

# WordPress for the Greater Good

John Kleinschmidt  
WordCamp San Francisco  
August 12, 2011

## Who Am I?

Director of Technology Development @ CURE  
International

Over 15 years of developing commercial  
software





MORE THAN  
**80,000,000**  
DISABLED  
CHILDREN  
IN THE DEVELOPING WORLD  
CAN BE **CURED**  
THROUGH  
**SURGERY**



# CURE operates hospitals and programs in **20 countries** delivering **life-changing health care**





# Hydrocephalus





# Clubfoot





## CURE moves to WordPress





[About CURE](#)

[Hospitals](#)

[Media Center](#)

[Get Involved](#)

[Cure a child](#)

[CURE Store](#)

[CURE Blog](#)

Stay in Touch. Sign up!

First Name:

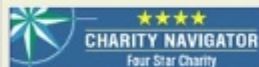
\* Last Name:

\* Email:

Your address here

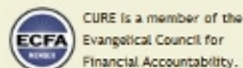
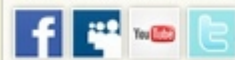
\* required information

[Sign Up](#)



CURE international meets the extensive standards of America's most respected charity evaluator.

Follow CURE International!



CURE is a member of the Evangelical Council for Financial Accountability.

Watch the video » **Sign a cast. Help a child walk.** Put your message on a cast, and the cast will be donated to help heal a child. [Sign now »](#)



## Free a child from life on the sidelines

Children with physical disabilities have little hope of even playing baseball with their friends, let alone dreams for the future. Help these kids get in the game!

[Give a gift today ▶](#) [Learn More ▶](#)

Visit the Blog for updates live from the Dominican Republic starting March 8th! [blog.helpcurenow.org](http://blog.helpcurenow.org)



Join CURE and WAVA

[Bring healing](#) to children around the world



Earthquake Hits Haiti - Urgent Help Needed »

CURE doctors are rushing to help treat injured Haitians. [Donate to CURE's emergency response.](#)



Join Dennis Prager in support of CURE »

Team up with Dennis Prager and to provide [care and blankets for Afghan mothers.](#)



Giving hope to the children of Honduras »

[Read NPR's story](#) about CURE Honduras or [give a gift](#) to help children with disabilities.

Latest post:



- CURE Blog: Afghanistan and Haiti Blog Updates (<http://cli.es/TYVst>) about 19 hours ago
- CURE Blog: Long Drives through Zambia (<http://cli.es/Zsher>) 6:46 PM Apr 9th





[cure.org](http://cure.org)

[About](#)[Hospitals](#)[Blog](#)[Media](#)[Help Now](#)[CUREkids](#)[Donate Now](#)

healing changes everything



curekids

## meet Habiba

Habiba has untreated burns and lives in Kenya where care for her condition is scarce.

Fortunately she is scheduled for treatment at a CURE hospital on Tuesday, Jul 26, and you can help.

[Help Now](#)

### What is CUREkids?

Watch this video before you check out [cure.org/curekids](http://cure.org/curekids). Change a child's life forever »

### Meet Geoffrey

Geoffrey has a broken leg. Join a community of people committed to bringing him a CURE »

### Meet Habiba

Habiba has untreated burns. Join a community of people committed to bringing her a CURE »

### Uganda Match

Right now, your gifts in support of CURE Uganda can be matched dollar-for-dollar up to \$26,000 »

**CURE Blog** Follow the latest updates on how children are being transformed by CURE



### CURE Malawi's Stuart Palmer interviewed

Thursday, July 28, 2011 at 6:53 am

Mission Network News interviewed Stuart Palmer, Executive Director of CURE Malawi, for a story on the recent unrest in that country. Around 20 lives have... [Read More](#)

### Meet Binicia

Wednesday, July 27, 2011 at 2:09 pm

Meet Binicia from Honduras. She suffered from knock knees, had trouble walking, and was ashamed to wear shorts, even in the hot Honduran summer. She... [Read More](#)

[more from the CURE Blog](#) >

### Stay In Touch.

Sign up for a [cure.org](http://cure.org) account to receive email from us.

