Dear Friend of Code for Boston,

Code for Boston is a volunteer group of developers, designers, and anyone looking to give back to their communities by building civic applications, opening public data sources, and leveraging technology for use in the public sphere. Where Code for Boston shines is helping local governments and community groups keep up with the rapidly changing technology landscape.

Your contribution is paramount to sustaining and fostering the growth of Code for Boston's programs, including:

- **Weekly Meetups with Free Dinner Provided** - before working on eight ongoing projects, members build community and form connections over food
- **National Day of Civic Hacking** - a day of collective action to tackle tough challenges like helping those most in need of social safety net services while quarantining with COVID-19
- **Code for Boston Diversity Professional Development Award** - for anyone underrepresented in tech to fund conference attendance, educational materials, or other resources to advance their careers in the technology industry

On October 15, Code for Boston and Hire for Heart are organizing **The 405 Found**, an inaugural event whose goal is to gather diverse talent in the Greater Boston area and create opportunities for starting and enhancing their career in tech. During the panel, speakers will highlight different ways they have started or enhanced their careers in tech. Afterwards, there will be workshops offered as well as opportunities to connect with individuals for resume reviews, mock interviews, and one-on-one conversations.

By making a contribution to this conference, you can:
- Promote your brand
- Attract and retain talent in your organization
- Gain recognition as a generous supporter of local organizations and communities

For more information, contact Matt Zagaja (Mattz@codeforboston.org) and Anita Yip (hireforheart@gmail.com) or visit our event Web site at https://the405found.github.io/.

Anita Yip
Founder
Hire for Heart

Matt Zagaja
Brigade Leadership Team
Code for Boston

About the Organizers

CODE FOR BOSTON

Code for Boston is a local branch of Code for America's Brigade program. Brigades are volunteer groups of talented developers, designers, data scientists, organizers, entrepreneurs, journalists, public servants, researchers, project managers, and citizens looking to give back to their communities by identifying issues that matter in their communities and creating or redeploying innovative solutions to tackle them. As part of an international network of more than 3,000 volunteers organized in 90 local chapters, Brigade apps and best practices are shared across communities, allowing us to learn from each other.

Code for Boston is a member of the inaugural Brigade class of 2012, and has been active since October 2012. Serving Boston, Cambridge, Somerville, and the rest of the Greater Boston area, we are the country's most active and fastest growing brigade.

Through collaborations with Boston City Hall, the cities of Somerville and Cambridge, the Metropolitan Area Planning Council, and other local community and municipal groups, Code for Boston has been able to complete a number of outstanding civic technology projects and hold several exciting civic innovation events in our brief existence. Here in Boston, real change is being made and we are at the heart of it.

Code for Boston's main event is our weekly Meetup held at the CIC in Cambridge, MA. We average around 70 attendees a week, including 10 to 20 new members cycling in for a new member orientation every week. Members volunteer on one of eight civic technology projects we currently run in partnership with local non-profit and government groups.

HIRE FOR HEART

Anita Yip founded Hire for Heart to work towards fighting bias, creating opportunities, and bridging the gap for people underrepresented in technology. Anita is also a project lead and individual contributor with Code for Boston.

SAMPLE OF CODE FOR BOSTON PROJECTS

Windfall Awareness

https://ssacalculator.org

This team created an app that helps retirees impacted by the Social Security Windfall Elimination Provision by helping to:

- estimate how retirement benefits may be impacted by early or delayed retirement or by the Windfall Elimination Provision
- handle an overpayment
- offer starting points to take political action

During a recent House Budget Committee hearing on IT modernization, Congressman Seth Moulton praised the work of Code for Boston's Windfall Awareness team that collaborated with his office on this project.

Jobhopper

The City of Somerville and a team of graduate students in Economics at Harvard University are collaborating to equip policymakers, workforce development systems, and labor market analysts with an easy to use visual tool to help them understand how job changers successfully move between professions.

Clean Slate

In collaboration with Citizens for Juvenile Justice a team at Code for Boston is working to develop an application to make it easier for qualified individuals to expunge their criminal records so that they can more easily obtain employment, housing, and access other support programs. They also have a data team that is working to determine the current impact and reach of the existing expungement law.

