GAMING TO GIVE BACK

By ENDS Group 4:

Lexi Crommett
Rachel Duran
Alicia Garza
James Havlock
Josh Penniman
Niall Reed
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.
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.
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.