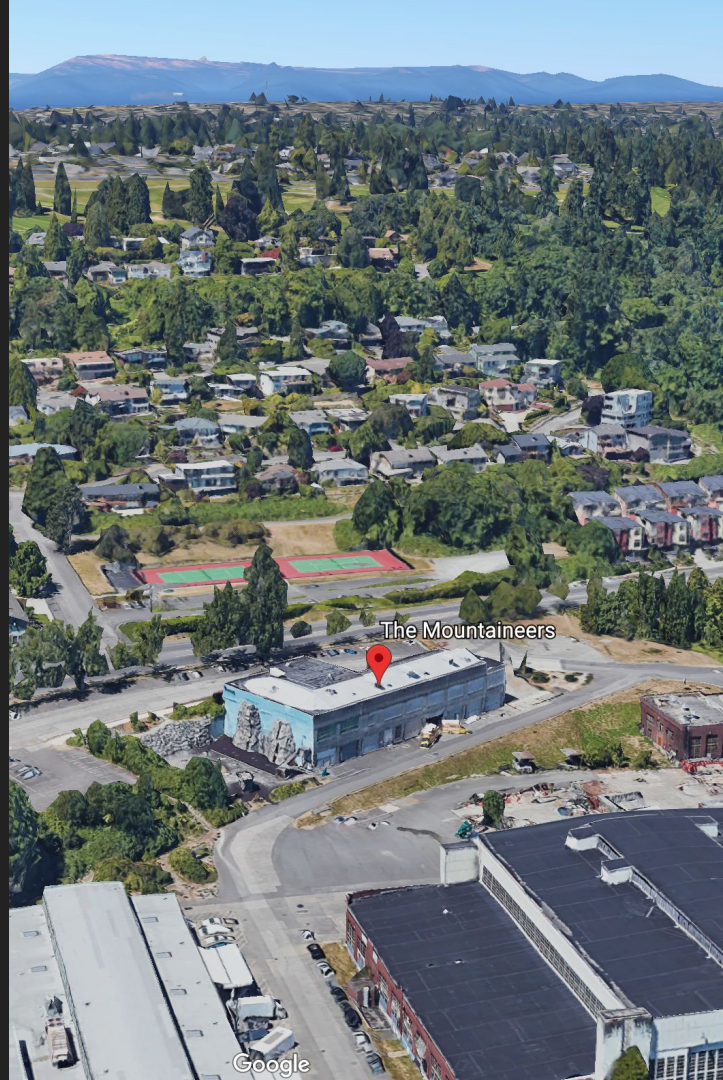
Dusty Reid
dustyr@google.com
Jess Mandia
jessmandia@google.com

Hello, Seattle

October 11, 2019

Google



Content

01. GSuite

02. Geo Tools

03. YouTube Social Impact

04. How can we help

01.

GSUITE

Our solutions are aimed at tackling nonprofit challenges

G Suite for Nonprofits

Nonprofits get the equivalent of **G Suite Basic (+ shared drives) at no cost**

G Suite Basic is normally $6/user/month

Ad Grants

Nonprofits get **$10,000/month** in Google Ads budget to create text-only ads that run on Google Search

YouTube Nonprofit Program

Engage audiences with video and direct traffic to your website using **Link Anywhere cards**

Nonprofits also get **access to shoot or edit videos** at YouTube Spaces

Google Earth and Maps

Nonprofits get access to **$250/month additional Google Maps Platform credit** to use on maps developer products

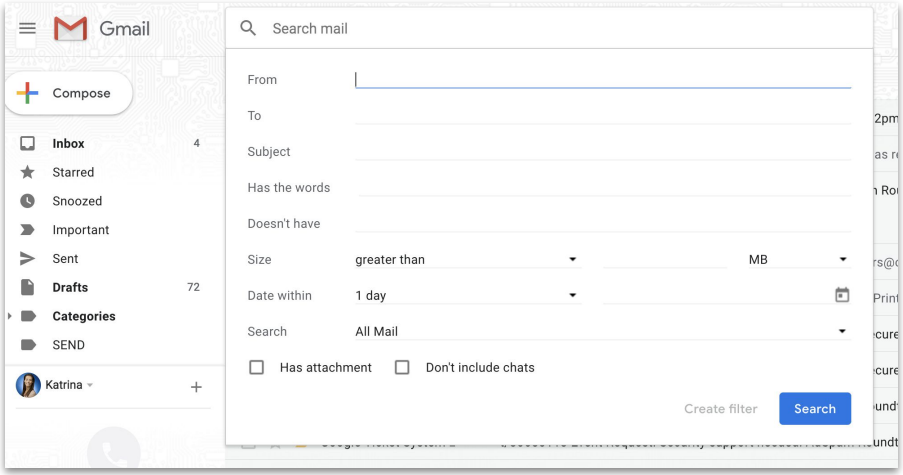
Before getting started, you'll need...

A G Suite for Nonprofits Account

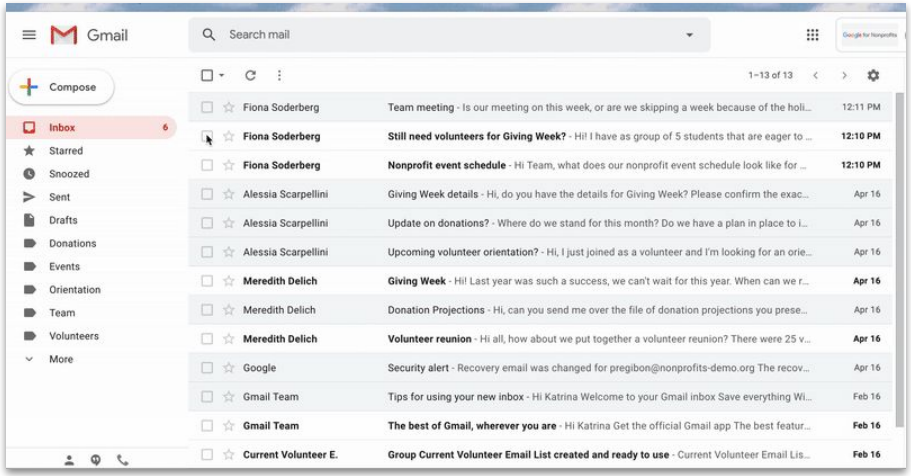
G Suite for Nonprofits grants access to apps like Gmail, Calendar, Forms, Sites, Docs, Hangouts, and Keep. You can provide employees and volunteers with their own login under your nonprofits' G Suite account.

Organize your inbox with **Gmail**

Search for that email you're looking for.



Create & customize **labels** to group messages.

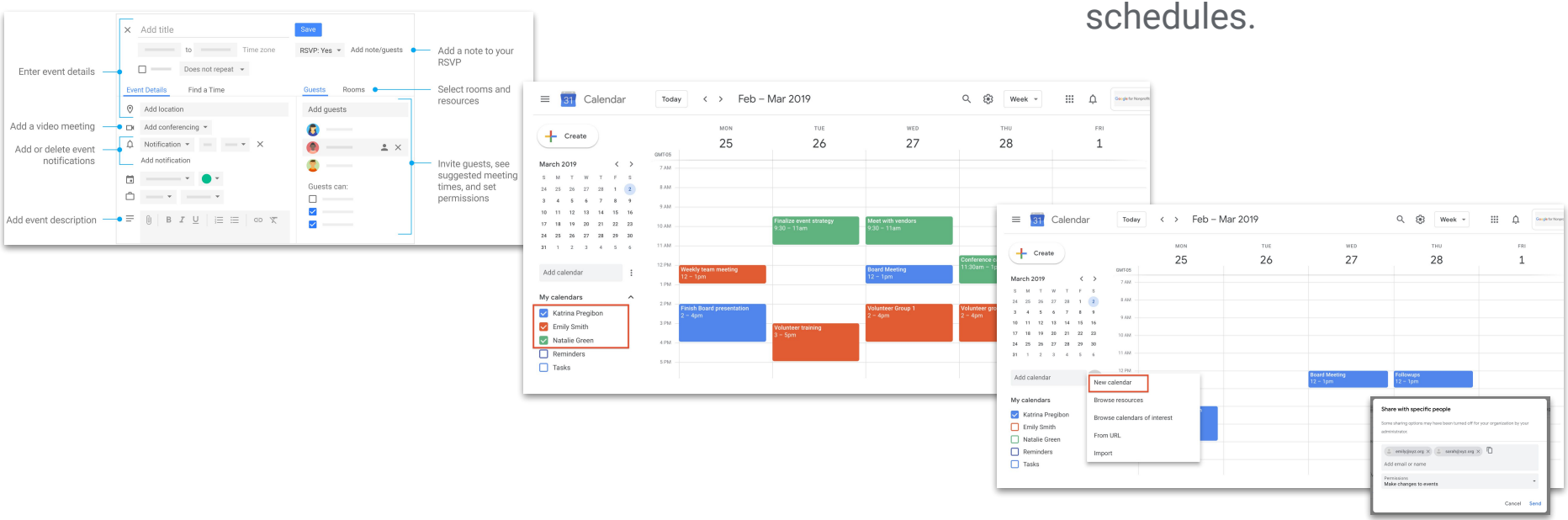


Connect with colleagues through **Calendar**

Organize all **event details** in one place.

