

# HACK-A-WISH

## HACKER'S GUIDE

01.25-27.2019

# HACK-A-WISH

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# HACK-A-WISH

## WELCOME

Hello Hackers,

Welcome to LA's first ever Hack-A-Wish, benefiting Make-A-Wish Greater Los Angeles (MAWGLA). There are few places in the World with as many talented creatives, tech leaders, entrepreneurs and dreamers than here in LA. We are a group of problem solvers who make things possible against all odds, and that is what our Wish kids need...hope and possibility during some of the most difficult times in their young lives. By granting a child's wish, we are giving them hope and possibility.

During our Hack-A-Wish, we hope to accelerate MAWGLA's mission to grant more wishes to LA kids who are facing critical illness by building sustainable and scalable solutions to drive more funding and volunteers as well as operational efficiency on a repeatable, less resource-intensive basis. We know that technology has the ability to make our lives easier, and we hope to do just that for our Make-A-Wish chapter here in LA by building some amazing solutions over the next few days.

This weekend, let's create a welcoming and fun environment for everyone. We look forward to seeing all of the ideas and innovations that you create to help our Wish kids.

To quote my favorite character, Captain Jean-Luc Picard, Make it so!

- Jennifer Longnion  
Chief People Officer, Dollar Shave Club  
& Board Member, Make-A-Wish Greater Los Angeles (MAWGLA)

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## WHAT'S HAPPENING?

Here are all of the details you need on the where, what and when this weekend.

### **Hack-A-Wish KICK-OFF**

Friday, January 25 at Dollar Shave Club, Inc.

Marina del Rey (6:30 pm - 9 pm)

- You can find us at [13335 Maxella Ave, Marina Del Rey, CA, 90292](https://www.google.com/maps/place/13335+Maxella+Ave,+Marina+Del+Rey,+CA+90292)
- The building is located in a residential area with plenty of street parking. Please do not park in the front parking lot, as those spaces are reserved.
- Follow the smell of food, listen for the music playing, and enter through the door marked "YES."

Your primary objective is to learn everything you need to know about Make-A-Wish and the Hack-A-Wish Challenges, then make friends with fellow hackers and form a team.

- Meet the experts and learn about the operations to form a hack idea
- Meet some of our Wish kids and families who will share the impact that Make-A-Wish has had in their lives
- Mix and mingle to know other participants
- Finalize your team with 2- 5 team members (max. 5 members per team)
- Consider what Challenge(s) you want to solve
- Make sure you register your team before you leave

Our Master of Ceremonies, Josh Brener ("Big Head" from Silicon Valley) will kick off our first ever Hack-A-Wish. Here is our agenda:

- 6:30 - 7:00: Check-in and Registration
- 7:00-7:20: Hack-A-Wish Welcome & Kick-off
- 7:20 - 7:50: The 3 Challenges - Meet the Make-A-Wish Experts
- 7:50 - 8:30: Rally your Team!
- 8:30: The Hack-A-Wish Raffle
- 8:45: Team Check-in
- 9:00: Close

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## **Hack-A-Wish CHALLENGE DAY**

Saturday, January 26 at General Assembly  
Santa Monica (9 am - 4 pm)

- General Assembly, Santa Monica Campus: 1520 2nd St, Santa Monica, CA 90401
- Closest parking option is the mall parking structure on Colorado and 2nd St. Cheapest option would be pier parking. Want more parking options? Click here. Carpooling or Ride Share highly encouraged

This is the day to build your solutions! Teams will have the workspace to network, brainstorm, and build their pitches and solutions. Challenge Day is a great opportunity to network with potential employers, partners, and just all-around amazing people. We will have dynamic speakers like Christine DiDonato, founder of CareerRev, who will share tips and tricks for navigating your career. And we have massages and yoga too when you need a break!

9:00: Check-in & Registration  
9:30: Challenge Day Kick-off  
12:30: Lunch  
1:00-2:00: Guest Speaker & Afternoon Stretch  
4:00: Close

Your primary objective is to quickly identify roles on your teams, brainstorm solutions, and build your hack.

