

# Gaming for Giving

How It Works



Gaming for Giving

# *Gaming for Giving* by the Numbers

An estimated 1.5 billion people play videogames worldwide.

58% were interested in donating while playing.\*

\*Charities Aid Foundation's Gaming and Charitable Giving Survey Results:



Gaming for Giving

*Gaming for Giving*  is...

... a platform-independent widget that  
ties into online gaming platforms,  
turning game-points  
into dollars for charities.



*Gaming for Giving*

**Gamers direct corporate-giving  
to the charities of their choice...**

... by selecting the charities  
and charitable-giving categories  
that they care about.



Gaming for Giving

When a gamer receives their point-score total for a game...

... the *Gaming for Giving* widget pops up and tells them:

- How many \$ they just earned...



Gaming for Giving

When a gamer receives their point-score total for a game...

... the *Gaming for Giving* widget pops up and tells them:

- Which charity/ies they just benefited...



Gaming for Giving

When a gamer receives their point-score total for a game...

... the *Gaming for Giving* widget pops up and tells them:

- And which corporation/s donated the funds. Including clickable links!



Gaming for Giving

At end-of-game, a player who chose to give to the category of Academic & Career Success may see this:



Thanks for playing with *Gaming for Giving*

Your 1,219 points earned \$12.19 for



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Provided by



[Learn more!](#)





*Gaming for Giving*

# *Gaming for Giving* is...

3 databases that talk to each other.

## Gamer's Preferences

Users log in to set their:

- Favorite charities
- Favorite giving categories

## Charities & Giving Categories

Charities log in to set their:

- Name
- Address
- Website
- Giving info: EIN#
- logo
- Giving categories

## Giving Corporations & Parameters

Corporate Giving folks log in to set their:

- Name
- Address
- Website
- logo
- Giving parameters by charity
- Giving parameters by category



Gaming for Giving

# What is *Gaming for Giving*?

Does it actually move money, or is it a pledging system?

If Corporations continue to fulfill funding via paper check and wire transfers...



Then *Gaming for Giving* should be a pledging/invoicing service.

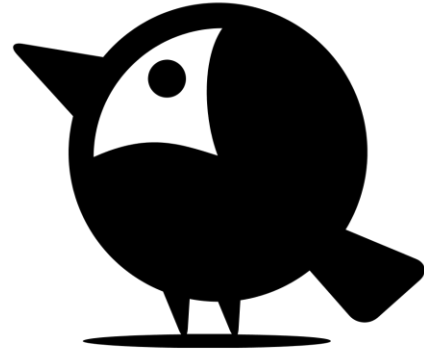
If Corporations can make donations online...



Then *Gaming for Giving* should be a transactional service.

Are Corporations willing to pay a small percentage of each transaction?





# Gaming for Giving

**Beneficial Gaming . Charitable Education  
Corporate Giving Revealed**