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# Social matters



About Hospitals **Blog** Media Help Now CUREkids **Donate Now**

healing changes everything

Home → Blog → CUREkids → Meet Binicia

**Jul 27**  
2011  
0 comments  
Share

**Meet Binicia**  
posted by [Joel Worrall](#) at 2:09 pm

[Recommend](#) 2 recommendations. Sign Up to see what your friends recommend.

Meet Binicia from Honduras. She suffered from knock knees, had trouble walking, and was ashamed to wear shorts, even in the hot Honduran summer. She received a life-changing surgery at CURE Honduras, and her healing really did change everything for Binicia and her family.



You can make the same life-changing healing happen for another child just like Binicia [by getting involved in CUREkids](#). Your gift will cover the cost of surgery for a child who needs it. You'll see the results of the surgery online, and you can share that experience with others.

If you don't have money to give, you can still lend your voice by [Following](#) a child's story online. We'll send you the updates via email and Facebook and you can share the experience with your friends and family. [Be a part of a life-changing journey today!](#)

**CUREBlog** (News & Updates from the Field)

Search

**Help CURE Now**

Here are some ways you can help CURE reach children with disabilities around the world:

- [Give One Time](#)
- [Signup for the eNewsletter](#)
- [Learn More](#)

[Find out more ways to help now.](#)

**Subscribe**

Enter your email address to have our posts emailed to your inbox. Or, use the RSS link above to get posts with a feed reader.

email address [Subscribe](#)

**Highlighted Bloggers**

# WordPress Community






## A Platform To Build On





Building cure.org

A man wearing a white t-shirt, blue jeans, and a white blindfold is kneeling on a large wooden board placed on a grassy area. He is using a green marker to paint silhouettes of people on the board. One silhouette is a person sitting in a wheelchair, and another is a person standing. A white plastic bag and a black marker are also on the board. The background shows a wooden board and a black tarp on the grass.

Joel Glovier – Designer  
Joel Worrall – Developer  
John Kleinschmidt – Developer





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healing changes everything



**curekids**

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[more from the CURE Blog](#) >

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First Name

Last Name

Email

**Sign Up**



# HUMAN PERCEPTION

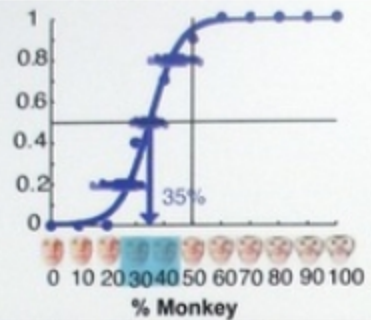
## Where does my money go?

### CLASSIFICATION EXPERIMENT

In the classification task we asked subjects to rate morphs at different morph levels as "humans" or "monkeys".

#### RESULTS

Subjects rated morphs as humans when the faces had a contribution of at least 65% human (35% monkey).

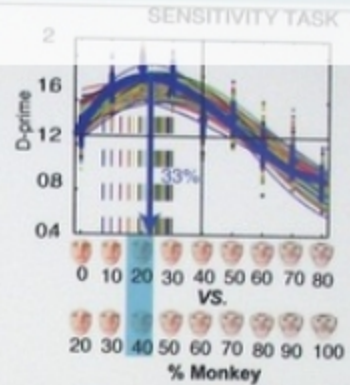


### DISCRIMINATION EXPERIMENT

We asked subjects whether subjects could distinguish between successively presented morphs differing by 20% morph-level along the continuum. We measure subject's sensitivity ( $d'$ ) to detect species differences along the human-monkey continuum. We assume that the morph level which elicits a maximal sensitivity represents the category boundary.

#### RESULTS

We found that the category boundary was set at 67% of human (33% monkey).

