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There are Google maps, Google earth, Google images, Google apps, and Google ads. In fact, Google is so well branded that it is one of the rare company names that has crossed over to the language of everyday. It is a verb, a noun, and an adjective. In fact, you can Google that.

Google is global. Google is also philanthropic. For qualified non-profits, Google offers an in-kind grant program known as GoogleAd Grants. As part of the application process, non-profits must submit ad campaigns that comply with Google regulations in addition to other standard grant application components such as expected outcomes and company purpose.

The Domestic Abuse Council of Volusia County, Inc. was recently awarded a GoogleAd Grant with a budget equivalent to \$120,000.00 annually. GoogleAd Grants are currently available in 19 countries. The selection process is highly competitive. Through the grant, the Domestic Abuse Council, Inc. has the opportunity to spend approximately \$330 per day on classified ads in the Google search engine.

“We are new to the entire process and are learning how to make our ads effective and increase our exposure. We are thrilled that Google recognizes the value of our mission,” Lynn Kaiser Conrad, Chief Operating Officer of Domestic Abuse Council said.

There are several requirements for non-profits to be eligible to maintain the grant. Should the non-profit fail to meet the conditions, Google may terminate the grant funding early. For example, ads offering financial products such as credit cards are not allowed.

“By receiving this grant, we will be able to not only introduce more people to our agency, but we can be a catalyst for real social change as Google allows us to open up the dialogue about domestic abuse and all of the related topics to a broad audience,” Cheryl Fuller, CEO of Domestic Abuse Council said.

CompuSystems, Inc. of Daytona Beach assisted staff at the Domestic Abuse Council, Inc. with the application process and periodically coaches the staff to ensure they are maximizing their exposure and the opportunity to spend the daily allowance.

“We introduced this grant to the Domestic Abuse Council, because we thought that with their mission and the structure of their organization, it would be a great match. Google must have thought the same thing,” Bahador with CompuSystems, Inc. said.

The text only ads are based on key words and then consequently those ads are rated with a quality score. Ad campaigns are comprised of a cluster of related ads.

“We are delighted to be selected for this grant and to be able to compete on an international level. As a small grassroots non-profit, with a cause that is still a taboo topic for many cultures in our own community, we are hopeful that we will engage more people in our mission to gain more supporters and prevent any form of domestic abuse,” Fuller, CEO said.

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Services

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