



Impact Grant

A Cornerstone OnDemand Foundation Initiative

Using Technology to Maximize Community Impact

Many nonprofits seek a more cost-effective and scalable way to engage their volunteers, beneficiaries, and community partners. The Impact Grant program provides the technology and support to move your training from the classroom to the cloud and expand the reach and impact of your community education programs.

“Besides giving us a new platform to scale our e-learning program, the Impact Grant has been a real ‘organization builder’ for us.”

Claire Dunham
Senior Vice President,
Programs and Training

Earn a Two-Year Technology Donation Equal to \$1M in Value

Grantees are awarded unlimited use of the Cornerstone OnDemand Learning Management System (LMS) to deliver training to volunteers, beneficiaries, or partners. Grantees also receive a range of pro bono business consulting services to ensure they can take full advantage of this robust online learning technology.

Bring Your Offline Training Online

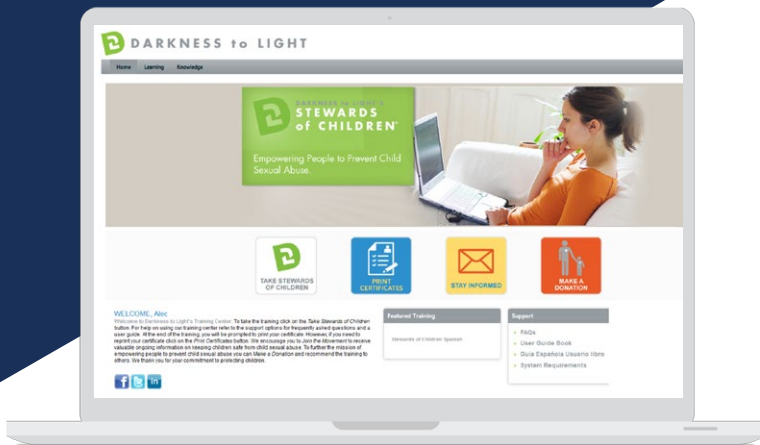
With a state-of-the-art platform, Impact Grantees can deliver curriculum and courses online, reducing operational expenses and expanding their reach to a global audience. In addition, the easy-to-use e-commerce functionality provides nonprofits the option to charge fees for training in order to generate additional revenue.

Build a Community of Peer-Supported Learning

Create informal learning environments and online communities of practice to drive collaboration and user-generated content. Learners can take virtual classes together, participate in facilitated discussions, and share feedback and resources with other learners.

Some of the nonprofits leveraging the Impact Grant to scale their community education programs include:





Extend the Reach & Impact of Your Education Programs Through Online Learning & Social Collaboration

Engage Your Learners

- Deliver training on desktops, tablets, and smartphones
- Enable social collaboration through online communities of practice
- Allow users to access training when and where they choose

Customize Your Learning Environment

- Integrate your logo and branding
- Build co-branded registration pages for partner organizations
- Control access to specific courses and modules

Deliver Online & Blended Training Programs

- Upload and deliver e-learning courses, webinars, and presentations
- Publish calendars and catalogs of available trainings
- Enhance instructor-led training programs by assigning and tracking online pre-work

Demonstrate Your Program's Impact

- Develop custom certificates of completion
- Manage and track compliance requirements
- Generate detailed reports on user registrations, progress and feedback

Applications are accepted from January through March. All applicants are required to attend an informational webinar prior to applying. Winners are announced in April.

Program details and profiles of current grantees are available at:

CornerstoneOnDemand.org/Impact-Grant

 facebook.com/csodfoundation

 twitter.com/csodfoundation



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About the Cornerstone OnDemand Foundation

Cornerstone OnDemand (CSOD), a leading provider of human capital management software, launched the CSOD Foundation in 2010 in order to donate its technology, HR expertise, and capacity building services to the nonprofit sector. The Foundation focuses its efforts in the areas of education, workforce development, and disaster relief.

Nonprofits that benefit from the Foundation's support and programs include organizations such as Teach for America, Save the Children, Year Up, Girls on the Run, Project HOPE, Boys & Girls Clubs of America, KIPP, California Community Foundation, Africare, and the Ounce of Prevention.

Program Overview: The Impact Grant

The Foundation recognizes that many nonprofits could achieve broader impact by harnessing technology to expand the reach of programs and services. To this end, we have created the Impact Grant to support a select group of nonprofits that can effectively leverage our learning and development technology in innovative and tangible ways for significant community impact.

Impact Grant recipients receive a two-year donation of our software and services including unlimited use of our Learning Management System (LMS) and access to pro bono business consulting services. While an LMS is often used to support the learning and development of an organization's internal employees, the focus of the Impact Grant is to enable nonprofits to leverage this technology to better reach, train and prepare their external network—the individuals and communities they serve.

