

Digital Trust Foundation

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

Letter of Interest Deadline: October 31, 2014, by 11:59 PM PT

Full Proposal Deadline: December 5, 2014, by 11:59 PM PT

Program Goals

1. To support effective existing programs related to online privacy, safety, and/or security.
2. To build capacity of and provide stability for online privacy, safety, and/or security organizations.

Summary

The Digital Trust Foundation was created with the purpose of “fund[ing] projects and initiatives that promote the cause of online privacy, safety, and security.” The Foundation intends to invest \$2,200,000 to sustain or scale effective programs that align with the guidelines of the settlement agreement. We anticipate entertaining proposals for projects of various sizes, with budgets up to \$500,000. Exceptional projects with budgets outside this range may be considered.

Why Invest in Bolstering Organizations Promoting Online Privacy, Safety, and Security?

The Digital Trust Foundation was created with the purpose of “fund[ing] projects and initiatives that promote the cause of online privacy, safety, and security.” The Beacon class

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

action lawsuit settlement agreement directed the Foundation to:¹

“...fund and sponsor programs designed to educate users, regulators, and enterprises regarding critical issues relating to protection of identity and personal information online through user control, and to protect users from online threats.”

Non-profits and other groups working toward the common good often struggle to secure support for effective, ongoing programs. The privacy field has many groups with deep expertise and strong track records implementing successful programs. While some of the Foundation’s funding is dedicated to research and innovation, we also want to bolster the good work of organizations that are already making an impact promoting online privacy, safety, and security. Thus, the Foundation will allocate a substantial portion of our funds to helping sustain and scale existing successful programs.

The Foundation invites organizations with demonstrated expertise in online privacy, safety, or security initiatives to request funding to sustain or scale effective programs that meet the requirements of the settlement agreement. We may consider proposals for new programs, if they are closely related to an organization’s existing work and can demonstrate sustainability beyond Digital Trust Foundation funding. We seek programs that can demonstrate impact in a convincing way. Organizations can demonstrate the effectiveness of their programs with program evaluation results or any other data or information that describes the program’s contributions to the privacy field.

Eligible Activities

The Digital Trust Foundation invites short letters of interest for projects that fit within the founding requirements outlined in the settlement agreement. The Foundation will invite full proposals based on the letters of interest. Multiple projects will be funded under this program area.

IMPORTANT: Applicants may only submit one proposal for funding under this program area.

Project Requirements

- We expect to fund multiple projects with diverse budgets up to \$500,000. We may

¹ See [the agreement](#) for more details about the case.

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

consider exceptional projects outside of this range. Indirect rate for universities is capped at 10% of the total project budget. Other non-profits may include a reasonable overhead rate in project budgets.

- Organizations may seek funding for one, two, or three years.
- Proposed project must:
 - build upon work that the organization is currently doing or work that the organization has done in the last five years.
 - focus on consumer privacy, safety, and/or security.
 - substantially and primarily benefit people residing in the United States.
- The Foundation will not fund projects related to medical consumer privacy.
- Project must have some evidence of effectiveness.
- Grant funds cannot be used for litigation or lobbying.
- Applicant must demonstrate expertise on pertinent online privacy, safety, and/or security issues.

Priority Projects

Priority will be given to projects that are not eligible for funding under the Foundation's other program areas.

Eligible Applicants

- 501(c)(3) organizations (or equivalent outside of United States)
- Universities or other academic institutions
- Government entities, including schools or school districts

Applications may be submitted by domestic and international entities. Applicants must demonstrate that the proposed project substantially and primarily benefits people residing in the United States.

Evaluation Requirements

The Foundation believes that well-crafted program evaluation can strengthen organizations and improve future work in this field. We seek to contribute to the growing body of evidence related to digital privacy. At the same time, we do not want to burden grantees with unnecessary or onerous reporting requirements.

Therefore, we will ask grantees to participate in a set of straightforward evaluation

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

activities. The Foundation will provide grantees with simple reporting forms to gather evaluation information, including outputs, successes, challenges, and lessons learned. Grantees should also be prepared to participate in Foundation-level evaluation activities that may take place throughout the term of the grant (such as surveys and interviews conducted by the Foundation). Applicants should plan to have a staff person assigned to meet the reporting and Foundation-level evaluation requirements.

For Budgets Less Than \$200,000:

While a formal evaluation plan is not required, grantees will still be expected to track basic information on project implementation and results using forms provided by the Foundation. We may also ask grantees to participate in Foundation-level evaluation.

For Budgets Greater Than \$200,000:

A formal evaluation plan is required for all proposals over \$200,000. The plan should include a description of the evaluation questions, indicators that will be tracked, plans for data collection, and who will be responsible for carrying out the evaluation. The evaluation budget should represent no more than 15 percent of the total project budget.

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

Application Process & Timeline

The Foundation invites letters of interest for projects that meet the minimum requirements. See the letter of interest template on the Foundation website for an outline of the information requested. Based on letters of interest, we will invite full proposals from a select group of applicants. Recognizing the quick turnaround required for full proposals, we have also posted the full proposal materials on our website.

Do not submit full proposal materials unless invited by the Foundation.

October 31, 2014: Letters of interest due.

November 17, 2014: Foundation invites full proposals from successful applicants and notifies other applicants of their status.

December 5, 2014: Full proposals due.

Early December 2014: The program officer may send follow-up questions to some applicants about proposals, budgets, or organization finances.

February 2015: The Foundation communicates funding decisions to applicants.

Mid-February 2015: The Foundation and grantees enter into contract.

General Funding for Promotion of Online Privacy, Safety, and Security Request for Proposals

About the Digital Trust Foundation

In 2007, a class action lawsuit was filed in the United States District Court of the Northern District of California against Facebook on behalf of 3.6 million users of Facebook concerning its “Beacon” program. KamberLaw represented the plaintiffs in this action and Cooley LLP represented Facebook. This suit was settled in 2009 and was granted final approval by the Hon. Richard Seeborg in March 2010. As part of the settlement, the parties created the Foundation (the Digital Trust Foundation) “the purpose of which shall be to fund projects and initiatives that promote the cause of online privacy, safety, and security.” The case settled for \$9.5 million, with the Foundation receiving approximately \$6.7 million after attorney’s fees, payments to plaintiffs, and administrative costs. There were four objectors to the settlement, two of whom appealed the approval to the Ninth Circuit Court of Appeals and subsequently the Supreme Court. But ultimately, in November 2013, the appeals were rejected and the Foundation was funded. The Foundation will distribute more than \$6 million and will close its doors once all of the grants have been distributed and completed.

To learn more about the Digital Trust Foundation, visit [our website](#).