

Capital One® DIGITAL FOR GOOD™

November 15-18, 2019
Arcadian Loft, Toronto, Canada



Capital One Digital for Good helps charities and non-profit organizations thrive in a digital future.

With the help of top tech talent, we're on a mission to educate, empower and develop cutting-edge solutions for well-deserving charities. The Digital for Good events have something for everyone: The Tech Jam gifts charities with fully-fledged digital solutions, and the Summit helps charities embrace the possibilities of technology.

At Capital One, our DNA is digital – and we're using Digital for Good.



Digital For Good Tech Jam

November 15-17, 2019

This hackathon brings together teams of coders, developers, designers, and other members of the tech community, to help charities use technology to increase their social impact.

[Learn More](#)

Digital For Good Summit

November 18, 2019

Join us for a jam-packed day of social innovation at the Digital for Good Summit. More than 100 charity representatives will hear from Canada's top tech experts.

[Learn More](#)

DEVELOP.

Every year, we rally experts from Capital One and beyond to create a powerhouse of tech capabilities.

#GiftTheCode

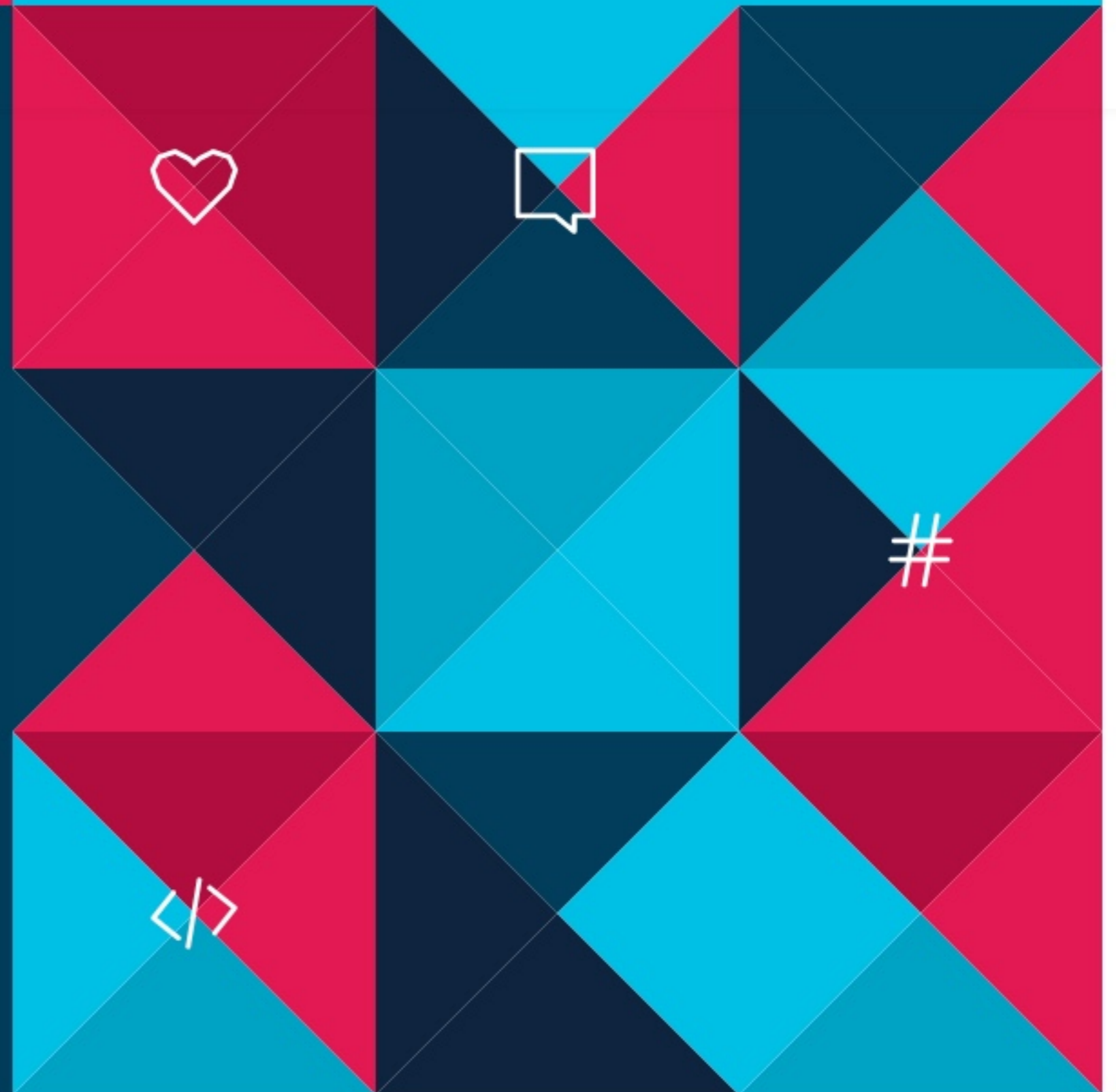
EMPOWER.