Come with your laptops, chargers, USB drives or Cloud accounts (just in case you need to save your presentation or work). We will provide you with wifi and charging stations.

- You need to come prepared with required technology or software you need to build your solution/hack prototype.

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- You can build apps from scratch (Mobile App/Consumer Web App/ Business Web App) on your own technology platforms
- You should be able to demo your apps from your own platform
- Make sure you have GitHub accounts with public repository to check in your source code
- You need to mock your own test data. We cannot provide you with Make-A-Wish secure data given the confidentiality around donors and Wish families

Make sure you have presentation software (Powerpoint, Prezi or other) to prepare a final presentation for the judging panel. You may want to save your deck to a USB drive or to the Cloud, but we should have the right adaptor to hook up your laptop to the projector for the final presentation

Decide what you are going to build. The end deliverable can be a functional prototype + source code or a predictive model or a pitch video or a simple powerpoint presentation with a great idea and mock-ups.

- Prototypes with source code will be reviewed for authenticity of the code. You will need to check-in your code to GitHub and provide links to the public repository for a code review

Complete your team submission, so that your Hack is submitted with a title and synopsis. You need to provide github repository links in your submission, if you have source code delivered. Submission instructions below.

We will have tech mentors and Make-A-Wish experts on hand throughout the day.

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## **Hack-A-Wish DEMO DAY**

Sunday, January 27 at ScaleLA's brand new office!

West Los Angeles (1 pm - 4 pm)

- Address: [3415 S Sepulveda Blvd.](https://www.google.com/maps/place/3415+S+Sepulveda+Boulevard,+Los+Angeles,+CA+90034/@34.05111,-118.2425,17z) The 10th Floor. Los Angeles, CA. 90034.
- There is plenty of free street parking along Sepulveda in front of the building and also in the neighborhood across the street. There is also a Visitor Parking lot next to our building that costs \$6/hour or \$12/day. Sadly, we aren't able to validate.
- We have landscaping construction happening next to our building so please enter the building through the parking structure and enter door on the South side of the building. From there, check in with security and come up to the 10th Floor!

During Demo Day, each team will present their pitches and solutions to a distinguished panel of judges who will select the most innovative and implementation-ready solutions in each Challenge category. Solutions will be selected based on how much they will benefit Make-A-Wish and the kids they serve. By participating in Hack-A-Wish, teams will know they are making a difference in a child's life. They will also make lots of new friends, and there will be prizes!

12:30: Team Submissions Due  
12:30-1:00: Team Tech Checks  
1:00-3:45: Demo Day  
3:45: Hack-A-Wish Winners Announced

Your primary objective is to present your awesome solutions to the judges. Check out the Judging Criteria in the next section.

By 12:30pm, you need to have submitted an overview of your solution. See submission instructions below.

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Still working on your hack? Don't worry, you have time until 1PM Sunday to add your final touches and test your tech.

- At 1pm, make sure you get your slot # for demo from the volunteers
- Sit back and enjoy the presentations until you're called. You will be able to plug in your own laptop or use Apple Play.
- When you are called, your team will have 4 min to give an elevator pitch and demo your hack. Then, the judges get 2 mins to ask questions.
- Winners will be announced after we review the source code for all submissions.
- The top 3 teams will get some awesome prizes and the opportunity to further develop their solutions.

Our hope is that the winning teams will further develop their solutions so we may scale for Make-A-Wish everywhere.

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## THE MAKE-A-WISH MISSION



### About Make-A-Wish Greater LA

Founded in 1983, Make-A-Wish Greater Los Angeles creates life-changing wishes for children with critical illnesses. The LA chapter has granted nearly 10,000 wishes to children in LA County. The Make-A-Wish Greater LA chapter is one of 60 Make-A-Wish chapters across the US and is part of the largest wish granting organizations in the world. There's a common misconception that Make-A-Wish only serves children who are terminally ill. In fact, 70% of Wish children go on to reach adulthood and live healthy lives. Through a recent study it has been proven that the anticipation of a wish and reduction in stress levels during and after a wish can have long-term impact on a child's health. For more information, visit [www.la.wish.org](http://www.la.wish.org).

