

# Artificial Intelligence (AI) to Accelerate Charitable Giving



*Before applying to this Grand Challenges request for proposals (RFP), applicants should familiarize themselves with the supporting documents, including the [terms and conditions of the Gates Foundation](#), the [Rules and Guidelines](#), [Application Instructions](#), and [Frequently Asked Questions](#).*

*If you are planning to apply to this RFP we will be hosting a dedicated webinar on March 23 from 7:00-8:00 AM Pacific*

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Artificial intelligence (AI) is advancing rapidly, reshaping how people access information, make decisions, and engage with the world. For philanthropy, this creates an opportunity to rethink how AI can help donors discover causes and move from interest to action at moments when it matters most.

To explore this opportunity, PPT is launching the **AI to Accelerate Charitable Giving** Grand Challenges RFP to explore how AI can strengthen philanthropic practice and unlock new possibilities for generosity. The Challenge aims to enhance human decision-making with AI-powered tools, data, and insights that help donors give more and give sooner.

## The Challenge

We are seeking applications and use cases of AI that address the core question: ***How might AI support donors to give more and give sooner?***

This RFP is focused on supporting donor-facing applications and underlying systems of giving that test and demonstrate bold, innovative applications of AI that strengthen and expand philanthropic giving. Desired outputs include generating practical evidence and examples to inform broader practice across the philanthropic sector. We are particularly interested in solutions that increase support for GH&D.

For this RFP, GH&D refers broadly to efforts that improve health, economic opportunity, and human well-being in low- and middle-income countries. Within this field, we are especially interested in efforts that reduce preventable mortality, combat infectious diseases, and expand pathways out of extreme poverty, consistent with the [Gates Foundation's long-term goals](#).

Projects do not need to focus exclusively on GH&D to be competitive. However, proposals that clearly demonstrate applicability to GH&D challenges, or that generate insights relevant to these priorities, will receive additional consideration. We welcome proposals that address the needs of various donor types including everyday donors, high-net-worth individuals, foundations, or other entities relevant to the challenge areas below.

**We invite proposals that address at least one of the following challenge areas:**

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- Personalized learning tools that adapt content, depth, or recommendations as a donor's understanding, interests, and confidence evolve over time
- Immersive or narrative tools that make global issues feel human and relatable
- Applications that help donors visualize the impact their dollars can create

## **2. Turn interest and intent into donations**

*How can AI create pathways to help people move from motivation to meaningful contribution?*

Many people are motivated to contribute yet fail to follow through because the giving process feels complex, overwhelming, or uncertain.

We seek solutions that reduce friction, enable follow-through on the intention to give, and foster sustained engagement beyond a single transaction. Examples include:

- Tools that simplify logistical barriers to giving such as cross-border vetting, due diligence, or compliance challenges
- Systems that build community or shared motivation among donors
- Designs that make giving feel clear, safe, and meaningful

## **3. Develop the foundational systems and infrastructure that enable AI-powered giving**

*How can we ensure that AI systems reflect accurate philanthropic data and values so that giving and social impact are part of the information people access every day?*

As AI increasingly shapes how people learn and make decisions, philanthropy must be represented in the underlying data and tools that drive these systems.

We seek focused, practical projects that ensure philanthropic data is visible, credible, and usable by AI systems in ways that support donor understanding, confidence, and giving. Examples include:

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experimentation process, including how potential risks may evolve as systems are tested with real users. The Foundation may request clarification during the application review process as needed.

In evaluating proposals, reviewers will consider alignment with the Foundation's AI principles, which are summarized below:

1. AI efforts should align with the Foundation's mission to improve health, reduce poverty, and expand opportunities for those facing the greatest challenges.
2. AI solutions should be informed by the needs and perspectives of the community they are intended to serve.
3. Potential risks and unintended harms should be identified and addressed throughout the AI lifecycle, including monitoring for unintended consequences.
4. Personal and sensitive data must be handled responsibly and protected from misuse.
5. AI solutions should be designed for broad benefit and be accessible and usable in their intended contexts.
6. Be transparent about how AI is used, including its purpose, limitations, and governance.

### **Funding Level**

We will consider applications requesting awards up to \$150,000 USD per project, with a grant duration of up to 1 year. Budgets should align with the scale and complexity of the proposed work. Indirect costs are allowable and should be included within the total requested funding (subject to the Gates Foundation's [indirect cost policy](#)).

Travel expenses for in-person convenings with peer grantees hosted by the Gates Foundation will be covered separately by the Foundation. Please only include additional travel costs within your proposed budget.

### **Eligibility Criteria**

Applicants must be able to conduct all project activities and reporting in English and be willing and able to participate in up to three virtual and/or in-person learning convenings with peer grantees over the one-year grant period. Eligible entities for this initiative include:

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## **Proposal Requirements**

Recognizing that AI-enabled philanthropic tools are part of an evolving field, we value both measurable donor outcomes and the production of practical learning about what works, what does not, and why. Proposals are encouraged to contribute insights that can inform broader philanthropic practice, even where initial approaches require iteration.

We are looking for proposals that:

- **Have relevance to the challenge areas**
  - Apply AI in clear, compelling ways to motivate donors to give more and give sooner, directly advancing one or more of the challenge areas.
- **Illustrate expected impact**
  - Articulate the meaningful change the project is expected to produce that can inform broader philanthropic practice.
- **Plan for feasibility**
  - Describe the methodology for pressure-testing and validating the proposed concept, including how AI tools, models, or data pipelines will be tested and evaluated in real-world conditions to assess feasibility.
- **Have plans for measuring success**
  - Describe how success will be assessed during the grant period including the indicators or methods used to evaluate both pilot outcomes (i.e., changes in donor behavior or confidence) and learning outcomes.
  - Explain how these insights will inform broader philanthropic practice.
- **Describe potential scale**
  - Articulate how the project could be sustained, scaled, or shared beyond the grant period.
  - Demonstrate the potential for adaptation or extension across geographies, donor types, philanthropic

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- Lack clear relevance to donor decision-making and charitable giving, including meaningful applicability to GH&D.
- Do not include a practical plan to test, measure, and generate actionable learning within the grant period that informs broader philanthropic practice.
- Primarily support commercial product development, general business operations, or private profit.
- Fail to demonstrate responsible AI practices, including attention to bias, privacy, transparency, and data governance.
- Request more than \$150,000 USD, exceed a one-year grant term, or are submitted by ineligible entities.




**Initiative:** Grand Challenges

**Challenge Topic:** Artificial Intelligence

**Date Open:** Mar 17, 2026, 9:00 am PDT

**Deadline:** Apr 28, 2026, 11:30 am PDT

**Supporting Materials:**

-  [AI Accelerate Charitable Giving - RFP](#)
-  [AI Accelerate Charitable Giving RFP - Chinese](#)
-  [AI Accelerate Charitable Giving RFP - French](#)
-  [AI Accelerate Charitable Giving RFP - Korean](#)
-  [AI Accelerate Charitable Giving RFP - Portuguese](#)
-  [AI Accelerate Charitable Giving RFP - Spanish](#)
-  [AI Accelerate Charitable Giving - Rules and Guidelines](#)
-  [AI Accelerate Charitable Giving - Applications Instructions](#)
-  [AI Accelerate Charitable Giving - Budget Template](#)
-  [AI Accelerate Charitable Giving - Webinar Slides](#)
- [AI Accelerate Charitable Giving - Webinar video](#)
- [AI Accelerate Charitable Giving - Frequently Asked Questions \(FAQs\)](#)

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