View a **teammate's calendar** to see when they are free.

Create **group calendars** to manage team or project schedules.

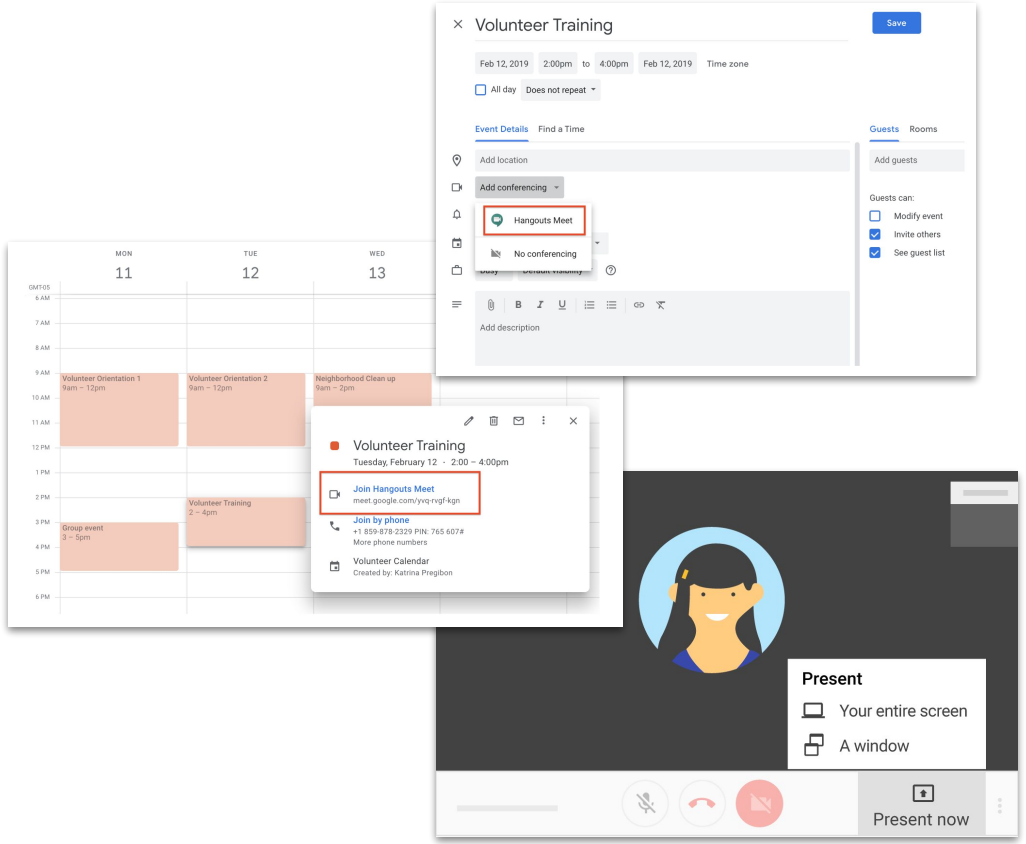


Host a training with **Hangouts Meet**

Create a calendar event with a conference Hangout.

Join the event straight from your calendar invite.

Share your screen with the group and **answer** questions in real time.

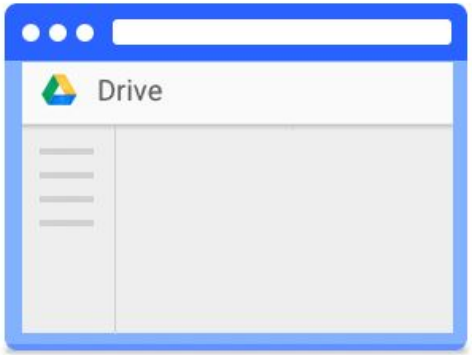


Store all your files in **Drive**

Consolidate your files in **one place** and access them from any device.

Import or create your own files with Docs, Sheets, and Slides.

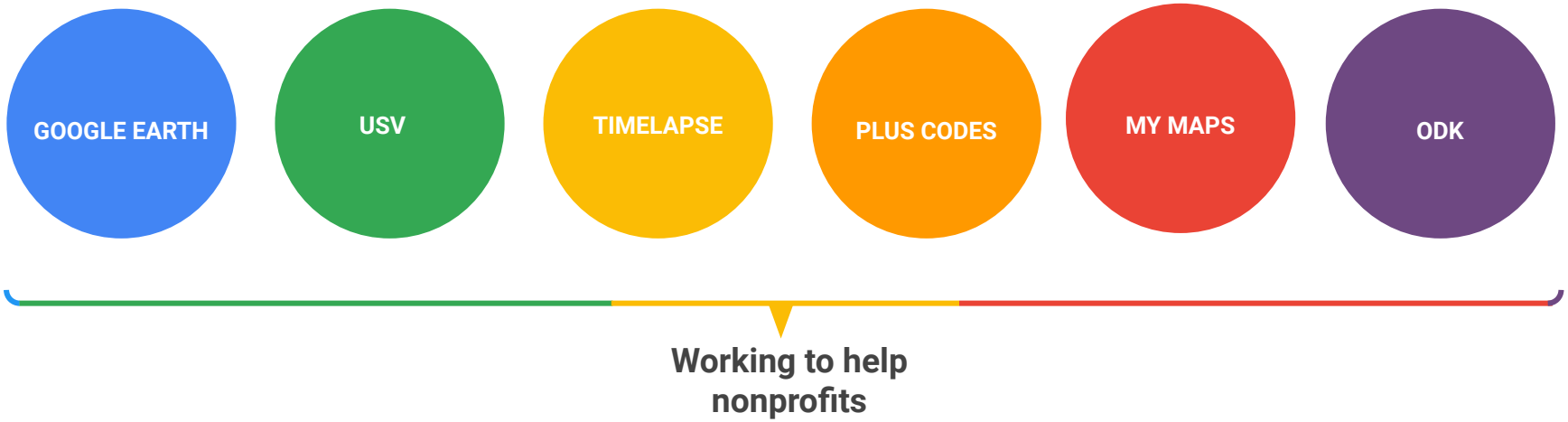
Create a shared file space with **Team Drives.**



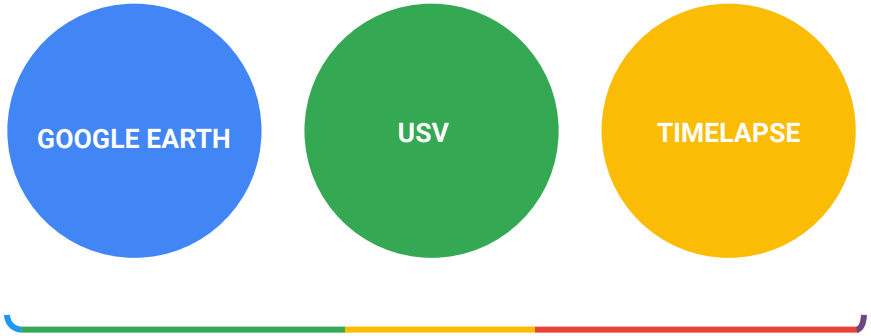
02.

