KFC Add Hope Biggest Hunger Hack Participant Hack Pack

This document outlines the essential information for all participants in the KFC Add Hope Biggest Hunger Hack.

Background & The Challenge

The KFC Add Hope Biggest Hunger Hack is a hackathon focused on finding innovative and collaborative solutions to combat child hunger in South Africa. The challenge is set against a backdrop of a national food security crisis, where two-thirds of households are affected and nearly a third of children under five suffer from stunting due to malnutrition. The goal of this hackathon is to empower you, as a team of students, to enhance the existing KFC Add Hope blueprint by creating a solution that is scalable, inclusive, localized, digitally-enabled, and transparent.

Your solution should aim to address one or more of the following areas:

- Enhancing funding streams
- Attracting new partnerships
- Improving media and marketing efforts
- Ensuring transparent governance and data
- Improving school nutrition through an enhanced digital solution

The Problem (and the Opportunity)

Add Hope turns a simple R2 into millions of meals — 41,040,286 in 2024 across 9 provinces via 128 partners and 3,323 feeding centres — but South Africa still has hungry kids and Add Hope growth is hitting limits (manual processes, data silos, uneven capacity, trust gaps).

Your Mission

Redesign one part of the system that makes up the Add Hope programme, so the programme can scale in reach (more children) and impact (less hunger and malnutrition) — with radical inclusion and transparency. Start from the open-source blueprint. Find a weak spot. Ship a fix that can be piloted in weeks and scaled in months.

Pick a Hack

(make it more SCALABLE | TRANSPARENT | LOCALISED | INCLUSIVE | DIGITALLY ENABLED)

- **Scale Engine:** unlock more meals without raising R2 — smarter procurement, lower cost-per-meal, or new donor flywheels.
- **Transparency IRL:** real-time, tamper-evident impact (for donors, partners, and beneficiaries).
- **Local First:** tools or playbooks that work in any language/region, even with low tech/connectivity.
- **Partner Power-Ups:** onboarding, training, and reporting that take hours, not weeks.
- **Data Un-siloed**: clean pipes between finance ↔ impact, with fewer manual steps and zero copy-paste.

What to Ship (keep it simple)

- 1-page problem → solution → impact path (how many extra kids fed, where, how soon).
- MVP or clickable prototype (flow, data model, or API sketch).
- Pilot plan (who/where, success metrics, risks, and cost to run).
- Trust layer (how your idea protects integrity, privacy, and nutrition standards).

Non-Negotiables (build with integrity)

- Protect children. Respect communities.
- No dark patterns. Donations stay voluntary.
- Nutrition stays compliant and age appropriate.
- Design for low-bandwidth, mobile, and offline reality.
- Make it open, auditable, and hand-off-ready for partners.

Definition of Win

Your hack shows a clear, testable way to increase meals delivered or reduce cost-per-meal — and makes the system more inclusive, more local, more digital, and more transparent.

You’re building the Gen Z blueprint for ending child hunger. Go.

THE BIGGEST HUNGER HACK

AN ADD HOPE CAMPAIGN

STEP BY STEP HACKATHON PARTICIPANT GUIDELINE

Dimension	Challenge	Example
Scalable	Expand reach and funding capacity	"If Afrika Tikkun received R5m today, how fast could they open a feeding centre and serve 500+ children?"
Inclusive	Engage youth, NGOs, and communities	"How can school leaders and community youth co-create feeding programs?"
Localised	Adapt to cultural/geographic needs	"How would your solution differ for a rural Limpopo school vs. a Cape Town township?"
Digitally Enabled	Track donations & impact	"Could an app show donors which school or child their donation supports?"
Transparent	Build trust through reporting	"How can we provide real-time proof that meals reach children?"

3. How to Approach the Challenge

Step 1: Understand the Current Model

- Review Add Hope's funding, partnerships, and digital systems.

- Identify gaps or bottlenecks. Example: NGO in rural areas cannot scale without funding or transport.

