



## **VirtualGoodness4Kids: Improving Children's Education & Health, Growing Game Companies' Consumer Base**

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The Children's Partnership, a 17-year-old nonpartisan children's organization, seeks game company partners for an initiative to improve children's health and education while growing the company's consumer base.

### **Business Case Based in Research**

VirtualGoodness4Kids builds on research showing that a high proportion of people who play online social games are women aged 25-55, many of whom do not buy virtual goods because they perceive them as a "waste of money." Research also shows when women do buy virtual goods they spend nearly twice the annual amount spent by men. In addition, women are the primary decision-makers in their family for charitable giving.

VirtualGoodness4Kids also taps into the fact that women care about the cause of kids and are likely to be more engaged in a game that is associated with children and provides real-world benefit to them. Therefore, VirtualGoodness4Kids incorporates into social games a variety of virtual goods related to the theme of children. Partner companies would contribute a portion of the revenues generated from the sale of virtual goods for kids to child-serving organizations at work to improve children's health and educational achievement.

### **Outcomes for Game Company Partners**

Expected outcomes for the company from this partnership, based on available research, include:

- Deeper engagement by women in the game, including as purchasers of virtual goods;
- A reputation for the game company of being socially responsible; and
- A track record of making life better for large numbers of children.

A more detailed presentation is available on request.

### **About The Children's Partnership**

With offices in California (Santa Monica and Sacramento) and Washington, DC, The Children's Partnership has a long history of working with many corporate, philanthropic, and nonprofit partners to improve the health and education of hundreds of thousands of at-risk kids.

The Children's Partnership has the capacity to work with game companies to develop child-oriented virtual goods and to assemble highly respected nonprofit partners providing services to children whose work would be supported by VirtualGoodness4Kids.

### **More Information**

To discuss VirtualGoodness4Kids, please contact:

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