



Project Humanities Celebrates 12 Years of Hacking for Humanity

Project Humanities at Arizona State University held its 12th annual "**Hacks for Humanity: Hacking for the Social Good**" from October 10-12, bringing together 120 participants; including students, professionals, and retirees, for 36 hours of innovation. Teams of 7-8 members, drawn from diverse fields like engineering, business, and the arts collaborated to develop technologies addressing *Nutrition and Wellbeing*, *Community Engagement*, and *Misinformation/Disinformation*. Each team's project had to reflect at least 3 of these 7 Humanity 101® principles—*compassion, empathy, forgiveness, integrity, kindness, respect* and *self-reflection*. This year's event was held at University Gateway Building on Mill Avenue, Tempe.



12th Annual Hacks for Humanity 2025: Event Report

Sponsors and Supporters

Our sincere thanks to the Sponsors and Supporters for the success of this event.

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At a Glance

12th ANNUAL HACKS FOR HUMANITY 2025



10-12 OCTOBER 2025

Participants	105 +81.0%	Total Interaction	2175
Mentors	16	Total Interaction	283
Volunteers	13	Website visits	2900
Total	134	Sponsors	13
		Supporters	29

About the event

- **36-hour** innovation marathon
- Students, faculties, staff and community members
- Techies and non-techies
- Tech solutions for **local** and **global challenges**

Participant Feedback

"The event was a valuable learning experience that strengthened our teamwork, creativity, and problem-solving skills. We appreciated the supportive environment provided by mentors, organizers, and staff throughout the project. It inspired us to apply our knowledge to real-world challenges and encouraged us to continue developing innovative solutions for senior citizens."

"Innovative event different from other hackathons"

"Had an eye opening experience. Learnt a lot of things from the mentors. This is the first hackathon that showed me what mentoring really supposed be."

"So grateful that this was my first hackathon. I learned so much!"

- 98.8%** Participants would recommend Hacks for Humanity to others
- 98.8%** Participants were satisfied with networking opportunities
- 98.8%** Participants want to return next year

Winners



1st place	Team 10 – SkillLoop The team created SkillLoop, a platform that connects neighbors through real-world skill sharing, where volunteers teach free lessons, earn credit hours, and help companies foster community engagement.
2nd place	Team 1 – MomAI The team created MomAI, a recipe customizer that acts as an AI "mom," offering personalized, culturally diverse, healthy meals and fostering a supportive wellness community.
Best Website	
3rd place	Team 12 – Nourish The team created a community-powered app that makes healthy, affordable food more accessible by comparing grocery prices, sharing local deals and coupons, and promoting sustainable shopping.

3 Tracks

- Nutrition & Wellbeing**
- Community Engagement**
- Misinformation/Disinformation**

humanity
101

sign the pledge,
live the principles!

- compassion
- empathy
- forgiveness
- integrity
- kindness
- respect
- self-reflection

hacksforhumanity.io/

projecthumanities.asu.edu/

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Participants and Reactions

This year's event competition consisted of **14 teams** with **105** competing participants.

Arizona State University	77 participants
Community Colleges (Chandler Gilbert Community College; Glendale Community College)	6 participants
Business professionals	22 participants

