



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
CURE International

Organization URL:
<http://cure.org>

Project Name:
CUREkids (cure.org/curekids)

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

Every year, CURE heals 10,000+ children with curable disabilities in the developing world at a cost of \$1,000 per surgery. As a technology team, we had a goal to create a way to invite regular people to become intimately involved in the work that we do through the lives of the kids who are being transformed every day in a CURE hospital. We wanted to create a platform that allowed a \$5 gift to be just as valuable as a \$1,000 donor by joining groups of people to fund a specific child's care and follow their story before, during, and after surgery in a way that equally values authentic communication and demonstrating results. We also wanted to operate in a way that would benefit the open source community and drive the larger nonprofit community to become more innovative and less dependent of the current set of inferior tools that enterprise vendors offered. The result was the custom WordPress plug-ins we developed for CUREkids. We integrated services like Facebook Connect, MailChimp, Flickr, Twitter, YouTube, and the core WordPress platform to create a system that

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

As a nonprofit, we examined the available platforms and decided to build on WordPress.

Please list the specific humanitarian benefits the project has yielded so far.

Transparent donor communication, financial resources to provide life-changing surgeries to children, greater awareness of the issue of disability in the developing world, innovative investment in technology to help support nonprofit organizations, contribution to and from the open source community to nonprofit work, developing world technology.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

One child and family who has directly benefited is Win Joy Kiwira in Kenya. She had a case of severely bowed legs. She was identified in a clinic this summer, and she received surgery in August of 2011. Win Joy was supported by a broad community of people in the U.S., and her story was told through CUREkids. You can see her entire story, the pictures, and related videos at http://cure.org/curekids/kenya/2011/06/win_joy_kawira/. There is also a music video of her surgeries (graphic but beautiful) at <http://cure.org/win-joy>.