Step 2: Ideate & Prototype

- Brainstorm solutions for each dimension: funding, inclusivity, digital tools, governance, and storytelling.
- Include real examples or data wherever possible.

Step 3: Define the Impact Pathway

- Show how your solution will:
    - Feed more children faster
    - Engage communities and youth
    - Track donations and meals transparently
    - Be scalable to other regions

4. Challenge Prompts by Discipline (with Examples)

Public Health / Nutrition

- Design feeding programs that improve health, dignity, and learning outcomes.
- Example: Integrate school gardens for sustainable meals and nutrition education.

Social Entrepreneurship

- Develop micro-enterprises or social ventures that feed children while creating local jobs.

Development Economics

- Reduce reliance on micro-donations by exploring new funding channels, tax credits, or ESG-linked investments.

UX / Design / Creative Direction

- Create apps or dashboards showing real-time impact for donors.
- Design storytelling templates for NGOs and children to share authentic experiences.

Policy, Governance, & Analytics

- Build transparent dashboards for donors, government, and communities.
- Influence policy by sharing Add Hope's model and results.

Storytelling / Brand Comms

- Amplify NGO and youth voices under the Add Hope brand.
- Example: Social media campaigns showing before/after school feeding stories.

Technology for Social Change

- Use AI, blockchain, or mobile-first tools for donation tracking.
- Predict hunger hotspots and respond in real time.

Business & Private Sector

- Inspire cross-sector partnerships (telcos, retailers) to increase scale and funding.
- Embed ESG-driven reporting to demonstrate impact to investors.

5. End Goal

- Present a solution roadmap: Problem → Solution → Impact.
- Must be practical, scalable, testable, and demonstrate measurable outcomes.
- Highlight how it feeds more children faster, empowers communities, and builds transparency and trust.

Metrics on Application

1. Real-World Data & Impact Numbers

- Include stats like:
  - Number of children currently served per province or school.
  - Average cost per meal.
  - Number of NGOs Add Hope partners with.
  - Percentage of donations from micro-donations vs corporate contributions.
- Highlight gaps: e.g., "30% of rural schools have no access to daily meals via Add Hope."

2. Funding Scenarios / Constraints

- Examples of funding bottlenecks:
  - "If sales drop 15% in a quarter, Add Hope can feed 10% fewer children."

    - “Micro-donations are volatile; what alternative funding streams could stabilize meals?”
- Hypothetical budgets to maximize impact per rand.

3. Stakeholder Personas

- Provide mini profiles for key participants in the ecosystem:
    - NGO leaders (e.g., rural small NGOs struggling to scale).
    - School principals (need efficient meal programs).
    - Donors (interested in transparency and impact reporting).
    - Youth ambassadors (want to participate and be heard).

4. Current Pain Points

- Centralised decision-making slows scaling.
- Limited access to impact data makes it hard for donors to see results.
- Storytelling is fragmented and not amplified digitally.
- Remote or rural communities are underrepresented.

5. Examples of Possible Solutions

- Digital dashboards for donors with meal tracking per child/school.
- Mobile-first NGO onboarding systems for remote communities.
- Micro-enterprise programs where community members earn while feeding children.
- Gamified donor journeys: e.g., milestone rewards for contributions.

6. Scenario-Based Prompts

- Scenario 1: A rural NGO receives funding tomorrow. How fast can they feed 500 children sustainably?
- Scenario 2: A donor wants to see impact in real-time. How can technology show them meals delivered vs. meals funded?
- Scenario 3: Youth want to co-create storytelling content. How can you enable this at scale while keeping brand alignment?

7. Scaling & Replication Challenges

- Add Hope wants solutions that can expand nationally and regionally.
- Prompt hackers to think about:
    - How fast can a new partner onboard and start feeding children?
    - How to standardize processes while remaining adaptable to local context?
    - How to measure scalability success (meals, schools, youth engagement, funding growth).

Data

1. Meals Served

- Total meals provided per month and per year.
- Number of children fed per meal cycle (breakfast, lunch, snacks).
- Percentage increase in meals served compared to previous periods.
- Efficiency of meal delivery (meals per rand spent).