Table 1: Participant Demographics

Education Level

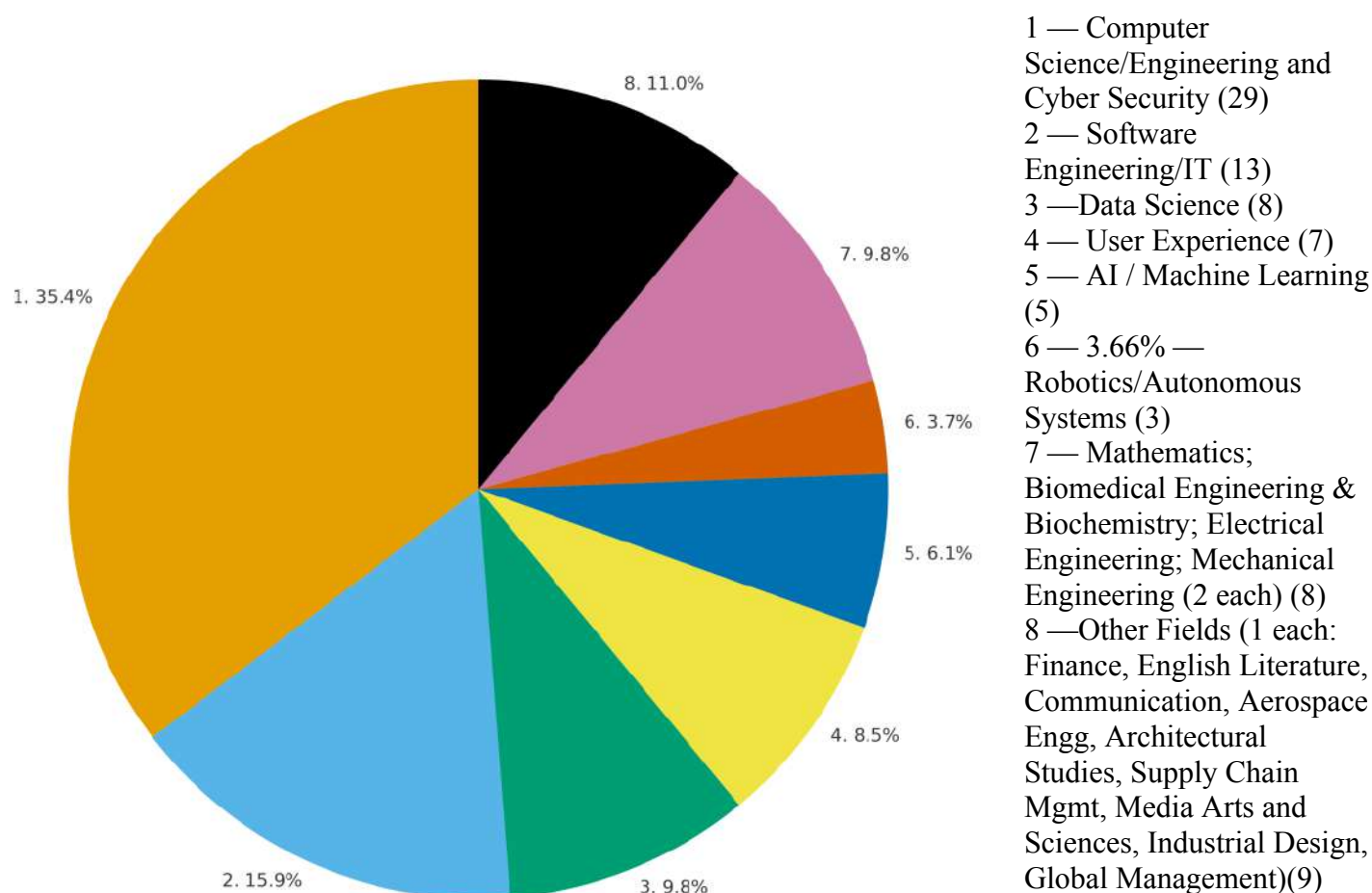
Masters	45 (54 %)
Undergraduate	38 (46 %)

Age Categories

Ages 19-29	90
30 - 54	12
55+	2

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Education Majors



* Some students in more than one major classification.

Feedback from participants in **Hacks for Humanity** was overwhelmingly positive, reflecting an impactful and well-organized event. 98.8% of participants indicated that they would recommend **Hacks for Humanity** to others, underscoring the event's appeal and meaningful experience. Furthermore, 95.1% shared their eagerness to participate again in future editions, showing a strong level of engagement and satisfaction with the event.

Participants found the **mentorship** invaluable, with 97.5% affirming that mentors provided essential feedback to their teams. Additionally, event volunteers earned a flawless score, with

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97.6% of participants appreciating their helpfulness, which speaks volumes about the supportive environment fostered throughout.

The 3 Tracks were also well-received, with 93.8% of attendees finding them inspiring and motivating, while 94.9% confirmed that event materials were both clear and accessible. The event's length of three days (or 36 hours) felt just right for 92.4% of participants, balancing intensity with productivity.

