Consumer Privacy Rights Fund
Grant Cycle 2021

Thank you for joining us!
We will be starting shortly.
Agenda

01 Rose Foundation Overview
   Meet us

02 Highlights of the 2021 Grant Cycle
   In brief

03 Tips for Applicants

04 Q & A
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01
Rose Foundation
Overview
A bit about us
Staff Team

Anya Diamond
Program Officer

Tim Little
Executive Director
Funding Board

Beth Givens
Founder and Executive Director
Emeritus, Privacy Rights Clearinghouse

Joanne McNabb
Former Director of Privacy Education and Policy for the California Attorney General’s Privacy Unit
We support grassroots initiatives that help build a world in which individuals, organizations, and communities are empowered to promote stewardship of nature, inspire people to take action, and hold government and corporations accountable.
Highlights of the 2021 Grant Cycle

Background + Key Takeaways from the RFP
Context

This 2021 grants opportunity is enabled by a cy pres award from the HSBC Card Services, Inc. et al class action settlement.

Recording or monitoring phone calls of some Californians without consent was at issue in the settlement.

This is why we have the specific issue/focus areas listed in the RFP related to surveillance, and why this grant cycle focuses on consumer privacy in California in particular.
Basic Eligibility

→ Expertise in consumer education or advocacy

→ 501(c)(3) nonprofit, or
→ Fiscally sponsored by a 501(c)(3), or
→ Nonprofit colleges, universities, university clinics and graduate programs

→ Applicant’s principal place of business in the U.S.

If you don’t meet these criteria, don’t apply!
California Focus

- **Advance consumer privacy rights** in California
- Projects conducted nationally or across multiple states = ok if they have a clearly articulated benefit to Californians in particular.
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We are not joking!
Logistics

Maximum ask is $150k
Even for multi-year proposals.

Grant Period
Many proposals will be for 12-month grant periods - longer or shorter is fine depending on what is appropriate for what you’re proposing.

Grant periods start no sooner than July 1, 2021.
Dates

Applications due **April 28, 2021**
at 5pm Pacific Time

Award/Decline Notifications
in **early July 2021**
Eligible Issues/Focus Areas

Include (But aren’t limited to! Others could also be eligible):

- Recording or monitoring conversations without consent, including wiretapping or illegal recording.

- Collection or use of people’s personal data without their consent, including personal data related to the COVID-19 pandemic.

- Surveillance and other intrusive behaviors, including surveillance of protestors, and surveillance technologies such as facial recognition software and cell-site simulators (“stingrays”).

- Transparency with regards to the decision-making and use of personal data in artificial intelligence (AI).

- General support for organizations that are primarily or wholly dedicated to advancing consumer privacy rights in California.
Preference is given to proposals which focus on those issues/ focus areas, or similar.
Eligible Strategies

Include (but aren’t limited to!):

- Policy and/or regulatory development, implementation, and advocacy, including related research.
  - “Pure research” projects discouraged from applying.

- Educational events for legislators and other policy-makers to help them understand pertinent issues.

- Legal advocacy including case development and litigation.

- Public education or organizing.

- Development of privacy-enhancing technologies.
You must submit your application via our online system at: www.rosefdn.org/onlineapplication

Email in to grants@rosefdn.org if you need help!
Applicant Dashboard

Applicant:
Heather Creek
heather@forestleague.org
555.555.5555
1 Elm Court
Big Tree, CA 00000

Organization:
Forest Preservation League
555.555.5555
1 Elm Court
Big Tree, CA 00000

If your organization information does not appear correct, please click the edit (pencil) icon.

You do not have any Active Requests. Click Apply to begin the application process.
If you have been provided with an Access Code, you may enter it in the box at the top of the page.

Search

Consumer Privacy Rights Fund 2021

The Consumer Privacy Rights Fund was launched in 2002 with cy pres payments from Union Bank and Cal Fed Bank. Since that time, the Fund has secured cy pres awards in more than a dozen class action settlements, and used these funds to enable millions of dollars in grants to non-profit organizations dedicated to protecting Americans’ rights to privacy. The 2021 grants opportunity is enabled by a cy pres award from the HSBC Card Services, Inc. et al class action settlement. Visit https://rosefdn.org/consumer-privacy-rights-fund for more information about the fund. Click here to view the RFP for this grant opportunity.

Puget Sound Stewardship & Mitigation Fund Spring 2021

For details about the fund and to verify eligibility, please visit https://rosefdn.org/puget-sound-stewardship-mitigation-fund
Tips for Applicants

Everyone loves tips
Preference Given To Proposals That:

- Advance the field
- Applicants with experience in the field
- Serve vulnerable populations
- Clear & specific goals, progress metrics, and workplan
- Potential to impact many people
- Clear advocacy strategy re: consumer privacy rights
**Tips**

- You do NOT need to use all the characters available in each application question! **Clarity, brevity, and specificity are valued.**
  - On the other hand, if there are 5,000 characters available for your workplan, for example, we want more information than you can provide in just 1 or 2 paragraphs.

- Pay attention to the “preference will be given to” sections of the RFP, especially regarding issue/focus areas.

- Give us a sense that your programs are effective and that you have capacity to do what you’re proposing to do!

- The fund’s website is [rosefdn.org/consumer-privacy-rights-fund](http://rosefdn.org/consumer-privacy-rights-fund)
  - Website has links to download the full RFP and a PDF of the application questions, and links to get to the online application system.
Q & A

Ask away! Type in the chat or turn on your audio/video

04
Thank you for joining us!