### About Hack-A-Wish

Hack-A-Wish is a Social Impact Hackathon with the goal to grant more wishes to kids battling critical illness in LA. Make-A-Wish Greater LA is facing a number of challenges that make it difficult to serve the hundreds of wish kids who are waiting for a wish. Our hope is that we will attract the most talented people in our community to help solve the challenges facing this very important organization. Hack-A-Wish will focus on three challenges facing Make-A-Wish Greater LA.

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## THE HACK-A-WISH CHALLENGES

Each team will be asked to solve one or more of the Challenges that Make-A-Wish Greater Los Angeles is facing. We will have Make-A-Wish experts on hand all three days of the hackathon to answer your questions and share their insights and experiences. Make sure to stop by and visit them during our Kick-off, then look for them during Challenge Day.



**DONORS** - Solve for immediate \$5.6M funding gap while developing sustainable funding sources for the future.

We want to address MAW's immediate need to grant 560 wishes currently in the back-log, and help to build/put in place streamlined and sustainable methods of fundraising that enable MAW to better reach viable funding sources, and establish greater visibility.



**VOLUNTEERS** - Secure dedicated bilingual volunteers who will commit to granting 2 wishes per year. We need to optimize general volunteer acquisition for the organization.

For this challenge, we want to brainstorm ways, initiatives or solutions to attract and retain more bilingual volunteers who are fully committed to the average commitment of 12-18 months per wish.



**CHAPTER OPERATIONS** - Help the staff to alleviate capacity concerns that create inefficiencies. Ideally, we help LA first and create scalable solutions that may be replicated for all 60 chapters.

With a very small staff, the Los Angeles Make-A-Wish team hosts wishes from other chapters globally as well as grants the wishes of hundreds of kids here in L.A. The team faces capacity issues need better capabilities and tools to make their work more efficient and less resource and time-intensive.

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## HACK-A-WISH: HOW IT WORKS

### HOW TO SUBMIT

Each team needs to complete their team submission no later than 12:30pm on Sunday, January 27 - DEMO DAY.

Go to: <http://www.hackathon.io/events/6217> and complete your team submission form. The judges will review all submissions and each demo will be judged real-time through the app.

### HOW TO IMPRESS THE JUDGES

Judges will rate each demo on the following criteria:

1. **Impact:** How many lives will this touch? Who is it impacting (wish kids, granters, staff, volunteers, etc)? How well does the solution address the Hack-A-Wish challenge(s)? The solution has a far-reaching impact and addresses one or more of the Hack-A-Wish Challenges.
2. **Execution:** How well did the team execute the solution? How well did the team present what they built? The solution is well built and well presented during the Demo.
3. **Experience:** Beyond design, was the end-to-end user experience for the solution considered? Will it be easy to use? The solution delivers a positive experience and is easy to use.
4. **Potential:** Is the solution technically and feasibly possible to scale with Make-A-Wish? The solution is scalable and will be feasible to fully develop and implement post hackathon.

### SCORING

0 = Did not meet Criteria, 3 = Met Criteria, 5 = Exceeded Criteria

All demos will be scored throughout our Demo Day. There will be prizes for the top 3 teams.

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## The Rules

We know some rules are meant to be broken, but you should probably (read: definitely) stick by these:

### Mission Focused

Uphold the Make-A-Wish mission to grant wishes to children with critical illnesses - remember this is for the kids.