2. Schools & Communities Reached

- Number of schools, community centers, and rural hubs served.
- Geographic distribution and coverage gaps addressed.
- Growth rate of new schools or communities added per quarter.

3. Funding Diversification

- Percentage of donations from micro-donations vs corporate contributions.
- New revenue streams generated (digital giving, loyalty programs, grants).
- Stability of funding over time (variance, risk assessment).
- Number of long-term donor partnerships established.

4. NGO Engagement

- Number of NGOs onboarded and retained year-over-year.
- Level of participation in decision-making and program design.
- Feedback scores from NGOs on support, resources, and training.
- Rate of NGO scalability: how quickly new partners can start programs.

5. Donor Transparency & Satisfaction

- Donor confidence scores from surveys or feedback.
- Number of real-time reports accessed by donors.
- Engagement metrics: donations per donor, repeat contributions.
- Feedback on clarity and visibility of impact reporting.

6. Digital Storytelling & Impact Reach

- Number of stories, videos, or posts created by NGOs and youth.
- Social media impressions, engagement rates, and shares.
- Number of beneficiaries featured in stories and narratives.
- Effectiveness of campaigns in raising awareness and mobilizing action.

7. Operational Efficiency (Optional Advanced Metric)

- Cost per meal delivered.
- Time from donation to delivery of meals.
- Reduction in waste and logistical bottlenecks.
- Response time to hunger hotspots or urgent needs.

8. Youth & Community Participation

- Number of youth ambassadors actively involved.
- Community-led initiatives implemented.
- Feedback from communities on program relevance and accessibility.
- Level of engagement in co-creating content and solutions.

9. Scalability & Replication

- Time required for new partners to fully operationalize.
- Number of regions or districts reached over time.
- Ability to replicate successful models in multiple contexts.
- Partnerships formed to accelerate scaling (corporates, gov, NGOs).

10. Optional Challenges for "Extra Credit"

- Predictive modeling for hunger hotspots.
- AI tools for meal logistics optimization.
- Blockchain solutions for traceable donations.
- Cross-corporate collaboration (telcos, retailers, NGOs) to maximize impact.

Event Details & Timeline

The hackathon is a blended virtual and in-person event, taking place over an intensive week:

- **Dates:**
    - **Virtual Hacking:** September 29, 2025, to October 3, 2025
    - **In-Person Event:** October 4, 2025
    - **Final Stakeholder Event & Winner Announcement**: October 7, 2025
    - **Participant Webinar**: September 26, 2025
    - **Judges Webinar:** September 25, 2025

      Venue: Virtual:

- The EPF Hackathon Platform
- **In-Person:** University of Johannesburg (UJ), Kingsway Campus

DATE	TIME	DETAIL
25 September	16:00 – 17:30	Virtual participants training
26 September	14:00 - 14:30 14:30 - 15:00	Virtual mentors onboarding session Virtual judges onboarding session
29 September - 3 October	Ongoing (Virtual)	Hacker will be onboarded onto the platform before the 3rd October. Here you will access hack info packs and have direct access to your mentors and the organisers.

07:30 - 08:00 08:00 - 13:00	Registration & breakfast networking. Keynote from sponsor/partner. Team setup & final prep. Mentor Sessions
13:30 - 14:00	Lunch
14:00 - 17:00	Pitches to the judging panel (5–7 min each + Q&A). Showcase/demo Judges' deliberation Closing remarks + media/PR session.

Participation Criteria

- Participants must be registered for the hackathon.
- Teams must have a maximum of 5 members.
- Each team may elect one member to be the Team Leader.
- Full participation during the designated days is required to be eligible for prizes.

Prizes

Overall Winning Team:

1st Place – R15000
2ND Place – R10000
3RD Place – R5000

- **Spot Challenge Prizes:** Social media challenges and other spot prizes will be awarded throughout the hackathon.

