

## What We Do For You

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The Children's Partnership helps you design your company's own version of VirtuallyGood4Kids™.

We handle those aspects of the nonprofit partnership that are strengthened by the expertise and credibility The Children's Partnership brings in the children's world, including:

- A selection of kids' causes that make an impact and can be reported back to players.
- The identification and vetting of local and national nonprofit partners to incentivize giving.
- Substantive information and expertise that creates campaign credibility with key players, stakeholders, media, and policymakers.
- The recruitment of philanthropic and other partners that enhance the campaign's image and bottom line.
- A knowledge of real world developments affecting kids and tie-ins to the campaign.
- A role of clearinghouse and advisor for inquiries from potential partners, nonprofits, corporations, etc.

## VirtuallyGood4Kids™. Get Started.

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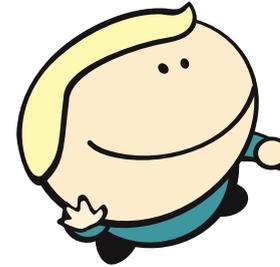
NOTE: Data cited in this document come from  
*Game Companies & Social Responsibility: The Time is Now*,  
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# VirtuallyGood4Kids™

A Program of The Children's Partnership



### Designated Virtual Goods and Badges

- + Motivated Women Gamers
- + Kids Who Need Help with Health and Education
- = Enhanced Gaming Experience and Funds for Kids in Need

**VirtuallyGood4Kids™** is a WIN, WIN, WIN partnership designed to benefit kids by incorporating designated virtual goods into games and using a portion of the funds generated from the purchase of these goods to directly improve the health and education of kids in need.

- **VirtuallyGood4Kids™** is a corporate branding, marketing, and philanthropic campaign that can engage your players, employees, advertisers, and investors in a cause-related effort.
- **VirtuallyGood4Kids™** engages gamers (particularly women gamers), contributes to the bottom line of game companies, and improves the health and education of kids.
- **VirtuallyGood4Kids™** is a partnership between your company and the nonprofit organization, The Children's Partnership. Your company provides the enhancements to the game and The Children's Partnership creates and manages the nonprofit side of the program.
- **VirtuallyGood4Kids™** brings the success of cause-related marketing to the digital game space. See *Game Companies & Social Responsibility: The Time is Now*, ©2012 The Children's Partnership, [www.childrenspartnership.org](http://www.childrenspartnership.org).



## How Does VirtuallyGood4Kids™ Work?

VirtuallyGood4Kids™ can be incorporated into game play in many ways:

- Designated virtual goods incorporated into the game or sold through the game's virtual goods store.
- Funds generated to level up in the game.
- Badges and other rewards that indicate support.
- Tie-ins in the game to branded goods and products sold by corporate partners.
- Campaign tailored to game themes and company interests.
- Sustained campaign with fresh tie-ins to holidays, events, seasons, etc., distinctive from past "emergency relief" efforts.
- Longer time frame for deeper branding, more funds raised for kids, and more opportunities to motivate women gamers to connect and play.

## Win! Win! Win!

VirtuallyGood4Kids™ is a Win, Win, Win partnership between game companies, investors, philanthropists, game players, and nonprofit organizations serving kids. VirtuallyGood4Kids™ enhances the game experience for women players and provides

positive opportunities and profile for companies.

- American women are significantly more likely than men to show their support of a cause by purchasing products or services from companies that support the cause.



- 55% of social gamers are women, with the figure as high as 75% in some games.
- Women are the primary decision-makers in family charitable giving; and they are more likely than men to support youth-related causes.
- Social media holds the potential for women players to recruit new women/friends.
- Trends in Daily Active Users and Average Revenue Per User can be tracked and can be expected to increase.
- The game company raises its profile as a pro-social company. The children's organizations that receive the funds can be matched to the game and the company.

## Kids Need Our Help

The recession has dramatically affected the nation's 70 million children. By nearly any measure, US children today are living with reduced resources and have poorer health status.

- More children are homeless in America now than at any time since the Great Depression.

One in 45 children is now homeless, the majority of whom are under age 7.

- Child poverty—defined as a family of 3 earning less than \$19,090 annually—is at the highest rate it has been in 20 years. Today, one in four US children lives below the poverty level.
- Since the subprime mortgage crisis in 2007, in California alone, 400,000 more children are living in poverty today than were in 2007.



## A Measurable Impact

Hundreds of thousands of children could benefit from VirtuallyGood4Kids™.

- \$2 per day bridges the digital divide for a student.
- \$3 generated per day provides complete health care to one child.
- \$4 per day provides a young person with after-school enrichment.



Rough projections show that considerable new resources could be generated for kids.

- For instance, a game with 5.7 million monthly users could generate \$3 million in one year, alone, if 3% of players buy \$1.50 per month in virtual goods for kids.\*
- Kids who are looking for a way to get involved can create ways to do so by participating in VirtuallyGood4Kids™ and helping out their community.

*\*Projections vary based on how many users play a designated game each month and on how long the VirtuallyGood4Kids™ effort is sustained.*

## Why The Children's Partnership?

The Children's Partnership is a national, nonpartisan nonprofit organization that, for nearly two decades, has worked at the intersection of emerging technologies and the needs of children—in ways that improve the lives of America's children.

The Children's Partnership has worked with top executives at Mattel, Verizon, Adobe, AT&T, Google, McGraw Hill, Comcast, Microsoft, MSNBC, Adobe, Time Warner, AOL, and others on projects for parents, for teachers, in schools, and with policymakers. (See more about The Children's Partnership, [www.childrenspartnership.org](http://www.childrenspartnership.org).)



The Children's Partnership created VirtuallyGood4Kids™ recognizing the emerging power of gaming in families' lives and the importance of social responsibility from the gaming community.