impact on mission-critical goals;
- Clearly defined outcomes;
- Succinctly defined milestones;
- Detailing and applicability of AWS Services within the project scope;
- Viability of proposed sustainability plan;
- Comprehensiveness of organization's proposal and information requested;
- Submission of proposal in correct six-pager format and within the deadline.

EXPECTATIONS FROM AWARD RECIPIENTS

Organizations will have the opportunity to work with the AWS marketing team to create a project-impact story that may be used to generate visibility for their organization. Recipient organizations must be willing and able to provide project details to AWS for the purpose of creating a case study, reference, podcast episode, or testimonial based on their program involvement.

PROPOSAL FORMATTING & DIRECTIONS

- Submit as a Microsoft Word document
- Follow all instructions in the AWS Imagine Grant 2019 Proposal Guidelines and on the AWS Imagine Grant website and include all requested information in your proposal.
- Maximum of six pages, not including the appendix. Proposals with narratives longer than six pages will not be considered.
- Stick to commonly used (legible) fonts such as Calibri, Times New Roman, Arial, etc.
- Minimum 10pt font
- Single line spacing (1.0)
- All pages are numbered
- All acronyms defined
- Required elements:
 - Six-page narrative
 - Appendix, including:
 - Press release
 - Architecture diagram
 - Supporting data, charts, etc.



WHY A SIX-PAGER?

Because we believe in the power of writing. Writing narratives is embedded in our culture because it has proven to be a tool that drives positive business outcomes leading to customer satisfaction and innovation. Here are some reasons why we focus on writing at Amazon:

- Written documentation forces you to clarify and organize your thoughts and helps avoid misinterpretation.
- We prefer the emphasis of substance over style.
- Questions that come after reading an entire written document are better informed than those that arise part of the way through a slide-based presentation.
- Written documents are durable. They outlive their author and the moment in time they reference.

BEFORE YOU BEGIN

At Amazon, we work backwards from the customer. Before you design your project, think about who your organization's customer is – the beneficiary of your mission and services – and how your project addresses their key concerns. The following five questions are designed to drive this thinking:

- Who is the customer?
- What is the customer problem or opportunity?
- What is the most important customer benefit?
- How do you know what customers need or want?
- What does the customer experience look like?

Use your answers to these questions to develop a sample press release (no longer than one page) to leap forward into the future and imagine this project launching. What will your headline be?

AMAZON SIX-PAGE NARRATIVE BEST PRACTICES

A good six-pager...

1. Is no more than six pages long. The author can provide as much supporting data as needed in an appendix, but there is no guarantee that anyone will read the appendices accompanying a narrative. It is not recommended to move text into an appendix that must be read for the narrative to make sense. The appendices are there for reference only.
2. Is formatted and readable. There is no strict rule on font size and borders but the author must ensure that this freedom is not abused. There are no extra points for fitting more words into six pages.
3. Clearly states the objective or purpose. Purpose statements are concise and provide the reader with a clear reason for the narrative, whether it is for decision making, information sharing, a project update, or something else about the topic area.
4. Is actionable. The project design should be supported by data that cover the deliverables in the short, medium, and long term. Consider the risks and alternatives, but present your recommendations of the best path forward with a clear roadmap for next steps.
5. Includes a sample press release. Write a clear, concise one-page document that describes the problem, opportunity, and what you are launching. Use simple language and include a fictional customer quote. Include this in your appendix.



BASIC INFORMATION

Please enter this information on the web form in the submission portal prior to submitting your proposal.

1. Full/Registered Organization Name
2. Tax ID
3. Website URL
4. Registered Organization Address
5. Proposal Contact Information
6. Annual Organizational Budget
7. Annual IT Budget
8. Project Budget
9. Mission Area
10. Brief Project Description [Maximum 400 characters]
11. Brief Project Goals/Outcome Description [Maximum 400 characters]
12. [Project Technical Solution Category](#) [e.g., Machine Learning, Mobile Application, etc.]

SIX-PAGE NARRATIVE TEMPLATE

Please answer the following questions and include them as section headings to structure answers in your six-page narrative (or the appendix as directed).

Organization Mission

Tell us who you are, your areas of impact, and your overarching goals. What problem are you working to solve? What data is driving the need for your project? Why is this project important to your organization, to your constituencies, and to your field?

Why this? Why now?