### Scope

Build solutions first for our hometown of LA, but make them available to all Make-A-Wish chapters

### Ease of Use

Solutions must be easy to develop and scale

### Fresh Code

We all start coding at the same time. It's cool to work on designs beforehand, digital mockups, open source frameworks, and anything else available to everyone, but keep things within fair limits

### Code Review

Winning teams may be subject to a code-review at some point following the event or immediately before winning. This is to ensure that all code used is in fact fresh

### Ownership and IP

You own your IP and whatever you create. Simple as that

### Teams

No more than five people per team. Everyone is welcome to participate. We honor all ideas and talent

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## **Submissions**

The most important. Check your email for the submission form. Projects need to be submitted by the designated time. You'll receive an email with instructions on how to do just that

## **Demos**

You'll have 4 minutes to demo your solution and talk through your idea, and 2 minutes for Q&A from judges

## **Be cool**

Respect your fellow hackers! Let's have fun for a great cause.

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## CODE OF CONDUCT

We will not tolerate any harassment. Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, nationality, religion, sexual images in public spaces, deliberate intimidation, stalking, following, photography or audio/video recording against reasonable consent, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Photography is encouraged, but other participants must be given a reasonable chance to opt out from being photographed. If they object to the taking of their photograph, comply with their request. It is inappropriate to take photographs in contexts where people have a reasonable expectation of privacy (in bathrooms or where participants are sleeping).

Participants asked to stop any harassing behavior are expected to comply immediately.

As this is a Hackathon we like to explicitly note that the hacks created at our Hackathon are equally subject to the anti-harassment policy.

Sponsors and partners are also subject to the anti-harassment policy. In particular, sponsors should not use sexualised images, activities, or other material. Sponsor representatives (including volunteers) should not use sexualised clothing/uniforms/costumes, or otherwise create a sexualised environment.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of hackathon staff immediately.

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Hackathon staff will be happy to help participants contact any local security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the hackathon. We value your participation.

If a participant engages in harassing behavior, the Hackathon organizers may take any action they deem appropriate, including warning the offender or expulsion from the Hackathon with no refund (if applicable).

We expect participants to follow these rules at Hackathon and workshop venues and Hackathon-related social events.

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## Best Practices

So an amazing technologist with self-diagnosed PTSD from "seeing other nationwide nonprofits buried under tech bloat from 'well-meaning' volunteers" sent us some tips and best practices to consider. We thought we'd share those with you.

### MAKE IT SUSTAINABLE

What enterprise tools are already available that we can leverage? Remember, you don't have to build from scratch. We're looking for the best solution and many tools have API's that we can integrate to solve multiple challenges.

- Remember this is a non-profit organization. Many tools and services offer discounts. How can your solution leverage this cost savings?
- Sustainability and feasibility are key and focusing on companies that have strong track records and a likelihood of supporting an API/project well into the future -- not by creating beta products or proprietary code that MAW can't maintain.

### MAKE IT EASY

It's \*extremely unfair\* to give a nonprofit that is struggling with technology, a series of closed-source projects created over a weekend, and expect people on those teams to maintain the code. If the code is so complicated that their staff needs to lean on external developers, then the hack may be more cumbersome than helpful. Consider ease of development and maintenance.

### MAKE IT WORK WITH WHAT WE HAVE

It should be heavily noted for developers that MAW uses Drupal on their main site, and then across \*all their sister organizations\* they use the CMS "SiteCore" (<https://www.sitecore.com/products/expanding-sitecore>) -- it's popular and has enterprise integrations/APIs. Assuming MAW is sticking with Sitecore (and not literally re-developing every sub-website they own), then developers should be focused on

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integrating anything they build with their existing tech stack. User data can and needs to flow from any new apps, into a central database managed by SiteCore.

## **MAKE IT NONPROFIT-PRACTICAL**

Look towards nonprofit tech providers like the LA-based NationBuilder.com, or the SMS volunteer organizing juggernaut Hustle.com (or even urging Twilio.com or another SMS provider API as a "recommended engine"). Check out the typically-free-for-nonprofit CMS from ActionNetwork and their API @

<https://actionnetwork.org/docs> or lean on asking developers to build workflows with Google Sheets/docs or some sort of affordable (\*and simple) enterprise app. But then have all those integrate back into the SiteCore API ...