About The 405 Found

WHY ORGANIZE THIS EVENT?

With Greater Boston seeing diversity on the rise and being the third fastest growing tech hub according to a 2019 report from Indeed Hiring Lab, why does minority representation in the tech sector remain low?

According to The State of the Massachusetts Tech Economy 2019 report released by the Massachusetts Technology Leadership Technology (MassTLC), about one-third of all workers are women, 5 percent of tech workers are Black, and 7 percent are Latinx.

As paraphrased from social entrepreneur Leila Janah:

Talent is everywhere, opportunity is not.

As such, Code for Boston and Hire for Heart are partnering to organize this event to gather diverse talent in the Greater Boston area and create opportunities for starting and enhancing their career in tech.

WHY THE NAME THE 405 FOUND?

'404 not found' is a common HTTP response indicating that the browser requested an invalid resource, typically because the resource doesn't exist. Less well known is '405 not found,' which indicates that the browser requested a valid resource using an invalid HTTP method.

When applied to the context of hiring and promoting minority talent:

404 not found = "There isn't enough diverse talent out there to adequately fill our tech roles."

405 not found = "The methods, frameworks, and rubrics currently used to identify diverse candidates for hire and promotion aren't working.

405 found = "Diverse talent is all around us when we use different methods, frameworks, and rubrics that assess people's competencies and potential to excel in these tech roles."

SPONSORSHIP LEVELS AND BENEFITS

Looking for a larger presence? Code for Boston offers various sponsorship levels, all of which include benefits such as verbal recognition during the event and acknowledgement on the Web site, among numerous others, depending on sponsorship level.

	Platinum $5000	Gold $2500	Silver $1000	Bronze $500
Year-Round and One-time Promotion Opportunities				
Name and Logo on presentation slide shown at weekly Meetups, which 70+ members attend and is streamed on Youtube	✔			
Verbal recognition at weekly Meetups, which 70+ members attend and is streamed on Youtube	✔			
Invitation for sponsor to speak briefly during one Meetup announcement presentation	✔			
One sponsor profile highlight in weekly newsletter	✔	✔		
Name and Logo in weekly newsletter of 300+ subscribers	✔	✔	✔	
Listing on Meetup.com page sponsors section	✔	✔	✔	✔
The 405 Event Promotion & Branding Opportunities				
Name and Logo in introductory presentation slide	✔			
Verbal recognition during event introduction	✔			
Follow-up email to all event attendees with information about sponsor, job openings, and who to contact for more information	✔	✔		
Virtual exhibition space to recruit or provide info for duration of event	✔	✔	✔	
Name and Logo on conference Web site	✔	✔	✔	✔
Link on event Web site	✔	✔	✔	✔
Name and Logo on event invitations and publicity	✔	✔	✔	✔
Name and Logo on Save the Date Email	✔	✔	✔	✔

THE 405 FOUND SPONSORSHIP REPLY FORM

❏ I am pleased to support The 405 Found at the following level $_____

❏ I am sorry I cannot be a sponsor this year, but I am still pleased to donate $_____

_____

SPONSOR Information

SPONSOR Name:_____

(As you want it to be acknowledged)

Contact Name & Title:_____

Daytime Telephone #: _____ Ext._____

Contact Email:_____

Street Address:_____

City:_____ **State:**_____ **Zip:**_____

NEXT step

Thank you for your generosity!

Please email the above intent to sponsor to mattz@codeforboston.org and copy Anita Yip (hireforheart@gmail.com). After selecting your sponsorship level and informing us of your intent to sponsor the event via email, we can send you a sponsorship agreement to be electronically signed by Code for Boston (on behalf of Code for America, our 501(c)3 fiscal agent) and your organization. If you prefer less paperwork, you can also make your contribution a gift for which no specific benefits are promised. We will gratefully accept your gift and do our best to recognize you appropriately.

Contributions may be made online at https://www.codeforamerica.org/donate-to-a-brigade (please select "Code for Boston" as the brigade). We can also accept checks or wire transfers.

Please also send your logo and other relevant assets to both:
- Matt Zagaja - Mattz@codeforboston.org
- Anita Yip - hireforheart@gmail.com