GEO TOOLS

GOOGLE GEO TOOLS

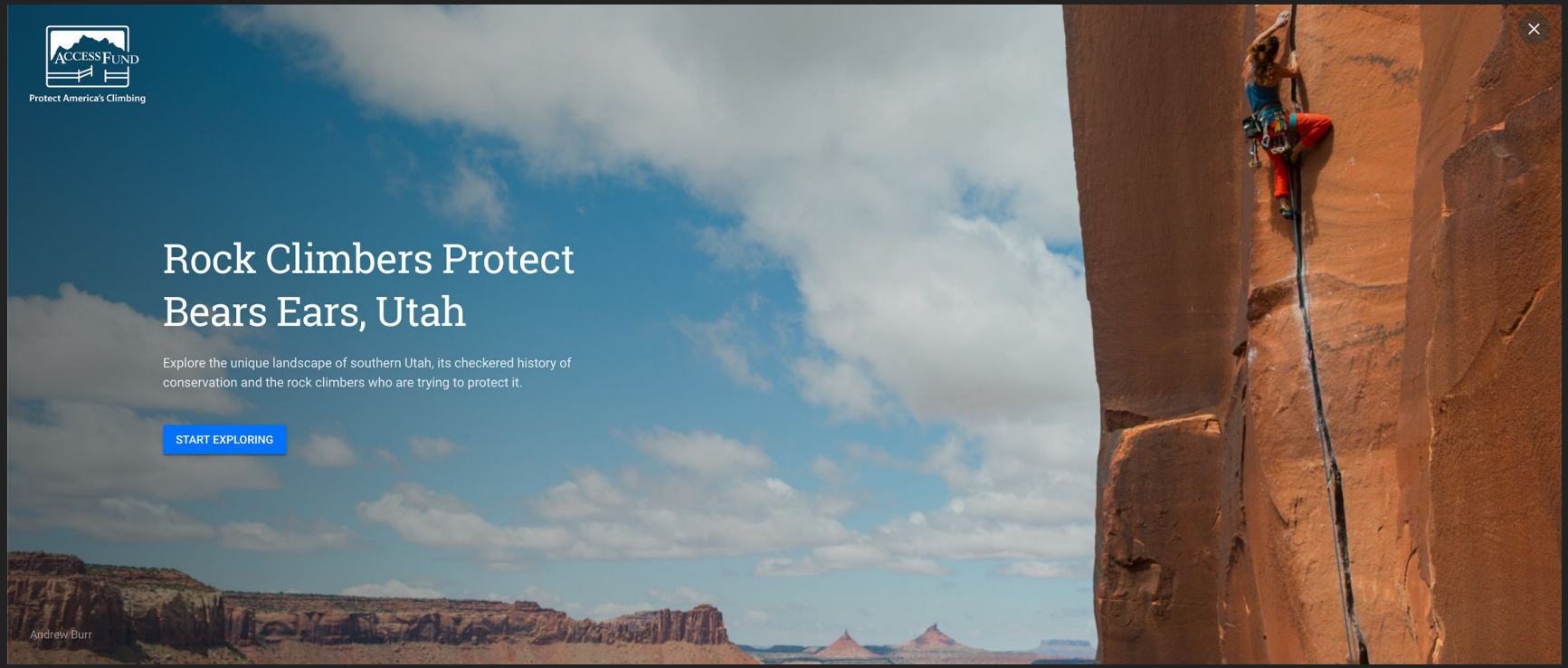


GOOGLE GEO TOOLS FOR ENVIRONMENTAL ADVOCACY



Google Earth

1. Storytelling platform
2. An evolving dynamic story
3. Shareable and editable


ACCESS FUND
Protect America's Climbing
Rock Climbers Protect Bears Ears, Utah
Explore the unique landscape of southern Utah, its checkered history of conservation and the rock climbers who are trying to protect it.
START EXPLORING
Andrew Burr

Google

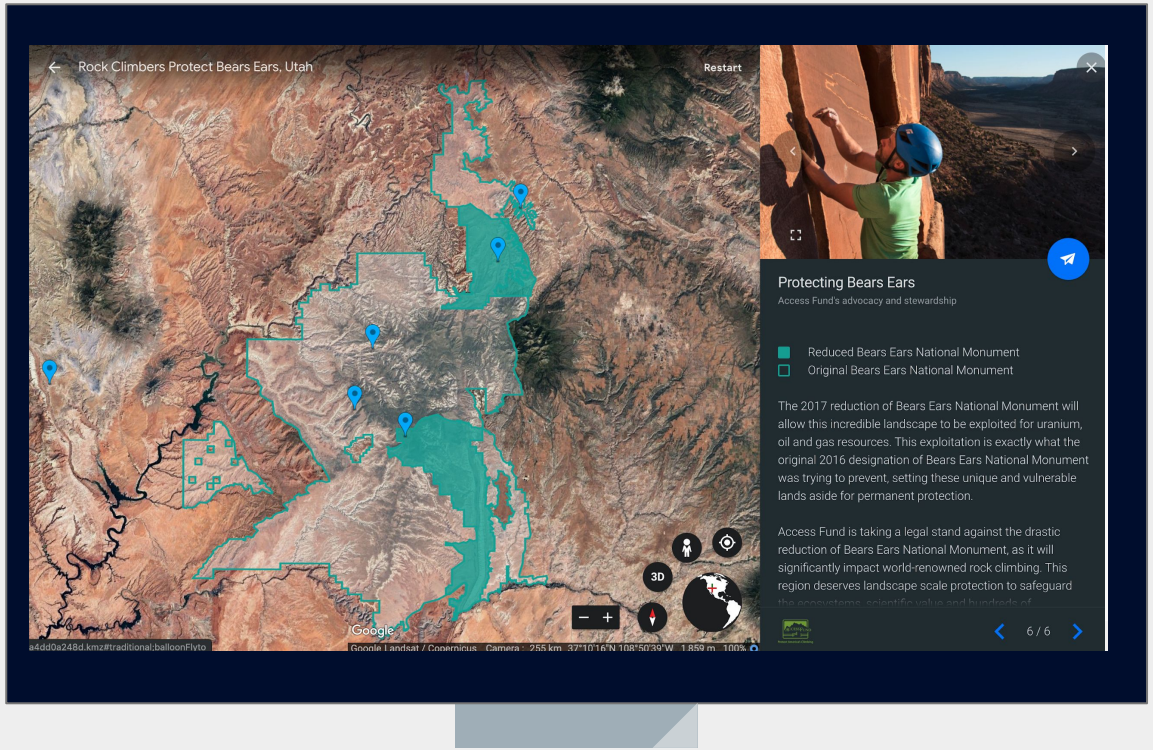
https://google.com/earth/

Google Earth

Voyager Stories Curated storytelling media

Use KML to create overlays to illustrate visually impactful maps, along with text

TAKE ME TO VOYAGER



https://google.com/earth/

Google Earth

How to Use

Document the evolution of a Crag over time

Trail erosion

- Before and after
- Document changes to area

Storytelling

- Share the significance of this area for conservation efforts

https://google.com/earth/

Google Earth
Oak Flat

Arizona Climbing Area at Risk of Destruction

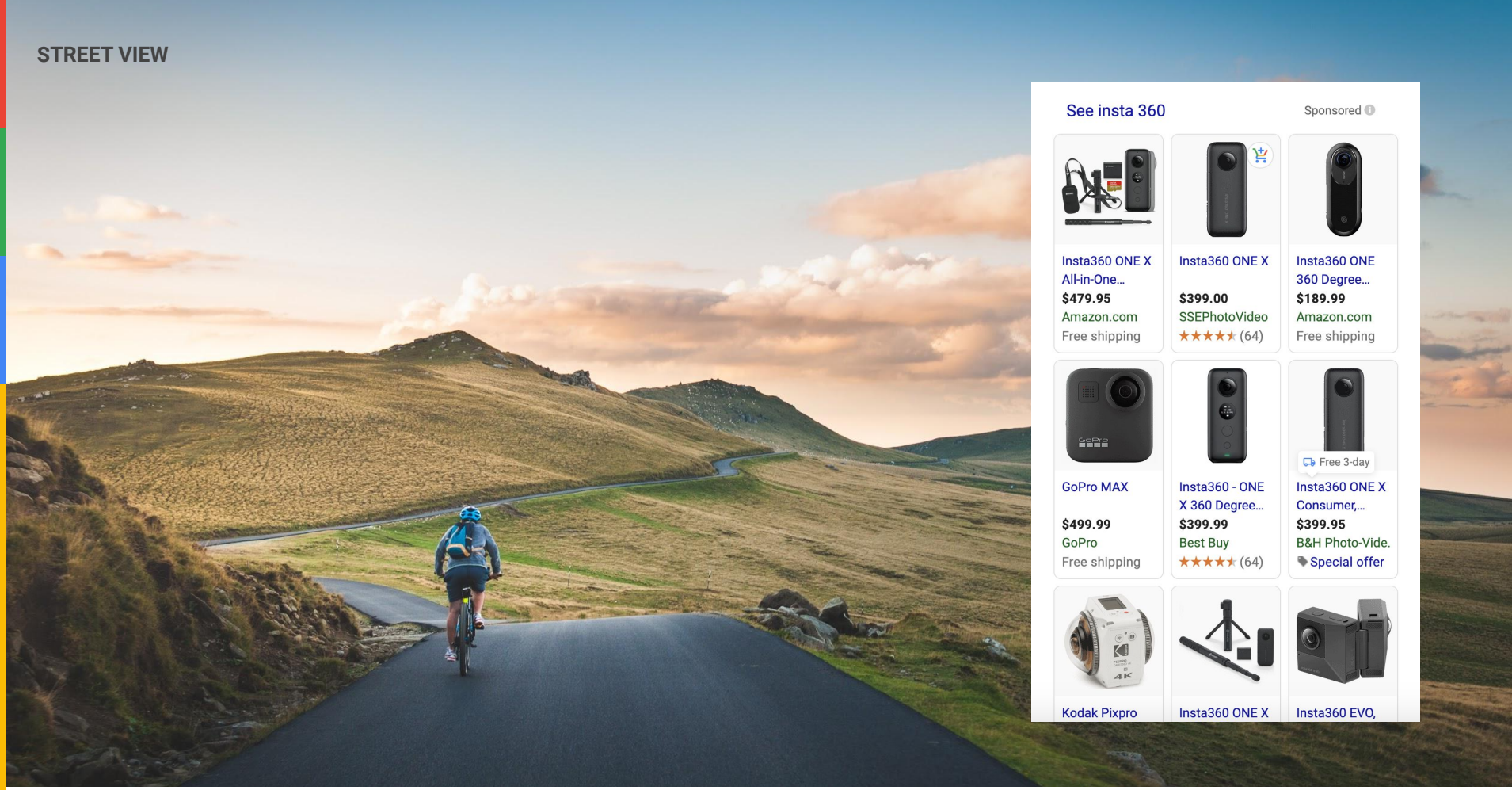
The Access Fund is currently at odds with a proposed copper mining bill in the House of Representatives that threatens the existence of the Oak Flat climbing area in Central Arizona. "If the problems and routes are destroyed by the copper mine, it would be the single greatest loss of climbing resources in U.S. history."