There are also enterprise solutions from folks like Microsoft + the nonprofit "Be My Eyes" (<https://www.bemyeyes.com/specialized-help>) which is being used to connect people with sight/reading problems to people who will volunteer to read for them via mobile apps. Be My Eyes has 1.8 million volunteers and is being funded by serious tech organizations to empower nonprofits (and individuals) all across the world who have communication problems or want to build volunteer-to-volunteer video chat infrastructure -- Be My Eyes also has custom enterprise plans.

Remember the goal of this hackathon, the deliverables for MAW, and the purpose of spending time on your solution -- it's not to impress everyone with the fanciest code. It's to support a legacy organization (with a known-tech stack) that needs solutions that lasts multiple years. MAW needs to be able to have internal teams manage the code and apps that are built, and their sister-organizations need to deploy it within their own infrastructures. A good workflow and well-planned outreach architecture using existing enterprise apps/APIs (and MAW's existing CMS Sitecore) will provide a much more stable environment for MAW, and is a much more nonprofit-friendly deliverable.

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## Frequently Asked Questions (FAQ's)

### **Do I have to be a techie to participate?**

Nope. You just have to be brilliant, innovative, and invested in the cause.

Teams benefit from having a mix of experience and expertise.

### **Does our solution have to be technical?**

Ideally, yes. Technology is a great way to make things simple and easy to do.

We need to reach lots of people, raise lots of money, and make operations more efficient. All of those things will benefit from technology.

### **Does the solution have to be completed for the Demo?**

No, but you need something to show the judges. Mock up an example, prototype or well-constructed concept to bring your solution to life.

### **May I choose my team?**

Sure. Of course. If you don't have a team, no worries. We will help you find one.

### **If we build a solution, how will we scale it?**

While your team is building a solution, we are raising money to fund it. So you focus on your solution; we will focus on the funds to bring it to life.

### **May I get volunteer credit for participating?**

Yep. If you need volunteer credits, Make-A-Wish will provide proof of your participation at 20 hours volunteer credits. Please email [hackawish@dollarshaveclub.com](mailto:hackawish@dollarshaveclub.com) for proof of volunteer credits.

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## COMMUNICATION & CONTACTS

### Slack

You will receive an invite to our hackawish Slack channel so you may chat with teams and the Hackawish coordinators

### Event Info and Questions

Email [hackawish@dollarshaveclub.com](mailto:hackawish@dollarshaveclub.com)

## THANK YOU

Thank you to our Hack-A-Wish Sponsors and Partners, including:





I wish to go  
to prom

Rosa, 17  
lymphoma

## Objective #1 Fundraising

We need to solve for Make-A-Wish Greater LA's urgent \$5.6M funding gap while developing sustainable funding sources over time and increasing wish donations of in-kind talent and services.

### CURRENT SITUATION

- MAWGLA raises \$5+ million/year, but should be raising over \$10 million annually. We currently have hundreds of children in the pipeline waiting for their wishes and we do not have the funding to grant their wishes as soon as possible. Each wish costs \$10,000 on average to grant.
- Our current main sources of revenue include:
  - Individual Donors
  - Corporate Giving
  - Foundations & Grants
  - Special Events
  - Workplace Giving
  - Planned Giving

### SUGGESTED FOCUS AREAS

- Unique donor benefits
- Developing year round strategy for corporate partnership (not one-off requests)
- Developing consistent, sustainable funding
- Procuring cultivation event venues (hosted)
- Implementing effective portfolio management and stewardship plans
- Increasing in-kind donations. The wish granting team relies heavily on in-kind donations to help make wishes possible. Examples of current in-kind donations include Disney park passes and limo services. Other areas of need include but are not limited to:
  - Airline miles
  - Luggage
  - Basic swag/promotional items for Make-A-Wish

*I wish to go to Disneyland  
to visit Mickey's house*

**Alondra, 4**  
**(with volunteer Bianca)**  
leukemia



## Objective #2 Volunteers

Secure dedicated bilingual (Spanish-English) volunteers who will commit to granting 2 wishes per year. Optimize general volunteer acquisition for the organization.