Technical support received 95% of participants satisfied, ensuring a smooth experience from start to finish. Every participant reported learning something new, and 96.3% felt they made meaningful contributions to their teams, highlighting the event's effectiveness in fostering growth and collaboration. Networking opportunities were ample, with 98.8% pleased with the connections they were able to make, and 96.3% of respondents agreed that the event was exceptionally well-organized.

Participants also shared feedback about the program format, logistics and event offerings:

“This place is awesome.”

“I enjoyed the event not sure what I would change”

“Innovative event different from other hackathons”

“I enjoyed the networking and getting to meet people”

“amazing event, first hackathon for me, learnt a lot!!”

“Loved the event, will definitely do it again”

“Great hackathon! Fun and enriching experience.”

“Team work”

“It was inspiring and made me work in the field that was very new to me”

“Amazing”

“I enjoyed the event.”

“it's great! I hope it keeps happening for years to come!”

“Thanks for making the event engaging and fun!”

“It was well organized”

“It is really good”

“There were clear guidelines and schedule for everything that like”

“It was good, fun and lot of learning”

“Everything was good.”

“Everything was good and organized well.”

“Well organized, very high energy”

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“Very welcoming for newcomers”

“The challenge is real! It was fun pushing myself to the limit.”

“Nothing really , had a great time!”

“Its good hackathon”

“I love the fact that the hackathon does not heavily focus on the technical aspects of a solution.”

“great time”

“so grateful that this was my first hackathon. i learned so much!”

“Great!”

“Event was very fun and engaging, I had a lot of fun”

“Had an eye opening experience. Learnt a lot of things from the mentors. This is the first hackathon that showed me what mentoring really supposed be.”

“I appreciate the effort made to match people with diverse skillsets across their teams”

“The event was a valuable learning experience that strengthened our teamwork, creativity, and problem-solving skills. We appreciated the supportive environment provided by mentors, organizers, and staff throughout the project. It inspired us to apply our knowledge to real-world challenges and encouraged us to continue developing innovative solutions for senior citizens.”

“Even though there were only 4 of us, I felt that my team was truly exceptional. Not only did we work well together, but we also had fun. We had lots of laughs along the way in addition to working on our projects for hours on end.”

“I enjoyed the activities and help us calm down a bit.”

“I was surprised by how welcoming and friendly all the participants were.”

“Thank you for this opportunity!”

“Appreciated the facilities including EV charging stations.”

These positive responses demonstrate a successful and enriching event that met or exceeded expectations.

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Team Profiles

	Team 1 - MomAI (Second Place Winners and The Best Website Winners) The team built a website -MomAI that is a recipe customizer that serves as a nurturing AI “mom” providing personalized, culturally-diverse, healthy meal options and fosters an engaging community to keep users motivated on their wellness journey.
	Team 2 - Zeenc The team built a verified, user-friendly volunteer platform that connects individuals with nonprofit opportunities aligned to their skills, location, and causes they care about — with built-in safety, transparency, and accountability tools.
	Team 3 - FoodShare The team built a food bank management system. Which helps individuals with their dietary restrictions and reduce food waste.Helping investors find a food bank to fund by ranking food banks with the help of their mottos and their milestones, basically addressing the problems the food banks face.
	Team 4 - Tether The team built a boundary-respectful community platform that matches families and individuals for mutual support, provides graduated engagement options for those who cannot pass traditional vetting, and offers on-demand family-like support for life milestones.
	Team 5 - Block Stories (Live Pitch finalist) Block Stories is an augmented reality mobile app that preserves the disappearing histories of neighborhoods by allowing residents to “pin” memories, photos, and audio stories to real-world locations. Walking through a community becomes an immersive experience, you can hear the voices, see the images, and feel the stories of those who lived there before.