By Andrew Hewitt | September 18th, 2013

2 STREET VIEW

1. User collected Street View
2. Use 360 camera then upload to Google Maps and Earth
3. Put blue lines where Blue lines don't currently exist

STREET VIEW


See insta 360
Sponsored
Insta360 ONE X All-in-One...
$479.95
Amazon.com
Free shipping
Insta360 ONE X
$399.00
SSEPhotoVideo
(64)
Insta360 ONE 360 Degree...
$189.99
Amazon.com
Free shipping
GoPro MAX
$499.99
GoPro
Free shipping
Insta360 - ONE X 360 Degree...
$399.99
Best Buy
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Free 3-day
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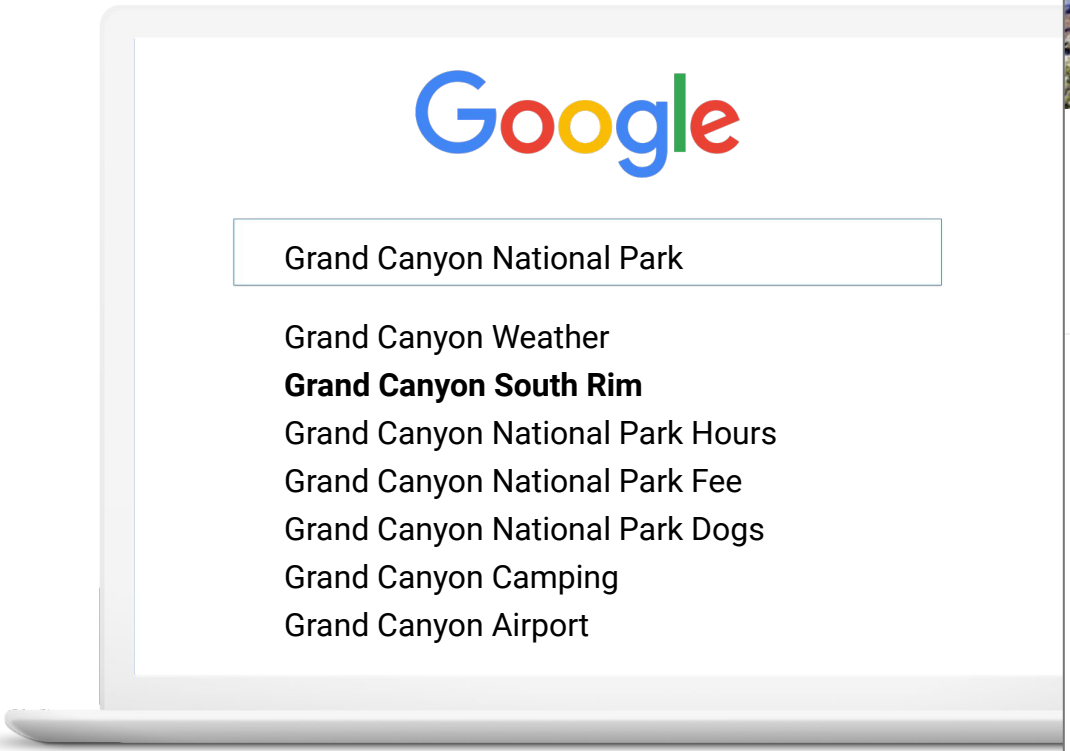
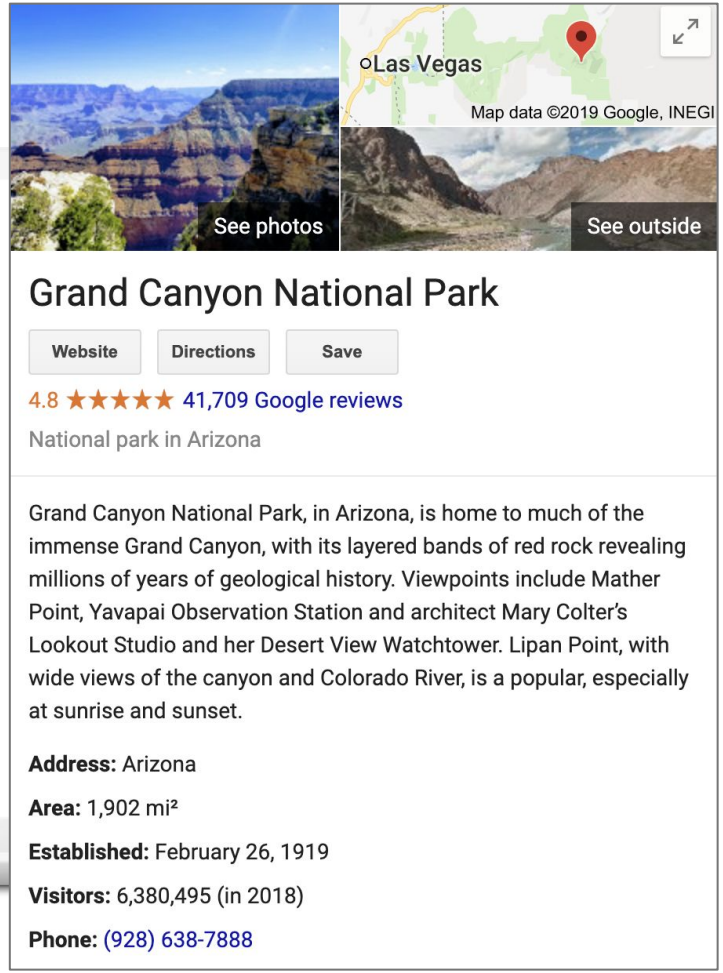
B&H Photo-Vide.
Special offer
Kodak Pixpro
Insta360 ONE X
Insta360 EVO,

