

GAMING TO GIVE BACK

By ENDS Group 4:

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The Problem

- ❑ Children are wasting time on computer and video games, when they could be more productive.
- ❑ There is also a need to increase awareness about different needs around the world, even at an early age.
- ❑ People need to become more aware of what they can do to give back and help the community.



The Solution

- Create a **gaming website** where **kids** would earn points for all the games they played, and then **exchange** those **points** for **donations to charitable causes**.
 - **100,000** points could provide a family in Africa with drinking water for a year
 - **25,000** points might buy lunch on a weekend for a child who receives subsidized school lunches during the week
 - **500,000** points could buy an instrument for a school's under-funded music program.

- **Many different charities will benefit**, and children can choose to which charity they want to allocate points based on their personal interests.

Details of our Solution

- We wish to create **an interactive website** where kids would earn points for all the games they play. Points can be converted into **funding for charities** of their choice.
- **Funding** will come **from** the **companies that advertise** on the gaming website. A variety of charities will be sponsored, with some covering **global issues**, and others will focus on **local charities**.
- Once child reaches the needed amount of points, they will **receive a badge** that will **recognize** them for their efforts and give them **information about** the **charity** they are helping. They can go back to that badge later in the month to **see** the **actual people** that **they are supporting**.
- **Sponsors** will have **advertisements** and **mini-games** that increase their marketability, while also giving support to certain charities.

Social Value

- ▣ **Children** will become **knowledgeable about needs around the world** and gain an understanding of how they can help.
- ▣ The **charities** will **increase publicity** and **funding** because they will be featured on the website.
- ▣ **Companies** will be able to **advertise** while showing their concern for local and global issues.
- ▣ **Parents** will be **pleased** because the **kid-friendly** gaming site will benefit the less fortunate.

Implementing the Idea

- ▣ **Hire** computer game programmers and graphic designers to create website and games
- ▣ **Propose** idea to companies to find sponsors
- ▣ **Distribute** applications for charities to become sponsored
- ▣ **Begin** advertisement campaign
- ▣ **Launch** website with games
- ▣ **Continue** to gain sponsors and charities
- ▣ **Update** website, adding improvements, and more levels and more games to account for increased usage

How the Money Will Be Spent

- ▣ **\$15,000** --Domain name, web hosting, software, databases, computers
- ▣ **\$25,000** --Game programmers, graphic artists, attorney fees, other staff
- ▣ **\$5,000** --Advertisements
- ▣ **\$3,000** --Travel Expenses to propose idea to potential sponsors
- ▣ **\$2,000** --Stationary to send information to charities and companies

The Origin of the Idea

- While **brainstorming**, we discussed **problems in society** and thought about how kids don't seem to get much out of **video games** except **wasted time**.
 - We first thought that there should be a video game that is powered by activity, such as bicycling, in order to turn the game on and keep it running.
 - Then, we decided we wanted the game playing to be able to give back to the community, so we started thinking about gaming websites.
- We thought if kids could play games online and use the points they earn to donate to a charitable cause, it would not only **help the community** but also **raise the kids' awareness** of the plight of the less fortunate.
- Since we just conceived this idea, it is still in the '**drawing board**' stage. We are continually coming up with **new features** and charity/revenue **generating ideas** to include in the gaming website.