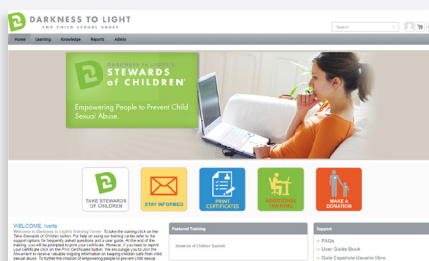
Throughout the two-year period, the Foundation closely monitors progress made against the goals of the initiative. Projects that clearly demonstrate results, are scalable, and have executive level support will be eligible to receive significant discounts on software at the conclusion of the grant cycle.

We believe organizations that can scale programs will be better positioned to secure funding and resources to make a bigger impact in the communities they serve.

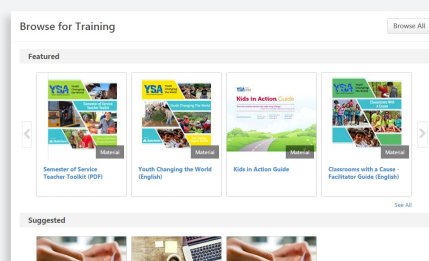
What is a Learning Management System?

Cornerstone OnDemand's Learning Management System (LMS) allows you to automate your learning and development processes, enabling you to deliver and track any type of training to anyone, at any time. Below are a few examples and screenshots of the capabilities and functions of an LMS:

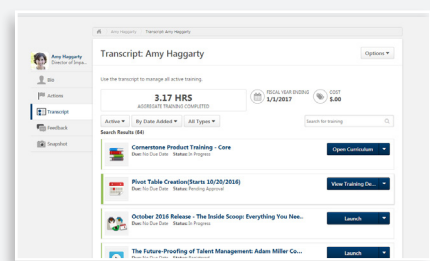
- Store, deliver, and track all types of information, training, and materials including e-learning courses, recorded webinar sessions, whitepapers, presentations, and videos
- Schedule and enroll learners in instructor-led or virtual training sessions
- Register and track learners and all of their relevant training history
- Publish up-to-date calendars of available training
- Distribute automated email notifications and reminders to users
- Train or certify the individuals you serve on specific programs or job roles
- Leverage e-commerce functionality to allow you to charge a fee for training and generate a new source of earned revenue
- Control training and reporting access and visibility for specific audiences
- Create informal learning environments to allow for collaboration and user-generated content



An example of a fully customizable CSOD LMS welcome page



Users can search and register for training



A training 'transcript' where users can track all active or completed training

Here are several examples of how organizations can harness technology to increase community impact:



A national nonprofit organization is raising awareness of the growing epidemic of child sexual abuse worldwide and using a mix of instructor-led and online training to protect the children in their communities. This organization's previous online learning platform was difficult to navigate and unreliable. After being awarded an Impact Grant and deploying a new learning management system (LMS), this organization was able to triple the number of adults trained in just six months. With a scalable training platform now in place, this nonprofit team has introduced its program to larger partners and is well-poised to reach its goal of training over 12 million adults around the world.



A national human services agency, with the goal of improving educational and life outcomes for over 360,000 young children in poverty, needs to scale its early childhood training model to reach more home visitors nationwide. But in-person training sessions are costly and this nonprofit is struggling to reach home visitors outside of its local market. By implementing a new online training curriculum, this nonprofit is well-positioned to deliver its comprehensive training program to more than 80% of the home visitors nationally. Additionally, this nonprofit can leverage the social networking functionality to further engage its volunteers and build a community of peer-supported learning.

What is your story?

How can our learning and development software and expertise help significantly increase your organization's ability to deliver on its mission and expand its reach and impact?

Eligibility Requirements

Is your organization the ideal candidate for an Impact Grant?

Here is what we are looking for:

YOUR ORGANIZATION

- Is a U.S. IRS registered 501(c)(3) organization or a foreign organization designated as a charitable organization under the laws of your country
- Has an existing training initiative that requires a technology solution to effectively scale
- Has a clearly articulated vision or plan for expansion of the program
- Can demonstrate executive support for this program and for the financial commitment in years 3-5

YOUR INITIATIVE

- Can demonstrate evidence/research that shows positive programmatic outcomes
- Has an identified executive-level sponsor who is invested in and accountable for the overall success of this project
- Requires technology to scale
- Has existing content and/or a content strategy for developing blended and/or e-learning content

YOUR TEAM

- Has the capacity to implement and manage software-as-a-service (SaaS) technology solutions
- Has an identified project team with assigned resources
- Is cross-functional, including marketing, IT, HR, as necessary
- Will have a team in place and ready to begin implementation by July of selection year