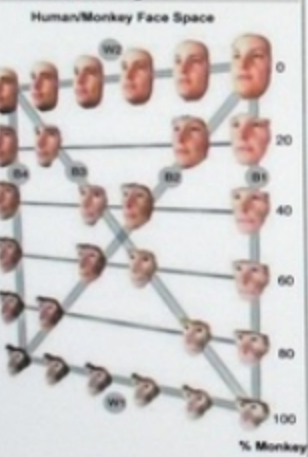


## INFERRING PERCEPTION FROM MONEY BRAIN SIGNALS

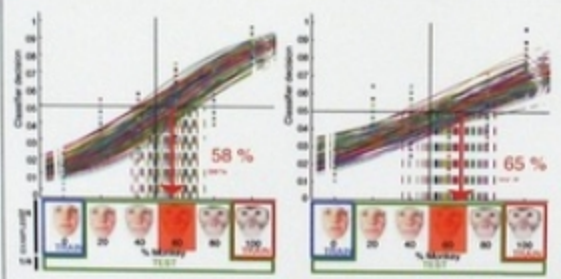
### Experiment Design

Monkeys fixate at face images rendered from 3D face models, which are linear interpolations between human and monkey faces. (figure on the right). While monkeys fixate at those faces, extracellular brain signals are recorded.

Based on these signals and using pattern classifier algorithms and information theory, we decode what the animal is perceiving, in other words, we try to infer the category of the presented faces.

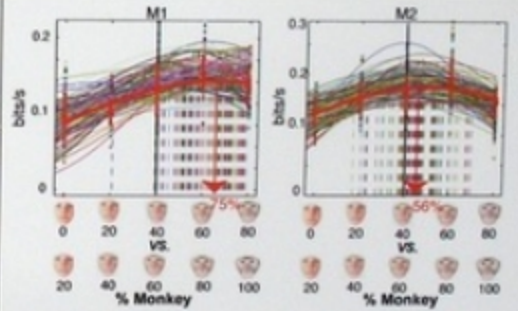


### Classification of the neural responses



Decoding the human/monkey category boundary of monkeys M1 (left) and M2 (right) using the neural population activity of single cells in the inferior temporal cortex. Responses of the pattern classifier trained with monkey vs. human faces (3/4 of the data at 100% vs. 0% morph level) to test faces. Dot symbols represent classifier responses on each iteration, curves represent associated psychometric function fits. Red vertical arrows mark the category boundary, which was shifted away from the center of the continuum towards the monkey side.

### Category information transmission of face-cells



Discriminability between adjacent pairs of morphs by face-selective neurons of monkeys M1 (left) and M2 (right). The category boundary estimated from the neural responses is situated at the point of maximal discriminability along the continuum. Mutual information (bits/s) carried about morph pairs: 0% vs. 20%, 20% vs. 40%, 40% vs. 60%, 60% vs. 80%, and 80% vs. 100% (horizontal axis). The category boundary estimated from the face-selective single neurons is shifted towards the monkey side.

## CONCLUSIONS

- Our results are the first to demonstrate the neural basis of categorical representation of a facial attribute.
- The shift in the category boundary could be a neural signature to indicate specialized processing of categories with higher behavioral relevance
- Having control of the physical-similarity between faces, we showed that: *Category of species depends on the species of the observer.*
- We suspect that other important face attributes, like race, gender or mood, could be represented simultaneously by large networks in the temporal lobe.

### REFERENCES

[1] 3DMD designs, manufacture and distributes 3D scanning systems and software. Website: <http://www.3dmd.com/>  
 [2] Schölkopf, B., F. Steinke and V. Blanz: Object correspondence...

### ACKNOWLEDGEMENTS

Supported by the Max Planck





Kevin Needs a CURE

1

You can help

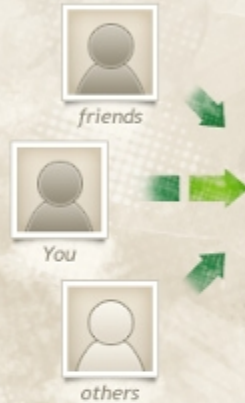
2

A Community Solution

3

Results that Matter

4



## See how healing changes everything

We all want proof that our gifts are making a difference, and CUREkids offers **real results that really matter**. Together, we'll see the before and after photos online from **Kenya** of Kevin's treatment and **we'll send updates to you** through email and Facebook.