Designed to help charities and non-profit organizations embrace and implement technology.

#DigitalForGood

EDUCATE.

Helping Canadian charities to thrive in a digital future.



About Capital One

For over 20 years, we've been offering innovative credit solutions which are tailored to the individual needs of Canadians. We aim to bring humanity to everything we do – it's fundamental to all aspects of our business operations, and it underscores our commitment to putting people first. At Capital One, we never stop challenging ourselves to find better ways to serve our customers. It's what motivates us every day, and it's at the core of our business.

We believe that our business can only be successful when our communities are healthy. We're committed to using our skills, resources and network to drive meaningful social change that helps people and organizations succeed in a rapidly changing world. We're constantly challenging ourselves to make a difference in our communities.

[Here's how we're using our skills for good.](#)



Capital One®
**DIGITAL
FOR GOOD™**
TECH JAM

November 15-17, 2019

Arcadian Loft, Toronto, Canada



The Digital for Good Tech Jam gives charities access to top tech talent.

The incredible success of our Gift the Code™ hackathons created a movement within Capital One to use Digital for Good.

The Tech Jam pairs fifteen charities with teams from Capital One and other tech-savvy companies. Each team generously donates their skills to build a solution that amplifies their charity's impact. The teams work throughout the weekend to create an amazing solution for their charity – no judging necessary.

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Weekend Overview

Friday, November 15

The event kicks off the evening of Friday, November 15. We'll have dinner together and get to know one another a little. After that, everyone will break into teams and meet their assigned charity. The night is all about getting oriented and figuring out what we'll be doing over the weekend.

Saturday, November 16

Saturday is about problem solving. Each team will spend time learning more about the unique challenges that their charity is facing, what needs to happen to help solve it and then working out how to go about doing just that.

The rest of the Tech Jam is spent working together on solutions! It's busy, it's fast-paced, it's energetic – but there are lots of breaks, lots of spots to chill out and plenty of scrumptious snacks to get you through the crunch.

Sunday, November 17

The Tech Jam ends with a big celebration on Sunday, where everyone can see how much they've accomplished and bask in the sweet glow of a weekend well spent.



We're committed to using our skills, resources and network to drive meaningful social change.

#GiftTheCode

DEVELOP.

Charities

Is your registered charity in need of some digital expertise? Apply for the opportunity to be one of next year's participating charities.

[Apply Now](#)

Companies With Heart

If you're a tech company of any size and would like to lend a team to next year's Tech Jam, apply now for the opportunity to participate.

[Apply Now](#)



