Calgary Herald>Blogs >Business>Technology   Technology RSS Feed

PledgeThis* Mobile Solution wins $37K Contract at Inaugural Charity App Challenge

February 8, 2013. 1:26 pm • Section: Technology

The winners of the Charity App Challenge Jason Thomas, left, his wife Amanda Thomas, Matt Trienis and Matt Cox, right, pose for a photo after their win at the Calgary Herald

The gap between charities and technology is getting smaller. It used to be that charities looked at technology as that "scary thing whirring in the closet a.k.a. server room." This past weekend, a group of developers, software companies and small businesses shifted this mindset… if not a little bit to what the power of the Digital Age can be for the charitable sector. Moving beyond online giving platforms and donor management systems, some creative solutions to KPI measurements, storytelling and information sharing were presented.

The Charity App Challenge, a joint initiative between the Calgary Herald, Digital Alberta and Place2Give.com, brought together Calgary's technology and non-profit sectors for a hack-a-thon challenge. Local developers worked in teams from the 1-3 of Feb to build a mobile solution for this year's Calgary Herald Christmas Fund Charities.

Based on the Movember fundraiser concept, 'PledgeThis*' gives individuals the opportunity to create a fundraising challenge, for example shaving one's head, and allows people to either donate money to the challenge or join in.

"We took the kernel of the idea of Movember, people doing something interesting in return for pledges, and built a platform for that," Matt Cox, a developer on the winning team said. "It empowers people to raise money in a much more direct and engaging way than doing a traditional fun run or something of the like."

In addition to Matt Cox the 'PledgeThis*' team had three other members: Jason Thomas, Amanda Thomas and Matt Trienis. They competed against seven other teams. Second place went to Studio 6:59 with their solution 'TimeMoneyStuff'. Third place was a tie between 'Give It Up' by Mark Ehlert Flackery and 'The Charity App' by The Melon Ink. Altogether the
teams took home $41,811 in prizes.

The Charity App Challenge would not have been possible without the countless volunteer hours and support from our organizing committee which consisted of some of the top players involved in Calgary's burgeoning technology scene: AcceleratorYYC, The Agency, BixNets, Good Company, Mobovivo, POSH View, Salmon and Partners, Siteline Solutions and Smashing Events. The industry partners involved with the Charity App Challenge include the A100, Alberta Enterprise Corp, Awesome Calgary, ICT Council, Innovate Calgary, Pixels & Pints and Startup Calgary. Sponsors include Robots & Pencils, Wmode, Mob4Hire, Perfect Performance Promotional Products, Michelle Hofer Photography, Molson Coors, RedBull, ATB, Drache Aptowitze, AcceleratorYYC, Microsoft, and VA Angels.

2013 The Year of Major Ongoing Events in Online SecurityNext Technology post Crowdfunding: The New Vancouver Stock Exchange?Previous Technology post

We encourage all readers to share their views on our articles and blog posts. We are committed to maintaining a lively but civil forum for discussion, so we ask you to avoid personal attacks, and please keep your comments relevant and respectful. If you encounter a comment that is abusive, click the "X" in the upper right corner of the comment box to report spam or abuse. We are using Facebook commenting. Visit our FAQ page for more information.

Add a comment…

☑ Post to Facebook   Posting as Meghan Somers (Change) | Comment |

Facebook social plugin