Kevin



before



after

This boy (Alfred) was healed as Kevin soon will be

This is your chance to change Kevin's life forever! [Help Now](#)

### My CUREkids

Login to see the list of all the kids you've helped!

VIEW BY **GREATEST NEED** CONDITION

1 - 10 NEXT >



#### Kevin Edung

Treatment: **07/20/2011**

Status: Kevin's treatment date has been changed to 07/20/2011

Country: **Kenya**

Condition: **deformed limbs**

Funding Needed: **\$609**

[Help Now](#)



#### Precious Chigulu

Treatment: **07/22/2011**

Status: Please continue to pray for Malawi and CURE's work there in the

Country: **Malawi**

Condition: **a leg deformity**

Funding Needed: **\$507**

[Help Now](#)

Alfed's care is already fully funded! We invite you to continue to [Follow](#) or read his story,  
**cure.org updates** [k Here](#) to provide the same life-changing chance to another child just like Alfed

In Followup



Name: Alfed John  
Condition: clubfoot  
Country: Malawi *(Where?)*  
Age: *6 years old*  
Appointment: *07/10/2011*

**Stats:**

**20** Participants

**4703** Views

**20** Shares

**About Alfed**

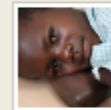
It takes an entire village to raise a child. No one believes or lives this expression better than Alfed John, one of our CUREkids diagnosed with clubfoot. Though at the very young age of six, he can't quite grasp all the love and

[MORE](#)

**Status**

[JSON](#) [RSS](#)

**Day 239** Alfed is in! What procedure and when the procedure will be done, will be determined a little later this week. So stay tuned and keep Alfed in your prayers! <http://bit.ly/qG4arc>



Tuesday July 12, 2011

[Tweet This](#)

**Day 178** Alfed's follow up appointment has been scheduled for 07/10/2011

Thursday May 12, 2011

**Day 178** We've gotten the word that Alfed will be readmitted at CURE on the 10th of July. Keep this little guy in your prayers!

Thursday May 12, 2011

**Day 178** Looking better already!! Small steps, but getting there! <http://bit.ly/kyEAGF>



Thursday May 12, 2011

**Day 178** Worn Out! <http://bit.ly/kolC37>



**Goal**

\$1,000 covers the cost for Alfed's life-changing treatment

**Alfed is fully funded!**

**Give**

Help fund another child's treatment

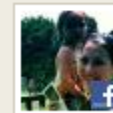
**Follow**

Get updates on Alfed's journey

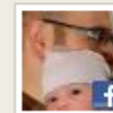
**Share**

Tell your friends about Alfed's story

**Alfed's Community**



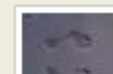
[ahood](#)



[joel.worrall](#)



[Danae Hudson](#)





# Facebook updates



## Wendy Hershey Kleinschmidt

CUREkids: He's arrived! Said is getting settled in and is scheduled for surgery tomorrow! <http://bit.ly/qZiahU>



### Meet Said

Said has a foot deformity and lives in Kenya. He needs a CURE and Wendy Hershey Kleinschmidt is part of that CURE.



2 hours ago via [cure.org](http://cure.org) · Like · Comment · What is This?



## Wendy Hershey Kleinschmidt

CUREkids: Caroline arrives in less than 3 weeks! Please be praying for her support and upcoming travel!



### Meet Caroline

Caroline has masses/tumors and lives in Kenya. She needs a CURE and Wendy Hershey Kleinschmidt is part of that CURE.



July 21 at 5:52am via [cure.org](http://cure.org) · Like · Comment · What is This?



## Wendy Hershey Kleinschmidt

CUREkids: Alfred is in! What procedure and when the procedure will be done, will be determined a little later this week. So stay tuned and keep Alfred in your prayers! <http://bit.ly/qG4arc>



### Meet Alfred

Alfred has clubfoot and lives in Malawi. He needs a CURE and Wendy Hershey Kleinschmidt is part of that CURE.