Location

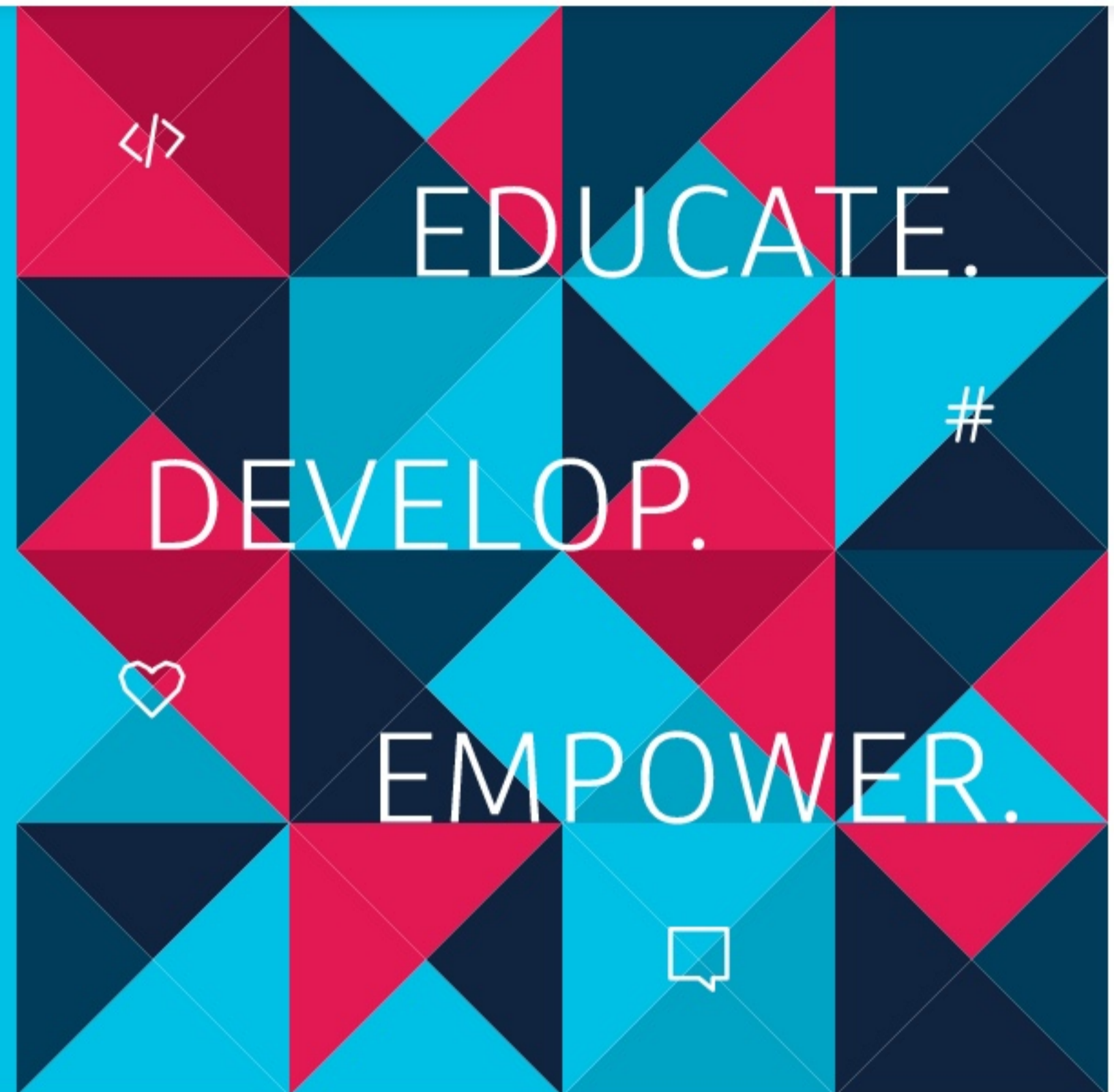
The Arcadian Loft
401 Bay Street
Simpson Tower, 8th Floor
Toronto, Ontario, Canada
M5H 2Y4



Capital One® DIGITAL FOR GOOD™ SUMMIT

November 18, 2019

Arcadian Loft, Toronto, Canada



The Digital for Good Summit empowers charities and non-profit organizations to use technology as a force for good.

Following the Digital for Good Tech Jam, this event further supports charities as they embrace new possibilities. We're looking forward to giving participants access to tech leaders and facilitating collaboration among peers. Whether your goal is to build a tech-focused team, to learn about new available tools or to spark inspiration, we have something for you!

Cost: **FREE**

The Capital One Digital for Good Summit is an event exclusively for registered charities.

[Register Now](#)



Designed to help charities and non-profit organizations embrace and implement technology.

#DigitalForGood

EMPOWER.



Supporting charities as they embrace new possibilities.

#DigitalForGood



Agenda

We've got a full day of inspiring and informative talks to attend as well as opportunities to network and collaborate with like-minded leaders. Check back soon for exciting updates to the agenda.