Judging Criteria

Your final solution will be evaluated based on the following criteria:

- **Problem Statement Solution:** Does your solution fully and relevantly address the problem of child hunger in South Africa?
- **Product Unique Selling Point (USP):** Does your product have an original USP or does it simply replicate an existing one?
- **Impact Scale:** What value does your solution add to society and what is its potential to create a global or national impact?
- **Financial Viability:** Is there a clear and well-understood plan for how the solution will generate income?
- **Marketing Strategy:** How clear and effective is the plan for marketing and distributing the solution?
- **Demo of Solution:** Is your prototype functional, easy to navigate, and user-friendly? Is the user interface appealing and accessible?
- **Uniqueness/Wow Factor:** Does your solution have authentic flair and a distinguishing, impactful factor?
- **Questions:** How well do you answer questions from the judges, demonstrating a clear understanding of your project?

Rules & Code of Conduct

All participants must adhere to the hackathon’s Code of Conduct. The following behavior is strictly prohibited:

- Intimidating, harassing, abusive, discriminatory, or derogatory speech and actions.
- Harmful or prejudicial comments and images related to personal characteristics such as age, race, religion, gender identity, or sexual orientation.
- Threats of professional or financial harm.
- Disrupting meetings or events.
- Taking photos, videos, or audio recordings of presentations without the presenter's permission.
- Violating the rules of the online platform.

Privacy Notice

By participating, you agree that information provided in your registration, as well as photos taken during the hackathon, may be used for promotional purposes by the organizer on social media and other media channels. You will not receive payment for the use of these photos.

PERSONAL INFORMATION – PRIVACY NOTICE

The information submitted in the registration form will be used for the purposes of determining eligibility, any dietary requirements should be confirmed as well as for placing you in specific teams and contacting you regarding your registration and, if accepted, participation in the Hackathon.

Participants

Name: _____

Signature: _____

Date: _____

Guest Journey (with event logistics and venue information)

Parking & Arrival

- Guests and participants will park via Gate 6 (UJ residences), across from Helen Joseph Hospital.
- Ushers and directional branding will be placed at the gate and along the pathway to guide guests towards D Les (Ground Floor) where the registration area will be located.

Registration & Welcome

- Registration will take place outside D Les 102 (ground-floor lecture hall).
- This will also serve as the gathering area for the introductory session.
- Ushers will be stationed to welcome guests and direct them to registration tables.

Breakfast / Tea & Coffee Service

- Breakfast, tea, and coffee will be served on the same level as D Les 102, using the tables positioned at the end of the passage.
- Power points in the passage will be used for heating equipment.
- Set-up requirements: 18 tables of 6 people each, with tablecloths provided.
- Cutlery, crockery, and glasses: To be confirmed by EPF.

Morning Session

- Guests will be ushered into D Les 102 lecture hall for the opening and morning session.
- Ushers will manage flow into the venue.

Breakaway Sessions (Hackathon Teams)

- After the morning session, 12 hackathon groups will break out into designated spaces:
    - D Les block: 301, 304, 305, 306, 307, 308, 309, 310, 311, 312

    - E Ring block: 203, 204, 205, 206, 207 (confirmed computer labs), and 212 (postgraduate computer lab with upgraded computers)
    - Note: All computer labs have been confirmed.
- Ushers (provided by UJ) will escort teams to their allocated rooms and assist in circulating mentors across rooms.

Mentors & Judges

- Mentors will rotate across breakaway rooms, facilitated by ushers to ensure smooth movement.
- Judges will have access to a dedicated holding space in the Computer Science Tea Room/Boardroom.
- Tea, coffee, light refreshments, and snacks will be available in this room throughout the day. (Final catering requirements for judges to be confirmed.)

Lunch Service

- Lunch will be served outside D Les 102, using the same setup as breakfast/tea.
- Service will be coordinated to ensure minimal disruption to hackathon activities.

Afternoon Sessions & Deliberations

- After team presentations, judges will reconvene in the Computer Science Tea Room/Boardroom for deliberations.
- Refreshments will be available during this session.