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The easiest way to help a loved one in need

Press Release

Hacking For A Good Cause.

Hackers Team Up For Hackathon To Build Prototype For Chicago Startup, GiveForward.

Chicago, IL, June, 2011: GiveForward, a local Chicago startup, is focused on changing the way people give. Now, a group of hackers is stepping up to change the way those people interact with GiveForward.

A **hackathon** is scheduled for June 25th, bringing together hacker teams of six people of all skill levels to work on a secret project for GiveForward. GiveForward provides easy to use, personalized, fundraising pages and fundraising coaching so people can raise money for a loved one dealing with a medical crisis.

Aside from just showing support, GiveForward pages are important because it can help break through the perceptions people associate with asking for help, financial or otherwise. Often, people are comfortable giving gifts of money during times of celebration like a graduation or marriage but during times of real need, people are afraid to give financial help. GiveForward is changing that perception. With a GiveForward page, beneficiaries can feel more comfortable asking for support and donors know that their help is welcome and appreciated. But, now GiveForward needs the help of some hackers to make sure users have the best experience possible when interacting with their site.

So what is a hackathon? Good question, a hackathon is an event in which programmers meet to do collaborative computer programming. In this case, the programming involves GiveForward's site. But we can't tell you exactly what the project is, because that would spoil the surprise for the hackers!

For Release Immediately

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You'll have to attend the event to find out exactly what challenge the hackers will be tackling. For access to the event, please contact Cate Conroy at 312-957-6113.

Time/Date: Saturday, June 25, 2011, 8am-8pm

Location: Ascend Training

410 South Michigan Ave.

4th & 10th Floor

Chicago, IL

Prizes:

- 1st place: \$1000 cash prize provided by GiveForward, plus an open opportunity to discuss a potential contract to complete the application.
- 2nd place: \$500 in prize money and additional gifts
- 3rd place: \$100 in prize money and additional gifts

Who Is GiveForward?

GiveForward is a company that is passionate about empowering people in need. GiveForward provides easy to use, free, fundraising pages so people can raise money for a loved one in need. But it is more than just a website, the GiveForward team provides support through every moment of the fundraising process with step-by-step guides, fundraising coaches, and details on how to use free fundraising tools like social media to make fundraisers successful.

Aside from just showing support, GiveForward pages are important because it can help break through the stigma associated with asking for help, financial or otherwise. Often, people are comfortable giving gifts of money during times of celebration like a graduation or marriage but during times of real need, people are afraid to give financial help. GiveForward is breaking that stigma. With a GiveForward page, beneficiaries can feel more comfortable asking for support and donors know that their help is welcome and appreciated.

GiveForward does serious work but tries not to take itself too seriously. The company was founded in 2008 by Desiree Vargas Wrigley and Ethan Austin, both entrepreneurs under 30 years old. GiveForward is changing the world, one hug, one smile and one donation at a time.