https://google.com/maps





https://google.com/maps

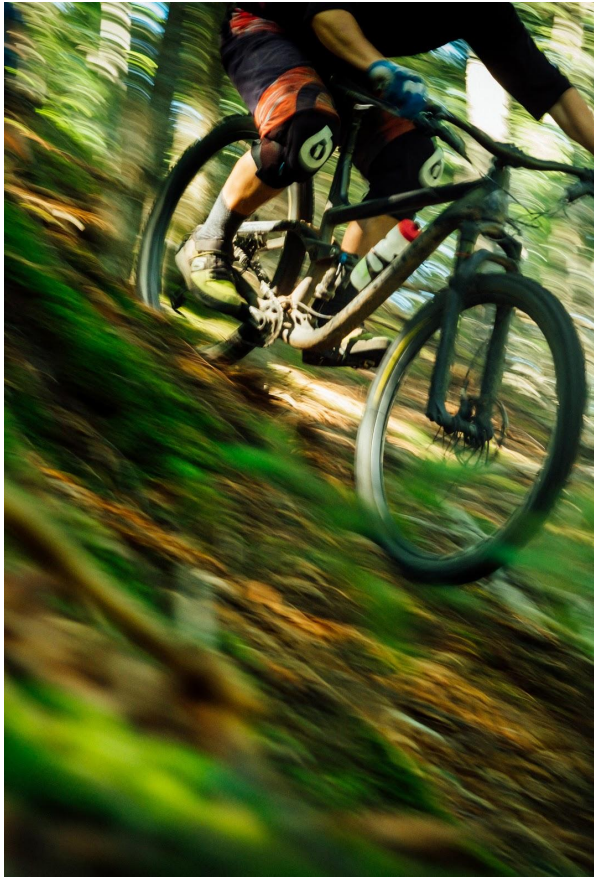
TAKE ME TO THE GRAND CANYON

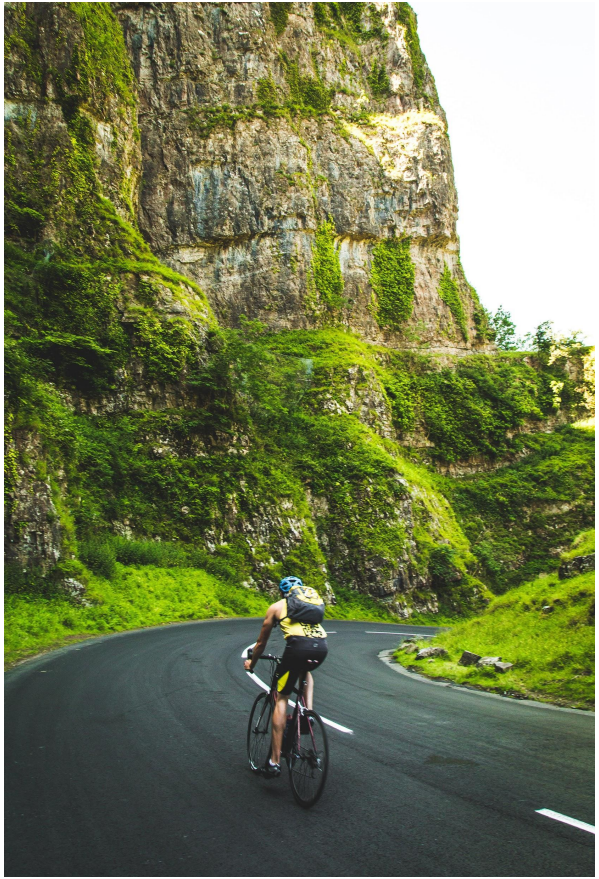
https://google.com/maps

Street View

Can add your own Street View to the Map

There have been hurdles to making this be seamless for users. But a brand new camera is being launched very soon and I am working directly with the Street View team to make Trail View be a viable option





Google

3 Timelapse

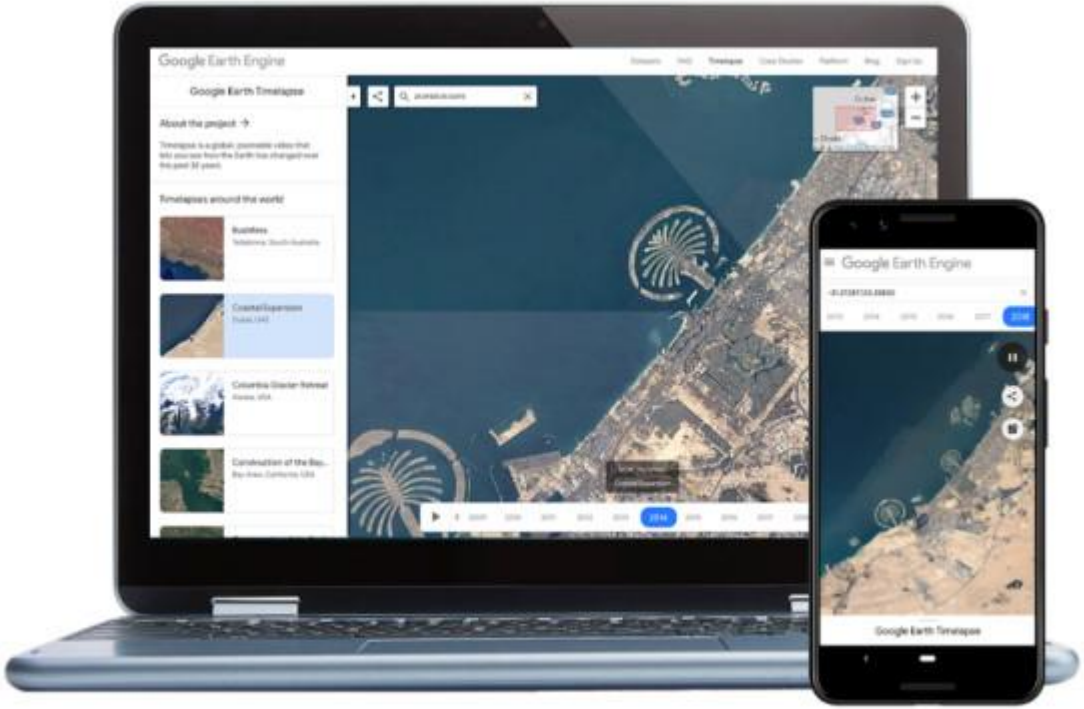
1. Google's Earth Engine
https://earthengine.google.com/timelapse/

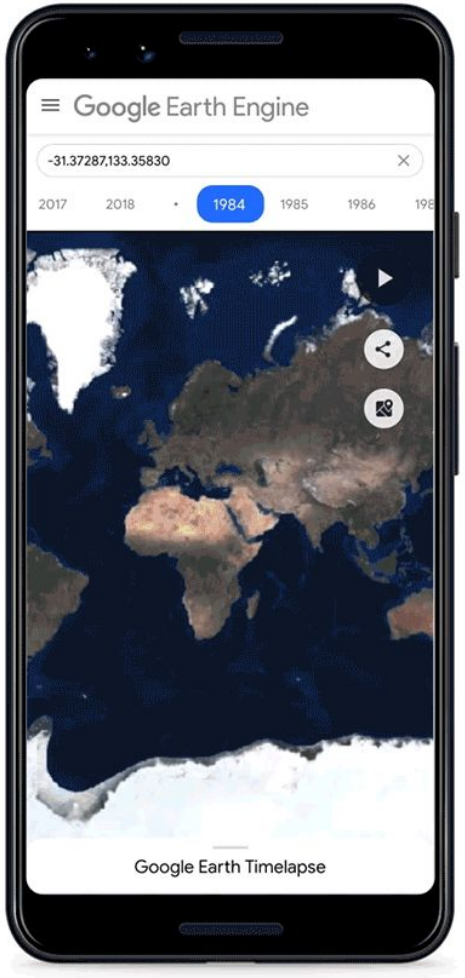
2. Satellite imagery of the planet beginning in 1984, the first landsat satellite the collected aerial imagery to present

3. Mosaic of images over one year

4. Not only for one location, but the entire world

https://earthengine.google.com/timelapse/





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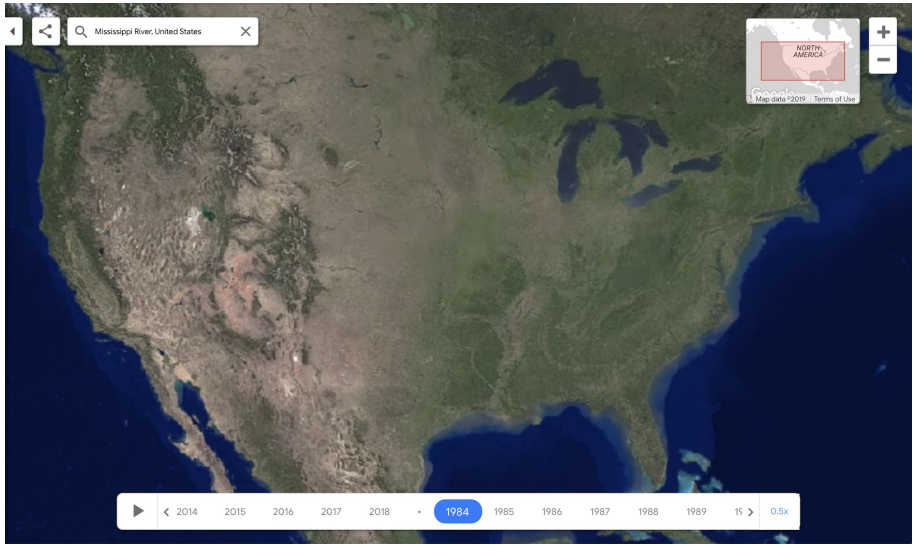
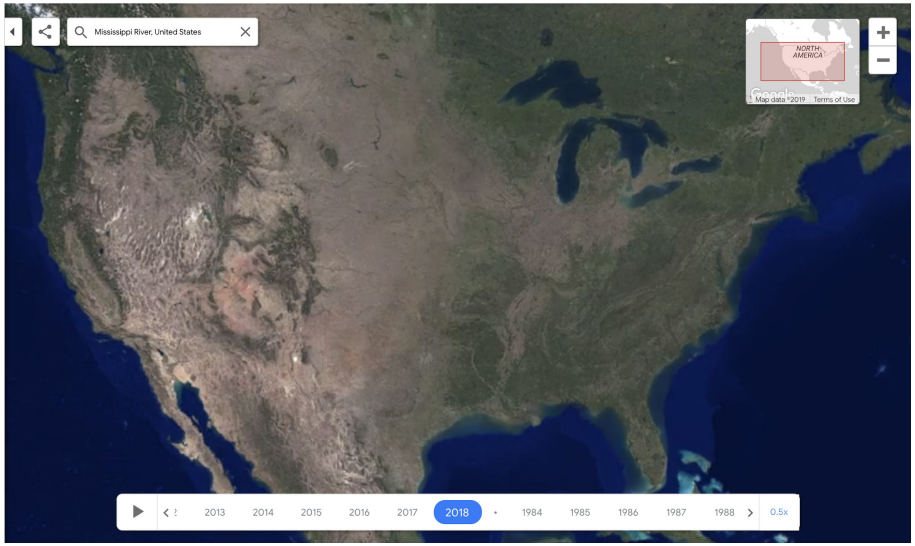