Describe your project and how it will address the problem you have outlined above. Is this project currently running or at the idea stage? Will it be a proof of concept, pilot project, or a capability expansion? Why is your project innovative and why is your organization uniquely suited to address this problem in this way?

Project Design

How will you design your technology project? Who are your partners? Please address the project timeline and high-level budget requirements in the narrative and include a line-item budget detailing project costs, including AWS usage costs, administrative costs, program staffing, etc. in the appendices.

AWS Services and Application

Why is AWS technology best-suited to support this project? Detail the AWS Services you will employ and include an architecture diagram in the appendices (required).

Impact and Outcomes

How will you measure success? What will indicate your project is working? What data/information will you track and at what intervals? How will you fail fast and keep innovating to support long-term project success?

Sustainability and Scalability

How will you support this project long term? Can this project scale beyond this initial proposal and serve as a model for other organizations or the field?



FREQUENTLY ASKED QUESTIONS (FAQ)

In addition to reviewing the FAQ on the [AWS Imagine Grant website](#), please review the questions below for helpful information in developing your proposal.

"This grant opportunity seems technical. Does my nonprofit have to be using AWS already to apply? How do I develop the technical portions of the grant?"

No. Usage of AWS is not a requirement for applying for the AWS Imagine Grant. However, for this grant opportunity, we do want to understand how the use of technology and services to include AWS are vital in helping you achieve your mission. We recommend involving your organization's IT team as early as possible in your proposal development process.

"What is an Architecture diagram?"

Architecture diagrams are a great way to communicate your design, deployment, and topology. Think of it like a house blueprint that lists AWS services and how they connect. We have an official collection of [AWS Architecture Icons](#) that also contain AWS resources, drawing and diagramming tools, and other assets to help you build diagrams. We also offer [reference and quick start architectures](#).

"How do I get technical support for developing my proposal?"

AWS has a multitude of [self-service resources](#), success stories, and training resources. For specific technical questions, email npofficehours@amazon.com for help from our AWS Solutions Architects or reach out to your AWS Account Manager.

"How do I figure out what my AWS usage costs will be?"

AWS offers you a pay-as-you-go approach for pricing for over 120 cloud services. With AWS, you pay only for the individual services you need, for as long as you use them, and without requiring long-term contracts or complex licensing. AWS pricing is similar to how you pay for utilities like water and electricity. You only pay for the services you consume, and once you stop using them, there are no additional costs or termination fees.

There are two tools to help you get an estimate of your nonprofit's anticipated AWS costs:

Simple Monthly Calculator: Whether you are running a single instance or dozens of individual services, you can estimate your monthly bill using AWS Simple Monthly Calculator. The calculator allows you to estimate individual or multiple prices and use templates to appraise complete solutions.

TCO Calculator: The AWS TCO calculator gives you the option to evaluate the savings from using AWS and comparing against on-premises and co-location environments. The TCO calculator matches your current infrastructure to the most cost-effective AWS offering. This tool takes into consideration all the costs to run a solution, including physical facilities, power, and cooling, providing a realistic end-to-end comparison of your costs.

"My organization is interested in using AWS but we're not quite ready to apply to the Imagine Grant. How can I get started and learn more?"

Our [AWS Credit Program](#) is a great place to get started with AWS. This program provides access to \$2,000 in AWS Promotional Credits, enabling nonprofits to implement cloud-based solutions and meet their mission goals without upfront investment in physical infrastructure.



AWS IMAGINE GRANT TERMS & CONDITIONS

The following AWS Imagine Grant (“Grant”) Terms and Conditions (“Terms”) apply to your application to, and participation in, the Grant. These Terms are solely between Amazon Web Services, Inc. (“AWS,” “we,” “us,” or “our”) and the entity that you represent (“you” or “your”). **By submitting an application to the Grant, you: (1) agree to the AWS Imagine Grant Terms and Conditions; and (2) represent and warrant that you have the full power and authority necessary to submit your application and accept these Terms.** Capitalized terms not defined herein may be defined in the AWS Customer Agreement.

