

Sponsor/Opportunity: Aspen Digital, a program of the Aspen Institute -- WIN Challenge

Website: <https://www.winchallenge.org/>

Submission Limitation per Institution: One (1) Application for each of the three (3) Challenges: the Culture & Practices Challenge, the AI Challenge, and the Narrative Challenge.

Notre Dame Limited Submissions Listing:

<https://research.nd.edu/our-services/funding-opportunities/faculty/limited-submissions-program/>

Internal Expression of Interest Deadline: 2025-11-17, by 5 pm (ET)

Interested Organizations must Register by: 2025-12-11, by 5 pm (ET)

Sponsor Proposal Deadline: 2026-01-29, by 5 pm (ET)

Focus: The WIN Challenge aims to discover and scale innovative ideas that will help women in the United States thrive and everyone win in a rapidly changing workplace. Each of the WIN Challenge pillars has \$20 million to award up to eight awardees who will receive either \$2.5 million or \$5 million each. Proposals from organizations operating in a range of stages will be encouraged to apply. An organization may only serve as a Lead Organization on one application for each of the three challenges (listed below).

WIN Challenge Pillars:

- [Culture & Practices Challenge](#) - seeks trailblazing, evidence-based, and scalable approaches to address the key barriers women face at work and advance processes, standards, and norms that help everyone thrive in a rapidly changing workplace.
 - Prioritizes solutions that lead to systemic and lasting impact through workplace policies, practices, and culture.
 - Should address one or more of the following barriers specific to culture and practices in the workplace:
 - Caregiving Responsibilities
 - The Broken Rung
 - Inflexible Workplaces
 - Violence and Sexual Harassment
 - Bias and Toxic Workplace Culture
 - Salary Discrepancy
- [AI Challenge](#) - seeks bold, scalable solutions to address the impact and potential of AI in quickly evolving workplaces, from AI-powered solutions that help women at work, to AI skill-building and solutions that mitigate bias in AI.
 - Prioritizes solutions that lead to lasting impact. Applications will focus on systemic solutions that address one or more of the following barriers:
 - Limited AI Tools
 - Low AI Adoption Rates
 - Limited Access to AI Training
 - Biases Inside AI Systems
 - Caregiving Responsibilities
 - The Broken Rung
 - Inflexible Workplaces
 - Violence and Sexual Harassment
 - Bias and Toxic Workplace Culture

- Salary Discrepancy
- [Narrative Challenge](#) - seeks game-changing approaches to shape new narratives that help women thrive and everyone win as workplaces are transforming. Solutions could include amplifying positive and varied portrayals of what leadership can look like.
 - Prioritizes solutions that lead to lasting impact. Applications will focus on systemic solutions that address one or more of the following barriers:
 - Biased Attitudes
 - Narrow Narratives
 - Limited Public Awareness
 - Zero-sum Assumptions
 - Downplaying Harassment
 - Caregiving Responsibilities
 - The Broken Rung
 - Inflexible Workplaces
 - Violence and Sexual Harassment
 - Bias and Toxic Workplace Culture
 - Salary Discrepancy

Scoring Rubric:

- **Innovative** - Does the solution offer a novel or breakthrough approach to helping everyone, especially women, thrive in the workplace? Or are there innovative concepts in the application of an existing approach that change the larger narrative? Can the proposed level of innovation be scaled?
- **Feasible** - Does the team have the skills, capacity, knowledge, and/or experience to implement the solution, or has plans to acquire those skills and/or partners? Are project plans and budget practical, adaptable, and sustainable to deliver meaningful change?
- **Transformative** - Is the solution capable of developing and promoting narratives that help everyone, especially women, thrive as workplaces are transforming? Is there evidence the solution will result in systemic change with long-term impact?
- **Aligned** - Is the proposal rooted in an understanding and analysis of the barriers many people, especially women, face, the broader context, and on-the-ground conditions for success? Is the solution informed by relevant stakeholders, centering the experience of the communities that it will serve?

Required Internal Application Materials: Upload the following information to the Google Form at <https://forms.gle/uQRnspjL5rmnZ98BA> by the internal deadline.

- **Principal Investigator (PI) Name**
- **Project Title**
- **WIN Challenge Pillar** — Specify the pillar for which you are applying
- **Project Summary** — A one-page summary (maximum). — *Please note that the NIH biosketch requirement has been removed from the Required Internal Application Materials.*

Questions? Contact Suzanne DeGuilio, J.D., Director of Foundation Relations at sdeguali@nd.edu.

Unless otherwise noted, all internal applications are due by 11:59 PM Eastern Daylight Time on the internal expression of interest deadline.

Internal applications submitted after the deadline will not be accepted.