US 1984

US 2018

LESS DRY ⟷ MORE DRY

https://earthengine.google.com/timelapse/

Timelapse

Environmental issues

Urban Expansion

Chongqing, China

1984-2018

https://earthengine.google.com/timelapse/

Timelapse

Environmental issues

Wildfires

Big Desert Wilderness Area, Australia

1984-2018

https://earthengine.google.com/timelapse/

Timelapse
Environmental issues

Mining

Kennecott Copper Mine SLC, Utah
1984-2018

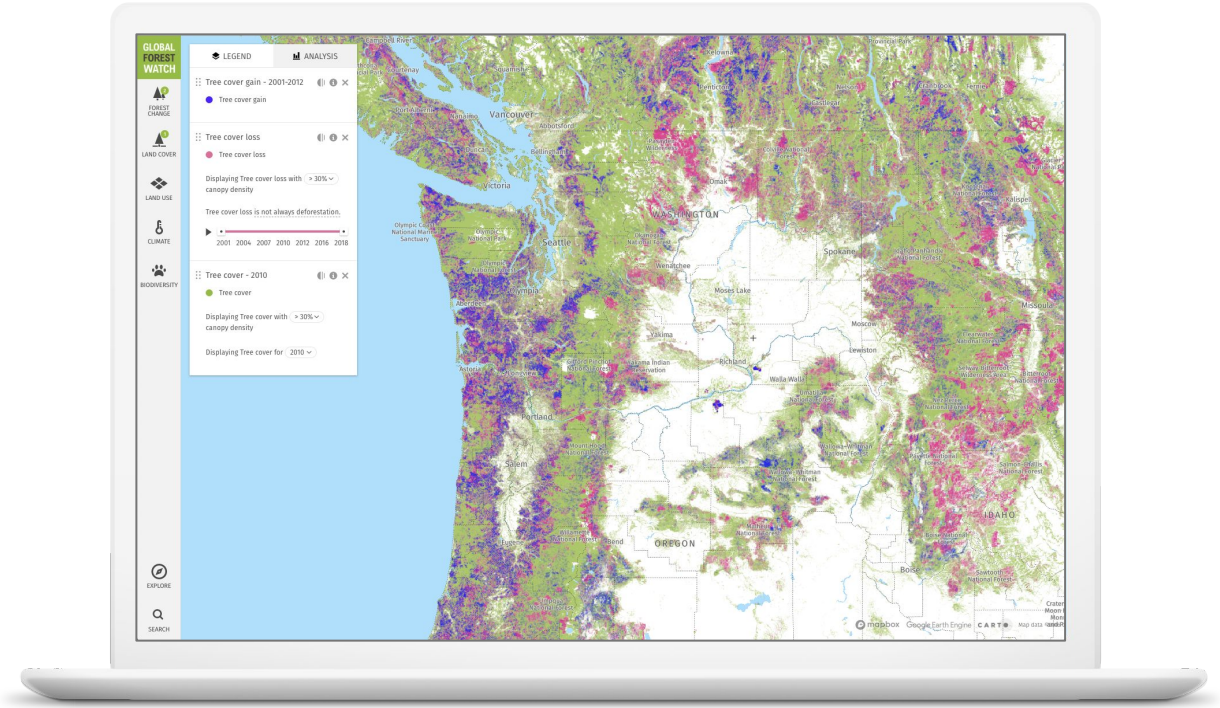
https://earthengine.google.com/timelapse/

Earth Engine

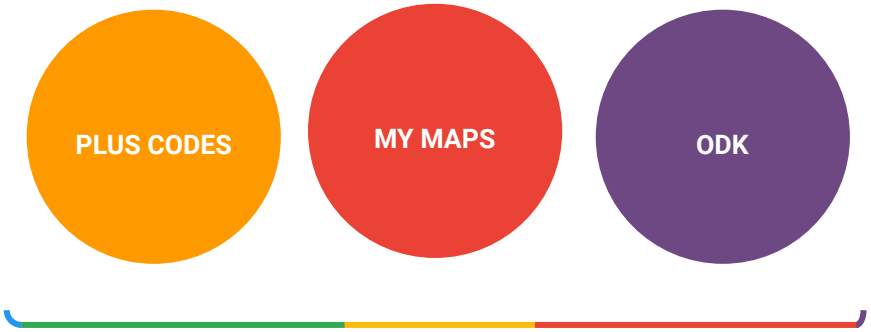
Environmental issues

Global Forest Watch

Deforestation Monitoring
https://globalforestwatch.org



GOOGLE GEO TOOLS FOR LAND STEWARDS



PLUS CODES

1. Free to use
2. Digital Addressing, provide an address where there is no address
3. Immediately available
4. Language independent
5. Accessible
6. Easily supported
7. The code itself is the latitude and longitude

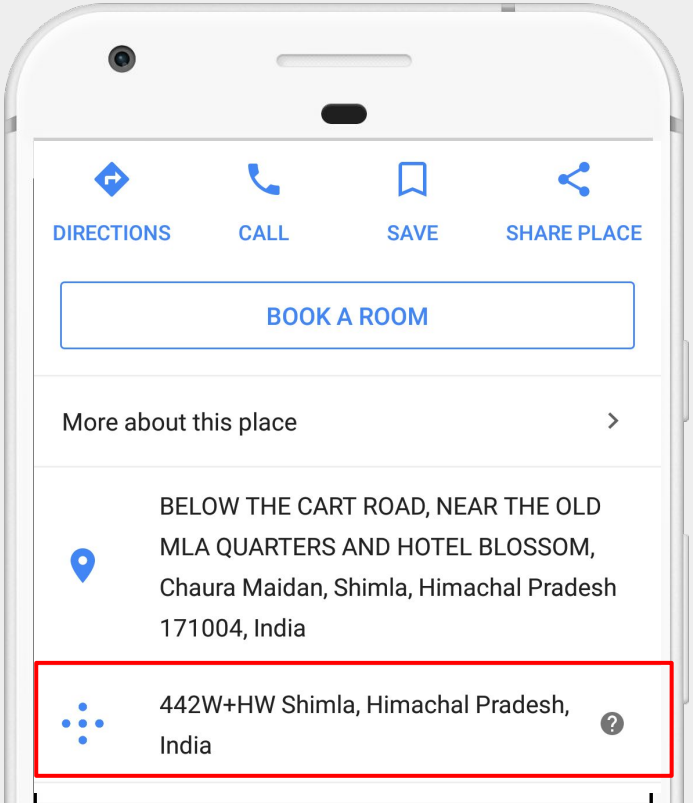
https://plus.codes

Plus Codes

Digital Addressing

A solution to lack of street addresses

> “Physical addresses are taken for granted in most industrialized countries. But for billions of people, addresses effectively do not exist.”