(1) By submitting an application for the Grant you, on behalf of yourself, and the organization that will receive the award, represent and warrant (a) your receipt of the award is neither prohibited nor inconsistent with any applicable laws, regulations, or binding orders, including applicable ethics rules or internal institutional rules; (b) you have completed or will complete all legal and ethical requirements necessary to accept the award; (c) your receipt of the award will not create a conflict of interest for AWS or its affiliates; (d) you are not participating in, nor have any decision-making authority over, any procurements or purchasing decisions involving AWS or its affiliates on behalf of your organization; and (e) you meet the eligibility requirements listed in this application. AWS is not offering the award with the expectation or desire of favorable treatment or for the purpose of influencing you in the performance of your official duties. In the event that your representations and warranties under this Section 1 are or become inaccurate, any award your organization receives will be voidable.

(2) Your participation in the Grant is subject to the general AWS Customer Agreement terms or other terms governing your use of AWS Services (“Agreement”). In the event of a conflict between these Terms and the Agreement, the Agreement will control with respect to your access to and use of the Service Offerings. Any use of AWS Promotional Credit will be in accordance with and subject to the AWS Promotional Credit Terms & Conditions. In the event of a conflict between these Terms and the AWS Promotional Credit Terms & Conditions, the AWS Promotional Credit Terms & Conditions will govern with respect to any AWS Promotional Credit you receive. Any use of AWS Training Services will be in accordance with and subject to the AWS Training Terms & Conditions. In the event of a conflict between these Terms and the AWS Training Terms & Conditions, the AWS Training Terms & Conditions will control with respect to your access to and use of any AWS Training Services.

(3) If you are selected for an award, you will be required to complete certain administrative requirements to process your award. These requirements may include submission of a W-9 form, completion of a tax questionnaire, and registration in AWS’s Payee Central System. If you are selected for an award and your organization is unable to complete these requirements in a timely manner, AWS reserves the right to rescind the award. Any payment from AWS to you under the Grant may be issued by AWS purchase order. These Terms, the agreements referenced herein, and any other agreement regarding the relationship between you and AWS will constitute a Master Agreement under the terms of the purchase order.

- (4) Any information you provide to us is subject to the AWS Privacy Notice. AWS does not accept any legal obligation (whether of confidentiality, compensation, return or otherwise) with respect to any application or information submitted. AWS and its affiliates reserve the right to implement ideas similar to those contained in any application in the future without restriction or obligation. To the extent your application contains any third-party information, you are responsible for obtaining any required permissions and will defend, indemnify, and hold harmless us, our affiliates and licensors, and each of their respective employees, officers, directors, and representatives from and against any Losses arising out of or relating to any third-party claim arising therefrom.
- (5) Each organization may only submit one application per award cycle. You are responsible for all costs associated with preparation and submission of your application. AWS reserves the right to determine actual awarded amounts in its sole discretion. AWS is not required to accept additional terms presented by your organization. If you are selected for an award and your organization requires additional terms or conditions to accept the award, AWS reserves the right to rescind the award.
- (6) We may use your trade name, trademark, service mark, logo, domain name, and other distinctive brand features in presentations, marketing materials, customer lists, and website listings (including links to your website) in furtherance of the Grant.
- (7) You may not issue any press release or make any other public disclosure regarding the Grant or your participation in the Grant without our prior written consent. In addition, you agree not to misrepresent or embellish the relationship between us and you. For example, you agree not to imply that we support, sponsor, endorse, donate to, or contribute to you or your organization unless you have our written permission to do so. You may only use the AWS Marks in accordance with the AWS Trademark Use Guidelines, AWS Co-Marketing Guidelines, and other restrictions as determined from time to time by AWS. You will not imply any relationship or affiliation between us and you except as expressly permitted by these Terms.
- (8) Except as otherwise specified in an agreement between you and AWS, the laws of the State of Washington, without reference to conflict of law rules, govern these Terms and any dispute of any sort that might arise between the parties. Any dispute relating in any way to these Terms, the Grant, or the Service Offerings will only be adjudicated in a state or federal court located in King County Washington. Each party consents to exclusive jurisdiction and venue in these courts.
- (9) Except as otherwise specified in an agreement between you and AWS, we, our affiliates and our licensors, will not be liable to you for any direct, indirect, incidental, special, consequential, or exemplary damages even if we have been advised of the possibility of such damages.
- (10) You agree to maintain all AWS Confidential Information in strict confidence in accordance with the terms of the AWS Customer Agreement or other terms governing your use of AWS Services.
- (11) You will abide by the policies, guidelines, and expectations for the Grant.