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	Team 6 - Community Connect (Live Pitch finalist) The team's product aims to bring communities closer together in an era where neighbors feel like strangers. Loneliness is an epidemic in America and a leading cause of depression, the solution is a community management app that allows the community to pool funds into community projects and experiences.
	Team 7 - Pallin The team built a platform that intelligently matches individuals based on shared interests, personality, and comfort levels can help them build meaningful one-on-one or small-group connections, promoting genuine social interaction and reducing loneliness.
	Team 8 - Culture Bites The team created an application that encourages human interaction and community engagement through food with an application called Melting Pot. Their vision is to meet, greet, eat, repeat.
	Team 9 - Bridge (Live Pitch finalist) Many international students and scholars struggle to find meaningful ways of connecting with their globally-minded local communities. BRIDGE addresses this by providing a platform that connects them to nearby volunteering opportunities while fostering empathy and appreciation through guided reflection and recognition.
	Team 10 - SkillLoop (First Place winners) SkillLoop isn't just another app but a way to escape apps, meet your neighbors, and develop real skills in real life. In addition, this is a new platform for volunteering opportunities that will be marketed towards companies and organizations with volunteer programs as a new venue for community enrichment. Volunteer instructors can earn volunteer credit hours by offering free lessons to members of the community.

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	Team 11 - Nourish Well The team's product is a service that streamlines the process directly connecting those who have food with those who need it, cutting down food waste.
	Team 12 - Nourish (Third Place winners) The team's product aims to make healthy and affordable food more accessible by showing people where to buy groceries at the best prices nearby. Their solution is a community-powered/planning app that compares prices from different stores, shares local deals and coupons, and promotes sustainable shopping.
	Team 13 - Kare The team's product is a solution for Limited access to dependable assistance with daily activities and social interaction leaves many seniors vulnerable to loneliness and reduced quality of life.
	Team 14 - Give and Take (Live Pitch finalist) Give and Take is a peer-to-peer food exchange platform with offline mesh networking that enables communities to swap food based on actual needs and preferences. This solution addresses food waste and food insecurity while ensuring resilience during emergencies and network outages.

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Community Involvement

Mentors committed a minimum of 2-hour blocks wherein they tested teams' ideas and offered guidance. Mentors utilized their expertise to help teams spark creativity, generate ideas, problem solve, and develop final presentations. Mentors were scheduled according to their expertise and assisted participants with submitting on time quality work for deadlines. Team participants were required to show both their Websites, Canvas Business Model and Challenge Statements to two mentors and run their pitch by a panel of mentors for feedback and approval before presenting their live pitches to final competition judges. Mentors from diverse fields provided critical perspectives for each team.

The mentor and volunteer demographics showcase diversity in both ethnicity and gender identity across the two groups. Among the **mentors**, 75% identify as White, followed by 12.5% Hispanic, 12.5% Asian, 6,25% Black or African American, and the age category is distributed as 2 from the 19-29 age group, while there were 8 mentors in the 30-54 age category and 6 from the 55+ age bracket. There were a total of 16 mentors.

Volunteers assisted with logistics such as event setup, distributing and collecting items for the lotteria, Sudoku, word finder game, verifying team submissions, as well as assisting Project Humanities staff as needed. There were a total of 13 volunteers.

For the **volunteers**, 53.85% identify as Asian, 53.85 as White, 7.69% as Black or African American. There were about 9 volunteers in the age group of 19-29, 2 from the 30-54 age bracket and 2 from the 55+ age group. This data highlights how the volunteers and mentors from various ethnicities and age groups attended and contributed in their own ways to make this event successful.

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Judges



David Dilley is a director of the Ramsey Social Justice Foundation. The Ramsey Social Justice Foundation has a long history of supporting organizations dedicated to social justice, especially those working in marginalized and underrepresented communities worldwide.



Janice C. Washington As State Director of the Arizona Small Business Development Center Network, Janice C. Washington was a successful and innovative leader and developer of people and businesses. She held various leadership roles that included financial oversight, building small businesses and serving on state and national boards. Skilled in the application of critical thinking and analysis, she was successful in attaining key metrics and leading by example to bring together groups with diverse interests, skills, and influence to achieve a common goal. As former principal of J. C. Washington CPA, she provided income tax, accounting, audit, and review services combined with management of finance and administrative functions. Throughout her career, Janice prioritized focusing on the “Why”.

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Dr. Loretta H. Cheeks is an Artificial Intelligence (AI) expert, research scholar, consultant, educator, and speaker. She is the founder of Strong TIES and DS Innovation. Throughout her career, she has helped organizations gain dynamic insights using computation and AI, serving private enterprises, governments, and nonprofits while advancing STEAM education globally.