Google

GOVERNMENTS AND MUNICIPALITIES

EMERGENCY SERVICES

HUMANITARIAN AND DISASTER RELIEF ORGANIZATIONS

TRANSPORTATION, LOGISTICS, AND UTILITY PROVIDERS

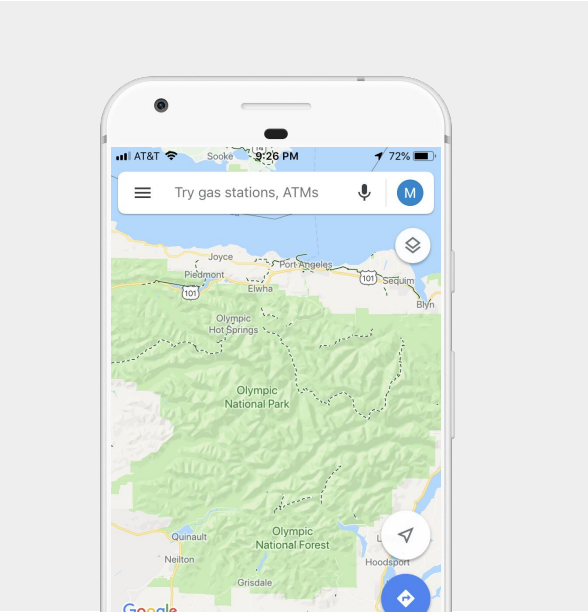
FINANCIAL INSTITUTIONS

SMALL BUSINESSES

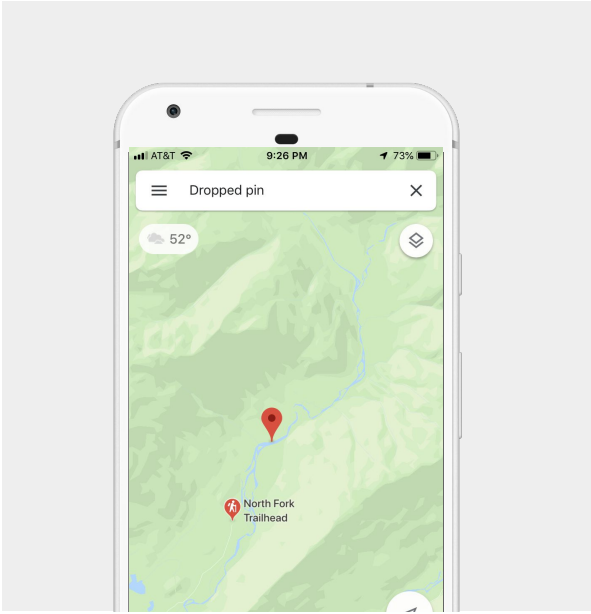
https://plus.codes

How it works

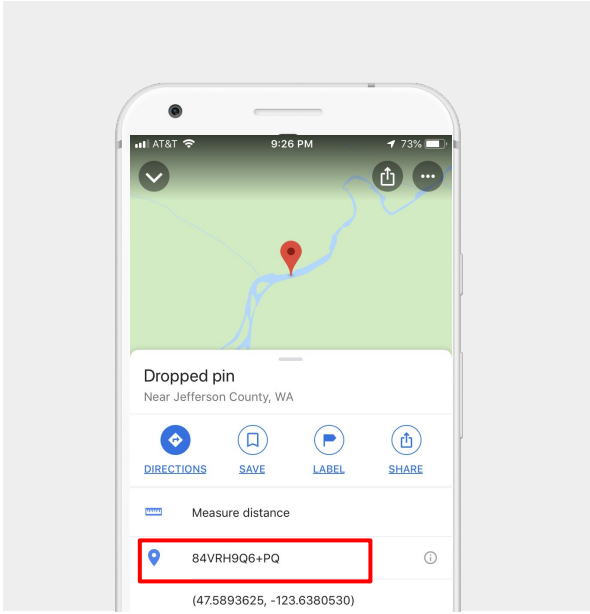
Step 1
Open Google Maps



Step 2
Drop a pin at the location you want



Step 3
Swipe up to get the digital address



https://plus.codes

Plus Codes

How to use

- Provide volunteers the same location each time
- Let people know where work is being done
- Temporary Address

5

MY MAPS

1. Shareable custom map
2. Ideal for coordination
3. Easy place based mapping
4. Part of the G Suite platform on Google Drive

https://google.com/maps

My Maps

Instead of Paper Maps

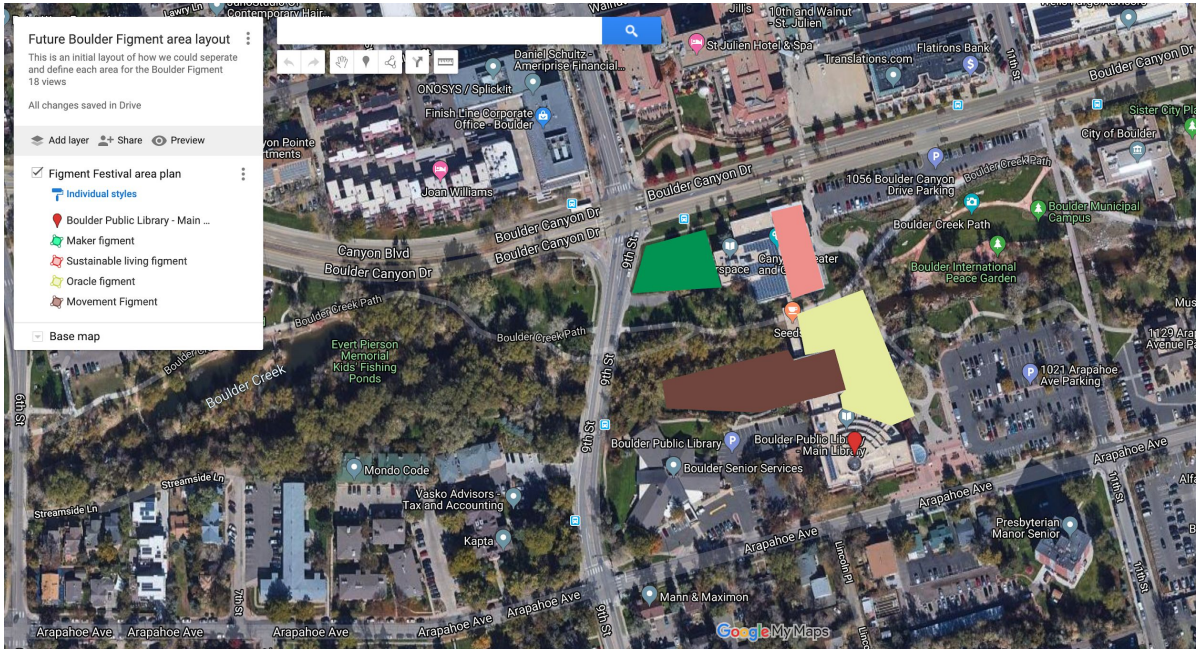
- Reduce waste
- Outdated info
- Paper maps can be a source of miscommunication
- Not everyone gets all the same info

https://google.com/maps

Digital Maps

Using My Maps

- Shareable
- Editable
- Work well with Plus Codes
- Updated w/ the latest & greatest information



ODK

1. Mobile Data collection
2. Set up collection parameters and share with the people on the ground
3. Location based observations

Open Data Kit
Citizen Science

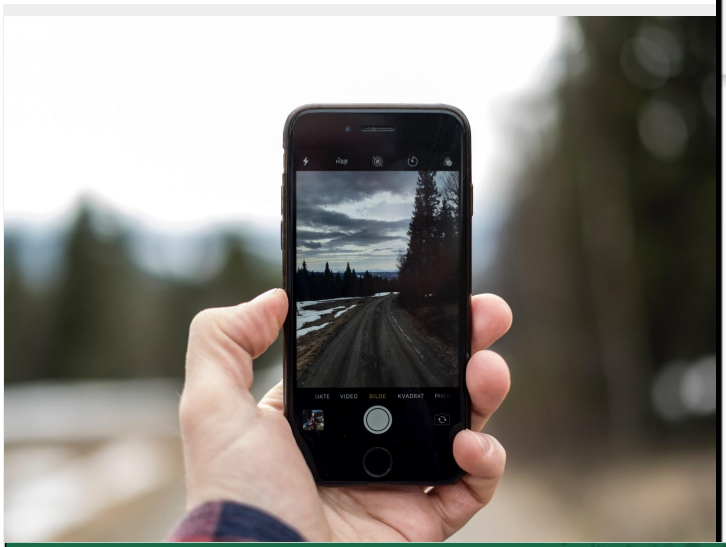
Allows mobile data collection for tracking observations collected in the field.

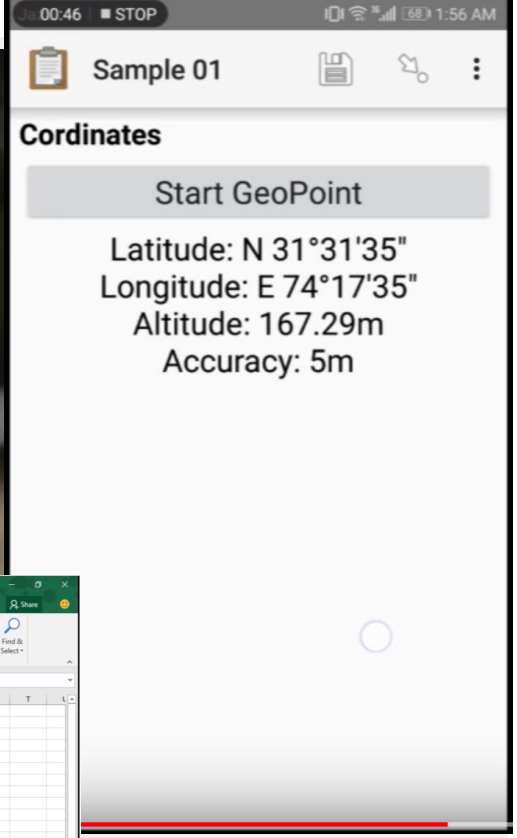
Open Source code for any one to use.