### CURRENT SITUATION

Nearly 60% of our wish families are Hispanic/Latino and many are Spanish-speaking. Currently, Make-A-Wish Greater LA has 496 trained wish granting volunteers. Of those only 132 fluently speak Spanish. With a growing number of kids waiting for wishes and an increase in referrals, often our Spanish-speaking wish kids have to wait longer to start the process due to a shortage of bilingual Spanish wish granting volunteers. We have enough Spanish-speaking volunteers to meet our current wish number but as that wish number continues to grow our need for more volunteers will increase as well.

### SUGGESTED FOCUS AREAS FOR BILINGUAL SPANISH VOLUNTEERS:

- We have the greatest need for bilingual Spanish wish granting volunteers located in or willing to drive to northern, southern, and eastern Los Angeles County
- Bilingual Spanish wish granting volunteers must be fluent (able to read, write, and speak) in both English and Spanish, conversational Spanish is not sufficient
- General outreach and communication tools and strategies that create awareness of Make-A-Wish Greater LA within the Hispanic/Latino communities

Volunteers are on the frontlines of wish granting – meeting with wish families, discovering a child's one true wish and working with staff to grant magical wishes. There are many obstacles to recruiting and engaging volunteers.

### SUGGESTED FOCUS AREAS FOR GENERAL VOLUNTEER ACQUISITION:

- Internal strategies that eliminate the process of volunteers paying out of pocket for wish expenses and waiting for reimbursements, this can often be an obstacle and deterrent for people to sign up to volunteer with MAWGLA
- Digital and videography support to assist us in:
  - Developing videos that tell the volunteer story which will help with volunteer recruitment
  - Creating continuing education videos/tutorials for wish granting volunteers to enhance their volunteer experience and provide them with tools and resources needed to best serve our wish families
  - Developing videos in Spanish that speak to and educate the Spanish-speaking community about Make-A-Wish Greater LA and why/how a wish can be beneficial
  - Updating our website to meet the needs of our Spanish-speaking constituents

I wish to be weightless

Neo, 10  
lymphoma



## Objective #3 Los Angeles Chapter Ops

Help the Make-A-Wish Greater LA chapter staff alleviate capacity concerns that create inefficiencies (solutions that may even be replicated for all Make-A-Wish chapters nationally).

### CURRENT SITUATION

The Wish Granting program is not sustainable unless we have a steady intake of new referrals. Our Medical Outreach program builds relationships with medical professionals to expand our network of referral sources. However, as with any work environment, the landscape changes regularly and it is our job to keep up with those changes.

- Medical referral sources include (but are not limited to):
  - Social workers
  - Child life specialists
  - Nurse practitioners
  - Registered nurses
  - Care coordinators
  - Physicians
- MAWGLA has relationships with the major hospitals with pediatric subspecialty departments within LA County. Those hospitals include:
  - Children's Hospital Los Angeles
  - Mattel Children's Hospital at UCLA Medical Center
  - Miller Children's Hospital at Long Beach Memorial
  - Kaiser Permanente
- City of Hope
- Pediatric Subspecialties with qualifying conditions are:
  - Cardiology
  - Endocrinology & Metabolic Conditions
  - Gastroenterology
  - Genetics
  - Hematology
  - Immunology & Infectious Disease
  - Nephrology
  - Neurology
  - Oncology
  - Pulmonology
  - Rheumatology

### SUGGESTED FOCUS AREAS

- Developing a resource guide for families with any given diagnosis within a subspecialty. This guide would include not only Make-A-Wish information, but complimentary organizations that offer other services for similar populations.
- Funding for Medical Outreach (program costs \$25,000/year at full capacity)
- Obtaining pro bono, professional videography and photography services to document wishes throughout the year (to be used for marketing).
- Creating a seamless portal to enable wish families (sometimes not tech-savvy) to submit high-resolution photos or video from their Smartphones.