Terms of the Grant

The Foundation will collaborate with the Grantee's team to identify the requirements and scope of the Impact Grant project. The Foundation will award up to \$1 million USD value of Cornerstone OnDemand software and services over two years, including:

SOFTWARE

- Unlimited access to CSOD's Learning Management System (LMS) for program participants

SOFTWARE SUPPORT

- Implementation, Integration, and Customer Support services (e.g., the technical support and assistance you will need to implement, launch, and manage the learning management system)

CONSULTING SERVICES

- Support from experienced CSOD learning design experts who will help you develop your learning strategy and effectively leverage our technology
- Consulting from CSOD employees and/or from our corps of volunteer HR professionals who can provide a range of services in support of the launch and expansion of your program.

PROGRAM SUPPORT

- An onsite kick-off and design session to identify project goals, resources, and an implementation roadmap
- A skilled project team from CSOD, including a Program Manager, Implementation Lead, and Client Success Manager
- Foundation support and collaboration throughout the duration of the partnership

ADDITIONAL RESOURCES AND BENEFITS

- Opportunity to fundraise jointly and pursue corporate sponsorship and in-kind contributions from CSOD's global client base
- Access to CSOD's network of technology and HR partners
- PR and Marketing support

Application Process Overview

STEP 1: DISCUSS

Read through the application in its entirety and share it with the relevant people inside your organization to decide whether this program is a fit for your organization.

Appropriate people to involve and questions to consider include:

- Executive Director/Leadership – Successful implementation and execution of this project will require resources and time. Will you have the executive support to prioritize this work? Will you have the financial commitment to support the program at the end of the grant period?
- Program Staff – Which are most 'ready' to leverage technology? Who will comprise this team, and will resources be in place by July/August?
- IT – Depending on your requirements, you may need to involve IT to ensure system compliance and access. Will you be able to dedicate IT resources, if needed?

STEP 2: ATTEND

We will host introductory webinars for prospective applicants where we will introduce the CSOD Foundation and Impact Grant program. We will address application and programmatic questions during these sessions. The webinar will be recorded and made available for future reference.

We strongly encourage you to attend one of the sessions and to include individuals from your organization who are most closely involved with your initiative.

Interested applicants will also be directed to additional resources and materials to help decide whether pursuing an Impact Grant makes sense for their organization.

STEP 3: APPLY

- If, after reading the application, discussing it within your organization, and attending the conference call, you are convinced that this grant is exactly what you need to bring your initiative to the next level, we encourage you to apply.

Once the grant cycle is open in January, we will make the application available.

To register for the webinars, view relevant dates, and apply, please visit:

cornerstoneondemand.org/impact-grant

What to Expect After You Apply

**We will get back to you 4-6 weeks after your apply with your status.
If you are:**

A. NOT ACCEPTED

Do not lose faith! It's very likely that the Foundation can assist you in other ways, or strategize how to be more competitive for next year's grant cycle.

B. ACCEPTED AS A FINALIST

Congratulations! You will be asked to partake in the following activities in March - April:

- A follow-up call with your team to discuss any questions on your application
- A request for audited financials from the two most recent fiscal years

C. ACCEPTED AS A GRANTEE

Welcome to the family! If you are accepted as a Grantee, you can expect the following activities in roughly the timeline below:

- **April - June (Year of Acceptance)**

Discovery and planning sessions, review and sign statement of work

- **July December (Year of Acceptance)**

System implementation and administrator training, content, development, communication & change management

- **January (Starting Official Year 1)**

System "Go-Live" - Launch training programs to a pilot or full audience

- **Years 1-2**

Continued growth and expansion of program with no software costs

- **Years 3+**

Pending joint agreement to move forward, significant system discounts will be applied to future contracts (more details on pricing to be provided in informational webinars)

If you have questions about this process, please email: impact@csodfoundation.org



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Frequently Asked Questions (FAQ)

Q1. WHAT IS THE IMPACT GRANT PROGRAM?

Cornerstone OnDemand Foundation's Impact Grant program is designed to support a select group of nonprofits that can effectively leverage our learning and development technology in innovative and tangible ways for significant community impact.

If you are selected as an Impact Grantee, you will receive an in-kind donation of learning and development software and services, with a value of up to \$1 M. Specifically, you will be able to implement the Cornerstone On Demand Learning Management System (LMS) and have an unlimited number of users take training in the system for two years at no cost. As an Impact Grantee, you will also be eligible for pro bono support services across a variety of areas.

Q2. HOW DO I APPLY TO BE AN IMPACT GRANTEE?