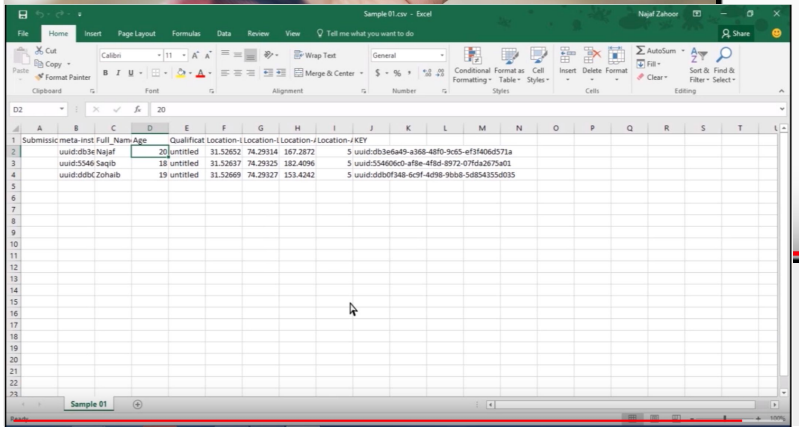
Learn more about it at opendatakit.org

Has two parts

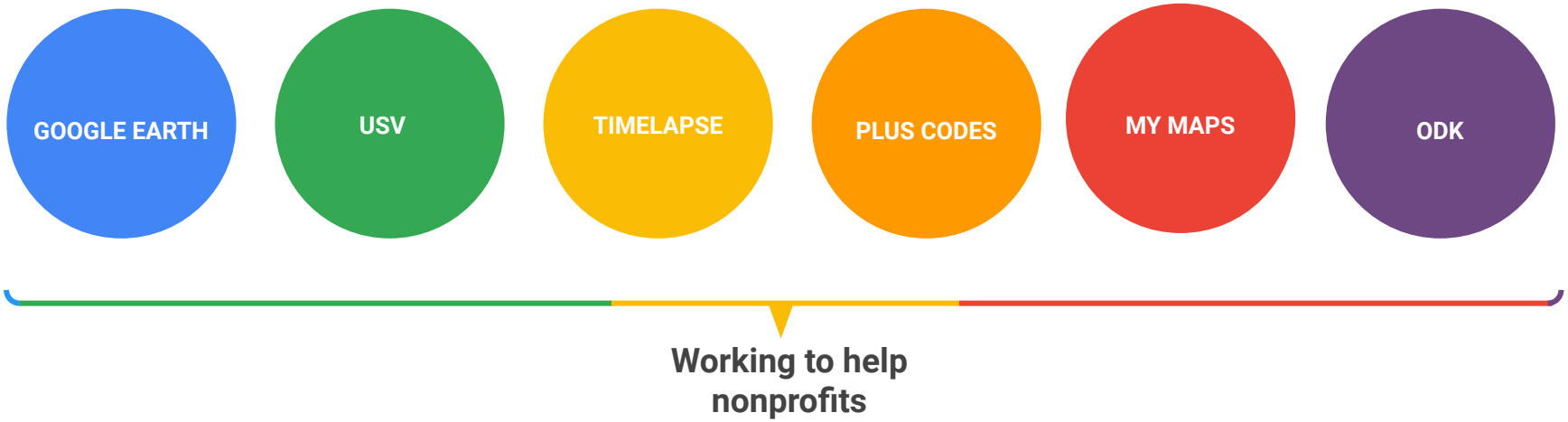
- Data collection app available on Google Play
- The database where everything is compiled







GOOGLE GEO TOOLS

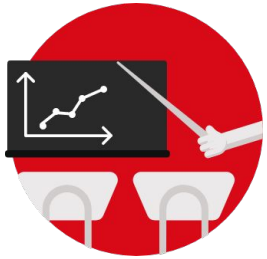


YouTube Social Impact

https://socialimpact.youtube.com

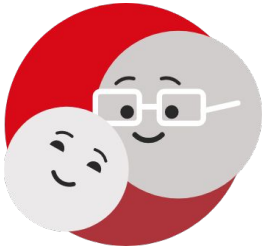
https://socialimpact.youtube.com

Why YouTube?



Reach new audiences...

Amplify your cause by bringing it to the largest viewing audience in the world.



Drive empathy...

Video storytelling on YouTube creates empathy for your cause—the first important step to move people in your community to take action.

Engage new supporters...

Whether you need help raising money or spreading the word, YouTube provides powerful tools and resources to engage the next generation of supporters in your mission.

https://socialimpact.youtube.com/registration/

Not Registered
Free - Get started right away

- ✓ YouTube Creator Academy
- ✓ “Link anywhere” Cards
- ✓ Earlier access to YouTube Spaces
- ✓ Google for Nonprofits tools
- ✓ Your cause may be featured on Social Impact
- ✓ Dedicated email support

Registered
Free - Requires registration

- ✓ YouTube Creator Academy
- ✓ “Link anywhere” Cards
- ✓ Earlier access to YouTube Spaces
- ✓ Google for Nonprofits tools
- ✓ Your cause may be featured on Social Impact
- ✓ Dedicated email support

YT4NP

Activate YouTube for nonprofits to gain access to support, products and YouTube Spaces.

https://socialimpact.youtube.com

Produce your video content at **YouTube Spaces**

Some social impact organizations
can access our global production facilities for filming, editing.

Nonprofit Requirements:

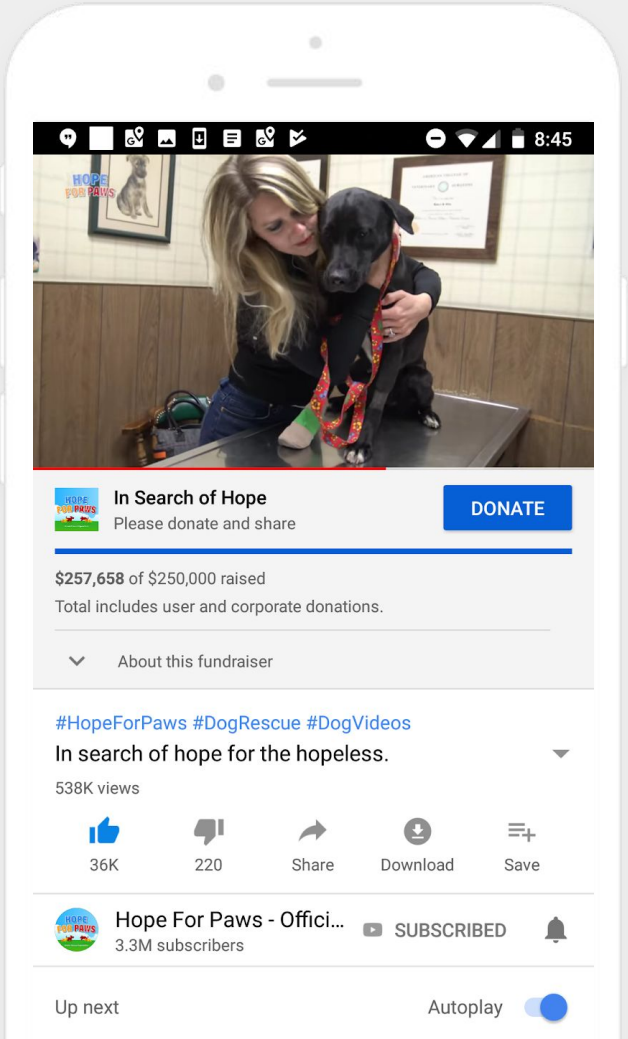
- The nonprofit must be registered with YouTube for Nonprofits.
- The nonprofit must have a YouTube channel with at least 1,000 subscribers.
- The qualifying YouTube channels must be free of copyright and terms of use strikes.

Locations:
Berlin, London, Los Angeles, New York, Paris, Rio, Tokyo

https://socialimpact.youtube.com

Giving

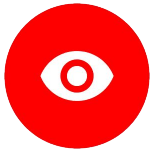
YouTube Giving is a suite of features designed to strengthen the way qualifying creators and fans can make a difference through charitable giving on the platform to over 1M US nonprofits.



Google

YouTube Fundamentals

Shareability



Discoverability

Consistency

Community

Sustainability

https://socialimpact.youtube.com

Using the tools that Google provides has enabled us to explore new ways of increasing exposure for our charity and the work of our volunteers.

– Royal National Lifeboat Institution

https://socialimpact.youtube.com

First Person Narratives

Simple **voice over** or **talk directly to the camera** works on YouTube.

1M+ views

https://socialimpact.youtube.com

“Big-Splash Videos”

Use **stunning & unexpected** or otherwise **memorable content** for big events

5M+ views

YouTube Social Impact

Tell Your Story

Get Discovered

Create Community

Be Shared

Be Practical

04.

WE ARE HERE TO HELP

We want to hear from you

1. What is the one issue that still needs work?
2. Can Google tools help solve it?

Thank You

Google