July 12 at 10:18am via [cure.org](http://cure.org) · Like · Comment · What is This?

# Email updates

You are receiving this email because you opted to receive [CUREkids](#) updates on [Alfed John](#).



## Alfed John patient update



**Day 239:** Alfed is in! What procedure and when the procedure will be done, will be determined a little later this week. So stay tuned and keep Alfed in your prayers! <http://bit.ly/qG4arc>

**Treatment Date:** 07/10/2011

 share on twitter

 share on facebook

 email

You are receiving this email as part of the CUREkids program from [CURE International](#). You will continue to receive updates about this and other children you are following until their journey to healing is complete.

If you'd rather not receive update notification emails from CUREkids, you can [unsubscribe](#) immediately. To resubscribe or change other CUREkids email preferences, visit your account settings to manage [email notices](#). Please do not reply to this message; it was sent from an unmonitored email address. [Click here to add us to your email address book](#).



701 Bosler Avenue  
Lemoyne, PA 17043



How do fans get involved?



## Announcing Personal Fundraiser Plugin!

Now available at

<http://wordpress.org/extend/plugins/personal-fundraiser>

Integrated with PayPal and MailChimp





# Personal Fundraiser Plugin



healing changes



## Joel's 30th Birthday

Sta  
fu

**\$3,000**  
fundraising Goal

**\$1,725**  
raised

**123**  
another stat

**35**  
givers

**13**  
days left

**\$1,725**



### Why I'm raising money for CURE

Ever since I was a child I have suffered from a mild case of clubfoot. My parents were missionaries and living overseas at the time I was born, so my clubfoot was not able to be treated properly at the time I was born. When I was 3 they returned to the States and I had surgery, but I've suffered from some lasting effects ever since. I know these children CURE treats are in a much worse scenario than I am because they have a much more severe disability, and even less access to treatment.

### Donate

Share on Facebook

*This fundraiser will benefit:*



### Bertha Chubwah

Cathreen has untreated burns and lives in Malawi where care for her condition is hard to get. Fortunately she is scheduled for surgery at a CURE hospital on 12/06/2010. You can help:

undefined content

### Supporters

*This is the community of people helping me heal children:*



04/08/2011



Matt Wilcox

- Dashboard
- Posts
- Media
- Links
- Pages
- Comments
- Causes**
  - Causes
  - Add New Cause
  - Campaigns
- Appearance
- Plugins
- Users
- Tools
- Settings
- Personal Fundraiser
- Collapse menu

# Creating a cause

Edit Cause [Add New Cause](#)

I Gave My Birthday To CURE

Permalink: <http://wpcore.cure.org/causes/testing-personal-fundraising/> [Edit](#) [View Cause](#)

Upload/Insert Visual HTML

**Why I'm raising money for CURE**

---

[[pfund-personal-message](#)]

**Edit button:** [[pfund-edit](#)]

---

Path: h1 Text Cut, Copy & Paste not allowed  
 Word count: 53 Last edited by admin on August 1, 2011 at 6:08 pm

Personal Fundraising fields

Cause Description

Cause Image  [Browse...](#)

Publish [Pr](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Jul 25,** [Edit](#)

[Move to Trash](#)



# Creating a campaign

## A Nonprofit

Demo WordPress s

Home

Sample

Edit

Search

### Create Campaign



Please fill in the following information to create your campaign.

**Title\***

*The title of your campaign*

**URL\***

*The URL for your campaign*

**Goal\***

*The amount you hope to raise*

### Personal Message

**Personal Photo**

Under construction (v0.7)





What about you?

This Slide Intentionally  
Left Blank





## Contact Info

twitter: @jkleinsc

email: jk@cure.org

web: <http://cure.org/code>

plugin: [http://wordpress.org/extend  
/plugins/personal-fundraiser](http://wordpress.org/extend/plugins/personal-fundraiser)

slides: <http://cure.org/wordcamp/index.html>





## Image credits

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What What	<a href="#">Yell</a>