8:00 a.m. – 9:00 a.m.	Registration and Breakfast
9:00 a.m. – 9:30 a.m.	Opening Remarks
9:30 a.m. – 10:15 a.m.	<p>Keynote Speaker: Digital Strategy for Charities and Non-Profits Understanding the importance of a digital strategy for non-profits. How to create a long-term plan and get buy in from all stakeholders.</p> <p>Speaker details coming soon.</p>
10:15 a.m. – 11:00 a.m.	<p>Fireside Chat: Technology in the Non-Profit Sector Amber Mac and Hugh Nettar, Head of Digital Product Management at WE Charity, discuss how existing technology can be leveraged to increase efficiency, reach and impact.</p>
11:00 a.m. – 11:15 a.m.	Networking Break
11:15 a.m. – 12:00 p.m.	<p>Inspirational Panel: Moving to a Digital Mindset Leaders from Toronto Cat Rescue and Autism Ontario share their success stories and how they've achieved more by adding digital components to their everyday work.</p> <p>Belinda Vandersluis, Executive Director at Toronto Cat Rescue Katharine Buchan, Manager of Development and Communications at Autism Ontario</p>
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 1:30 p.m.	Breakout Session 01
1:30 p.m. – 2:00 p.m.	Breakout Session 02
2:00 p.m. – 2:15 p.m.	Networking Break
2:15 p.m. – 2:45 p.m.	Breakout Session 03
2:45 p.m. – 3:45 p.m.	<p>The 4th Industrial Revolution – Is the Non-Profit Sector Ready? The 4th Industrial Revolution is unique because it blurs the lines between the physical, digital and biological spheres. Is the non-profit sector ready?</p> <p>Bruce MacDonald, President & CEO of Imagine Canada</p>
3:45 p.m. – 4:00 p.m.	Closing Remarks
4:00 p.m. – 6:00 p.m.	Networking

Breakout Sessions

Leadership

Attracting and Keeping Tech-Literate Staff
 1:00 p.m. – 1:30 p.m.
 Hugh Nettar,
 Head of Digital Product Management, WE Charity

The ROI of Digital Marketing
 1:30 p.m. – 2:00 p.m.
 Speaker details coming soon.

Get Ready: The Future of Non-Profit Data
 2:15 p.m. - 2:45 p.m.
 Speaker details coming soon.

Digital Marketing

Understanding Content Marketing
 1:00 p.m. – 1:30 p.m.
 Speaker details coming soon.

The Digital Donor Journey
 1:30 p.m. – 2:00 p.m.
 Speaker details coming soon.

Using Data to Develop Personas
 2:15 p.m. - 2:45 p.m.
 Speaker details coming soon.

Tech Bar

The Tech Bar is aimed at anyone who wants to learn more about tools that can help their organization. Tech-savvy Capital One associates will be available for one-on-one coaching during the breakout sessions. They'll show you software that can help your organization become more digital in project management, communication, analytics, HR and more. If you have a specific tool you'd like to learn about, please email us at digitalforgood@hackworks.com and we'll try our best to make sure someone on site can help you learn it!



Helping people and organizations succeed in a rapidly changing world.

