



## FREQUENTLY ASKED QUESTIONS

### 1. Why are there two applications?

While Spread the Facts is one grant opportunity, there are two categories. Each category has a separate application to guide the applicants and the reviewers to the correct opportunity.

- \$20,000 category for those who use the free WhatsApp Business App
- \$40,000 category for those who use the WhatsApp Business Platform

### 2. Can I submit more than one application?

You can only submit one application, even if you use both WhatsApp Business App and the WhatsApp Business Platform. Please do not submit applications in more than one category or multiple applications in one category.

### 3. What are the eligibility criteria to apply for Spread the Facts?

- The applicant must be a signatory to the IFCN Code of Principles with the status of “active” or “in renewal” at the time of the application
- The applicant must currently use WhatsApp Business App OR WhatsApp Business Platform

### 4. How do I know which application to submit?

You can submit one application in one of two categories.

**\$20,000** category is for those who use the free WhatsApp Business App. For this category, it is required that you currently use WhatsApp Business App for one or more initiatives or projects, or have good familiarity with the App prior to submitting the application.

**\$40,000** category is for those who use the WhatsApp Business Platform. For this category, it is required that you currently use WhatsApp Business Platform for one or more initiatives or projects and contract for the services of a certified Business Service Provider (BSP).

### 5. What is the deadline for the Spread the Facts application?

Applications close on July 8, 11:59 pm EDT.

## 6. What is the performance period for the project?

Spread the Facts grant performance period is 6 months, starting from 15 September 2024 until 14 March 2024.

## 7. Do my chances of getting this grant change if I already received a Spread the Facts grant from IFCN?

No. A prior award with the IFCN Spread the Facts grant does not improve or worsen your chances.

## 8. If I get this grant, will that impact my eligibility for other IFCN grants?

No. Being awarded this grant does not have any bearing or impact on your eligibility to receive other IFCN-administered grants.

## 9. Where can I learn about other features of WhatsApp Business?

- [Getting started on the WhatsApp Business App](#)
- [How to use WhatsApp to communicate with your audience](#)
- [WhatsApp Business Platform](#)

## 10. What are priority focus areas?

**Verification:** Projects that involve developing new ways to identify AI-generated content that may be spreading on WhatsApp Business App and WhatsApp Business Platform

**Response:** Projects that leverage generative AI to optimize fact-checker workflows on the WhatsApp Business Platform and could utilize the services of a certified Business Solution Provider

**Case Use:** Generate cases that share best practices and lessons learned for using WhatsApp Business App and WhatsApp Business Platform to fight AI-generated misinformation and meet project objectives

## 11. When will awardees know if they've been awarded?

Announcements will be made in mid-August.

## 12. What will awardees be responsible for?

Awardees will be able to quickly begin implementation of the project; be available for a virtual orientation; be responsive to requests for mid-term and final reporting, to include narratives and financials; and be willing to participate in a virtual peer-exchange symposium.