
“Big Data for Nonprofits” Grant Program

Overview of Big Data for Nonprofits

The “Big Data for Nonprofits” grant program was born in 2016 out of a vision that we had at B2E to give back to our community. We wanted to offer the same visual business intelligence and database marketing services that we offer our other clients, to non-profits that may not otherwise be able to take advantage.

The following services are included free of charge to selected organization:

- Data Hygiene (clean up donor file)
- Data Append (age, gender, marital status, education, and more)
- Detailed analysis and overview reports

The B2E “Big Data for Nonprofit” grant is offered throughout the year. Applicants are encouraged to apply at any time throughout the year. All applicants’ information will be kept on file for the current year in which they’ve applied. B2E will work with the recipient to gather the necessary data elements to begin work.

Eligibility Requirements

Eligible organizations must be nonprofits, exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. Consideration may be given to an organization using a fiscal sponsor and have yet to receive 501(c)(3) status. Any nonprofit organizations, provided they meet the primary qualification of tax filing status, is welcome to apply. Entry is open to any nonprofit located within the United States. Organizations must have between 5,000 and 50,000 unique donors. This will allow us to append your information and create statistically valid reports.

In order to allow us to analyze your donors, we need the following data elements:

- Donor ID (or other unique ID)
- First Name
- Last Name
- Address, City, State, Zip
- Phone (optional)
- Date of Donation
- Amount of Donation
- Campaign (optional)

** Your file can include multiple donations per person.

Selection Criteria

Award recipient applications are reviewed by a panel selected by B2E and awards are selected based upon how the services will be used and to further your organization's goals.

Questions and Information

For additional information or questions about the "Big Data for Nonprofits" Grant program, please email success@b2edata.com.