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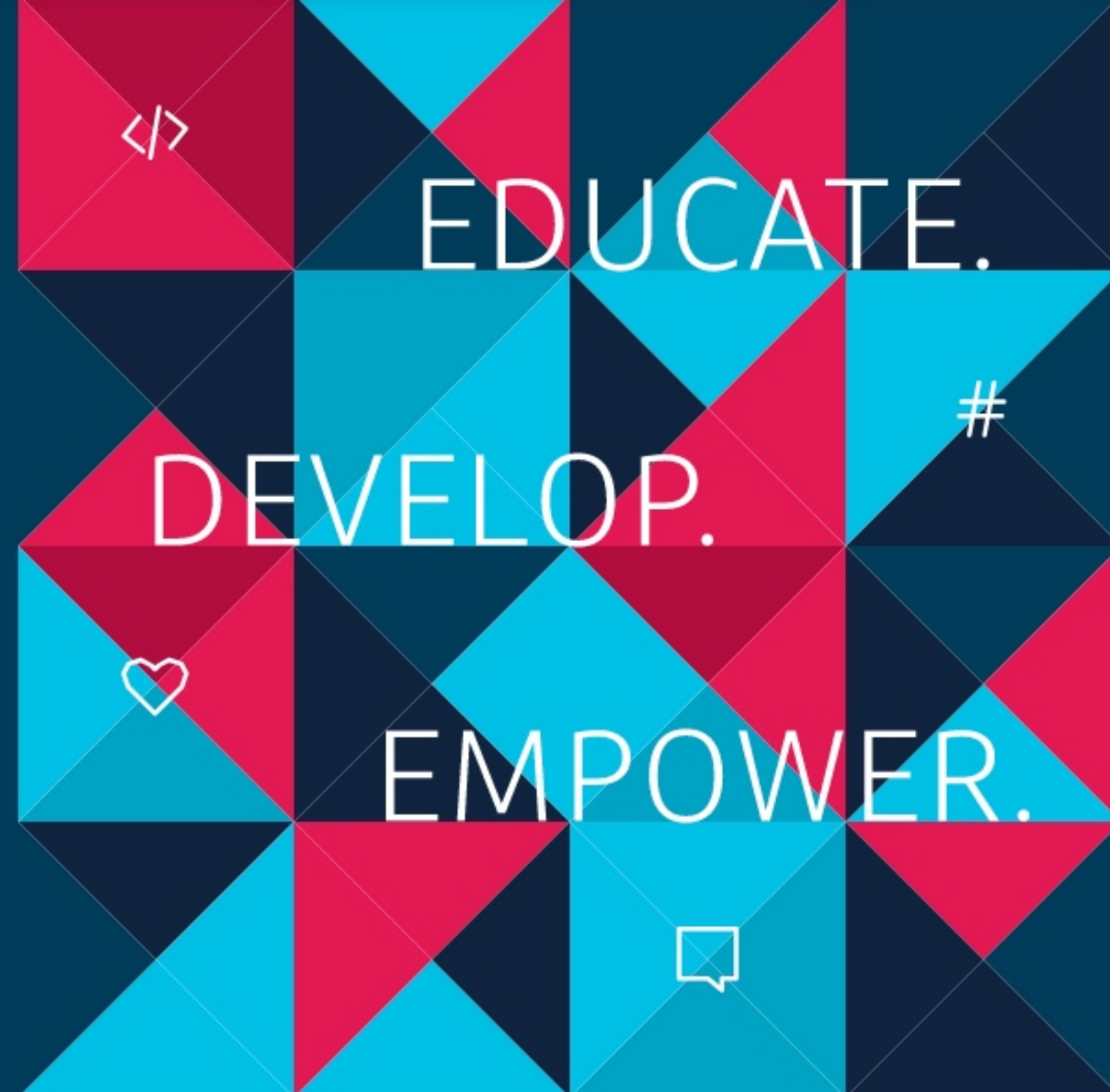
Location

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FAQ

Tech Jam

Why is the Tech Jam format different from Gift the Code™?

Our goal is to continually grow the impact of this initiative. Each year, Gift the Code has evolved to incorporate the charities' and participants' feedback. The change in format allows us to help more charities and ensure every solution created can be implemented.

What types of solutions will be built for each charity?

The solutions for each charity will be small enough in scope that they can be completed and pushed to a dev environment over the course of the weekend. The tech teams will be paired with a charity that can leverage their team's existing skill sets.

What skills are you looking for?

The solutions we're asking teams to create will be technology based. Developers are crucial, but these solutions also need to be adopted by the users, so UI/UX design is just as important. The ability to manage the scope and requirements will also be key to optimizing output in the limited time teams have, meaning a business, project management or process expert is a valuable skill set to recruit as well.

Are there any prizes?

For the Tech Jam, we believe the charities are the winners! Capital One appreciates the participants giving up their weekend and lending their expertise to #DigitalForGood – it's sure to be an incredible experience all weekend long!

Will food be provided?

Yes – we'll provide all meals, plus plenty of snacks and drinks throughout the weekend. Let us know if you have any dietary restrictions if you're participating.

Do participants need to stay at the venue for the whole weekend?

The venue will be open from 7 a.m. to 12 a.m. each day of the Tech Jam. Teams are encouraged to work on-site as much as they like, but are free to come and go as they please. The charities will have representatives at the venue to help answer any questions and work through obstacles and requirements as they come up.

What do participants need to bring?

Participants will need to bring any devices that they'll need to code and build their solution. We'll provide wifi, electrical connection, food, drinks and lots of comfy workspaces all weekend long.

Summit

Who can attend the Digital for Good Summit?

The Summit is open for any Canadian registered charities and non-profit organizations.

How much does it cost to attend the event?

The Digital for Good Summit is completely free for Canadian registered charities and non-profit organizations.

Do attendees need to have prior tech knowledge in order to attend the Digital for Good Summit?

We welcome attendees of all levels – from beginner to expert.

Don't see your question here? Email us at digitalforgood@hackworks.com

