



Piyush Saxena <sooe.india2@gmail.com>

RE: [1-087900006255] Google Ad Grants Application Notification

5 messages

googlegrants-application@google.com <googlegrants-application@google.com>
To: sooe.india2@gmail.com

Mon, Mar 2, 2015 at 10:33 AM

Congratulations, you have been accepted into the Google Ad Grants programme! Please log into your AdWords account and accept the AdWords Terms and Conditions so that your ads can start serving. Visit our [Help Centre](#) for steps on how to accept your AdWords Terms and Conditions.

We hope that your AdWords grant will help you find additional support for your non-profit organisation.

Now that you're a grantee, it's your responsibility to maintain your eligibility and understand how Ad Grants accounts differ from paying AdWords accounts. Please take the time to review the information and resources below so that you can continue advertising with us:

Manage Your Account:

Now that your account is activated, you can create new campaigns and make changes to your keywords and ads. For help on creating great ads, selecting the right keywords, and organising your account, please visit the [AdWords resources](#) online. Keep in mind the [differences between Ad Grants accounts and paying AdWords accounts](#) and that certain AdWords tips (budget and bidding, ad types and the Display Network) do not apply to Ad Grants accounts.

Maintain Your Eligibility:

Here's what you'll need to do in order to continue advertising with Ad Grants:

- You're required to actively manage your AdWords account by signing in at least on a monthly basis and making changes to your account at least every 90 days. All accounts can benefit from continual optimisation, and the 90 day policy ensures that you make edits to improve your performance on a consistent basis. Your account is subject to automatic pausing or cancellation without notification if you don't make any changes in your account for over 90 days.
- You cannot advertise websites other than the website domain that was originally approved for the registered non-profit organisation. If you need to [change your domain](#), contact the AdWords team.
- Your ads and keywords must reflect the mission of the registered non-profit organisation and may not be used for commercial purposes.
- Your website cannot display Google AdSense ads or affiliate advertising links.

Failure to comply with any of the Google Ad Grants guidelines may result in removal from the Google Ad Grants programme. Visit our [eligibility guidelines](#) page to learn more.

Press permissions:

We don't permit press releases or press outreach on acceptance to the programme, but you're welcome to use the language below to mention your participation in the programme on social media channels, newsletters or on the in-kind donation page of your website. Visit the [Google Permissions page](#) to learn more.

"[Organisation name] is a recipient of a Google Ad Grants award. The Google Ad Grants programme supports registered non-profit organisations that share Google's philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy and the arts. Google Ad Grants is an in-kind advertising programme that awards free online advertising to non-profit organisations via Google AdWords."

Still have some questions? You can [contact the AdWords team](#) via phone, email or chat at any time.

We're glad to have you in the Google Ad Grants programme!

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Please note: This email acts as a notification only. Please do not reply to this message. If you have any questions, feel



Google Asia Pacific Pte. Ltd.
70 Pasir Panjang Road #03-01,
Mapletree Business City II,
Singapore 117371
Registration #: 200817984R

Tax Invoice

Bill to

Sagar Yadav
Salvation of Oppressed Eunuchs
5/1202 NRI Complex
Nerul West
Navi Mumbai, Maharashtra 400706
India

Details

Invoice number: 6109481757982285-20
Issue date: Oct 31, 2016
Payment terms: Net 30
Billing ID: 9138-2451-7937
Billing Account Number: 6109-4817-5798-2285

Google AdWords

Account ID: 428-099-4120

Oct 1, 2016 - Oct 31, 2016

Description	Quantity	Units	Amount (\$)
Campaign #1	13482	Clicks	10,001.29
Campaign #1	-13482	Clicks	-10,001.29
Subtotal in USD:			0.00
GST (0%):			0.00
Amount in USD:			0.00

Bill to: Salvation of Oppressed Eunuchs
Billing ID: 9138-2451-7937
Invoice number: 6109481757982285-20

Amount in USD: \$0.00

To pay by wire transfer, send to:

Account holder name: Google Asia Pacific
Pte. Ltd.
Bank: Citibank N.A.
SWIFT BIC: CITISGSG
Account #: 0-851541-063

Bank branch address:

Citibank N.A.
3 Temasek Avenue
#11-00 Centennial Tower
Singapore 039190

To pay by check, mail to:

Attention: Google c/o Txvia
14F Net Lima Building
5th Ave cor. 26th St. Bonifacio
Global City,
Taguig City, 1634
The Philippines