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Program Flow and Summary of the Events

Friday:

The event began on Friday evening with check-in starting at 7:30 PM and closing at 7:45 PM. The Opening Session officially kicked off at 7:45 PM, followed by an icebreaker activity where participants played Human Bingo; attendees had to find and interact with others who had experienced or accomplished specific things, marking them off on their bingo cards.

After the icebreaker, the team formation announcements took place. Participants were divided into 14 teams, each consisting of approximately 8 members. The session concluded with a dessert bar, giving everyone a chance to mingle and relax.

Before the end of the evening, teams were required to complete and submit the Roles Worksheet, which was an important deadline for that day. The facility closed at 11:00 PM.

Saturday:

Saturday began early with a Plenary Session at 8:00 AM, led by State Farm, the event's lead sponsor. This was followed by breakfast. At 10:00 AM, mentor appointments started, focusing on developing the Model Canvas and refining the Challenge Statements. At 12:00 PM, the therapy dogs arrived, providing a fun and relaxing break for participants. Around the same time, teams faced another important deadline—the submission of their Model Canvas and Challenge Statements. Lunch was provided afterward.

The afternoon continued with mentor appointments focused on the team websites starting at 3:00 PM and ending by 5:00 PM, followed by dinner.

In the evening, participants enjoyed a series of engaging activities:

Lotería (a Spanish bingo-style game) where the cards featured the Project Humanities logos and Humanity 101 principles in both English and Spanish.

Word Find Challenge and Sudoku Challenge, both offering fun competition and prizes for the winners.

The night concluded with a lively Karaoke session, which was a major highlight. Many participants joined in, performed, and then returned to work energized and in good spirits.

Sunday:

The final day started with breakfast at 9:00 AM, followed by the final submission deadline at 11:00 AM. Teams had to submit their websites and video pitches for the judges at this time. Concurrently, mentor appointments continued to provide pitch feedback.

By 12 PM, participants completed surveys that included categories such as Best Website, Most Helpful Mentor, Most Helpful Participant, and overall event feedback.

At 1:00PM a charcuterie board was served, allowing everyone to relax before the final round.

During this time, judges reviewed the submitted video pitches and selected the top seven teams to deliver their live pitches. The live pitch session began at 2:00 PM, and afterward, at 3:30 PM, the winners were announced, marking the conclusion of the event.

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Event Social Media Analytics

Traffic Acquisition on the Hacks for Humanity Website (Oct 7 – Oct 11, 2025)

Total Users: 1,439
New Users: 1,366
Returning Users: 122
Total Events: 5,475

By Channel:

Paid Social: 1,008 users (70.05%) – 3,147 events (57.48%), 0s avg. engagement time
Direct: 228 users (15.84%) – 1,064 events (19.43%), 26s avg. engagement time
Organic Search: 144 users (10.01%) – 965 events (17.63%), 1m 29s avg. engagement time
Referral: 36 users (2.5%) – 198 events (3.62%), 54s avg. engagement time
Organic Social: 17 users (1.18%) – 73 events (1.33%), 21s avg. engagement time

Highlights:

- Paid Social continues to be the dominant acquisition channel, driving over 70% of total users.
- Organic Search and Referral channels show the highest engagement durations (1m 29s and 54s, respectively).
- Direct traffic shows strong returning user activity (36% returning users).

User Overview (Past 28 Days)

Total Visitors: 2.9K
Change: 70.1% compared to the previous 28 days

Traffic by Channel

- Paid Social: 57.7%
- Direct: 23.4%
- Organic Search: 11.6%

Social Media Highlights

On Instagram, we've had 30 posts before and during the hackathon which had a total of 2175 interactions, while we had 26 posts on facebook that resulted in 283 interactions.

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Media & Marketing

[Hackathon Promotion on Radio](#)

[ASU News](#)

[Post Hackathon post on Instagram](#)

[Linkedin Post by 2nd place winners](#)

[Winners testimonial](#)

[An email Letter was sent by Kira Assad to all ASU English students](#)