Online applications are due at the end of March and we select the new cohort of grantees in May/June. Grantees will then implement the system during the remainder of that year, with the goal of being 'live' by start of the following year. By January 1 of each year, we post the new application and timeline for the upcoming Impact Grant cycle. During Q1, we will offer several webinars to learn more about the program and software and will also be available for questions before and during the application cycle. .

Please refer to www.csodfoundation.org/impact-grant for updates.

Q3. WHAT TYPES OF ORGANIZATION ARE ELIGIBLE FOR AN IMPACT GRANT?

Your nonprofit organization must be a U.S. IRS registered 501(c)(3) organization or a foreign organization designated as a charitable organization under the laws of your country. Nonprofits of all sizes and missions may apply for an Impact Grant, however, if your organization:

- has fewer than 5 full-time employees
- has an operating budget of under \$1 million, and/or
- are looking to reach fewer than 5,000 people at scale

We would encourage you to consider seriously whether you will have the available resources to fully commit to this type of engagement and to evaluate whether the post-grant period cost commitment of \$30,000 per year will make sense.

Q4. IF OUR NONPROFIT ALREADY IS A CORNERSTONE CLIENT, CAN WE STILL APPLY?

The goal of the Impact Grant program is to enable nonprofits to more effectively scale their external training programs (e.g. for volunteers, partners, clients, etc.). So if you are already using Cornerstone for your employees but now would like to explore using the learning management system for your external audiences, you can absolutely still apply.

Q5. ON WHAT CRITERIA DO YOU EVALUATE APPLICATIONS?

We are looking for organizations that have a solid strategic plan and goals for scale, a well-thought out content strategy, strong executive support and commitment, and evidence of success with their existing programs.

Q6. HOW LONG IS THE APPLICATION REVIEW PROCESS?

Applications are due towards the end of March each year. Grantees will be selected in May/June and will start implementation in Aug/Sept.

Please refer to www.csodfoundation.org/impact-grant for timeline updates.

Q7. HOW MANY IMPACT GRANTS DO YOU GIVE OUT PER YEAR?

We select 3-4 Impact Grantees each year.

Q8. IF MY APPLICATION IS DECLINED, MAY I RE-APPLY IN THE FOLLOWING YEAR?

Yes, you may re-apply as often as you would like.

Q9. ARE THERE ANY COSTS ASSOCIATED WITH THE IMPACT GRANT?

Should you be selected in May for the 2016 cohort, there is no cost for Cornerstone software or services until January 2018. In 2018, provided your organization meets mutually agreed-upon milestones, we will extend a 3-year renewal contract for a significantly discounted flat rate for software of \$30,000/year (regardless of the number of users) and a significant discount on services.

Even though the software and associated services are at no cost during the grant period, there may be costs incurred with third-party providers, outside of your Cornerstone contract. The primary sources of these costs for Impact Grantees are:

- If you are using a virtual training/webinar tool such as WebEx
- If you charge for training and will require a payment gateway such as Cybersource

Another area where Impact Grantees may incur costs is if you will need to provide direct support/help desk services for end-users (see next question to learn about support services Cornerstone provides).

Q10. WHAT TYPE OF SUPPORT IS PROVIDED TO IMPACT GRANTEEES DURING AND POST-IMPLEMENTATION?

Grantees will be assigned an Implementation Coach (IC) for the duration of the implementation (typically 10-14 weeks) and will meet regularly with the IC during that period. The IC will guide you through the configuration process and help you gain mastery of the system, along with robust online and in-person training options. The IC will also coordinate with technical resources to support any technical projects (e.g. system integrations, single-sign on, etc.)

Once you are 'live', you will be assigned a Client Success Manager (CSM) who is responsible for helping support you during your initial 'live' stages and beyond as you continue to grow and adapt with the system. Your CSM will also help you stay up to date on the latest Cornerstone enhancements through the quarterly release process.

Your core system administrators will also have online and phone access to Cornerstone's Global Product Support team for anything related to system functionality and bugs. End-user support is not provided by Cornerstone, however, we can recommend options for outsourced administrator and/or help desk support.

The Foundation team will maintain overall account ownership and accountability throughout the lifetime of the relationship.

Q11. DO YOU HAVE ANY EXAMPLES OF HOW CURRENT GRANTEES ARE LEVERAGING THEIR IMPACT GRANT?

Yes, and we are very happy to share them! Please visit our blog to learn more about how our current grantees are leveraging the LMS to scale their programs. Also read a case study on 2013 Impact Grantee, The Ounce of Prevention.

Q12. I HAVE ADDITIONAL QUESTIONS THAT HAVE NOT BEEN ANSWERED. WHO SHOULD I CONTACT?

If you have any questions, or would like to talk through whether it makes sense to pursue an Impact Grant for your nonprofit organization , please contact Amy Haggarty, Director of Impact Grants, impact@csodfoundation.org.