**WHO WE ARE**

Girls Make Games is on a mission to address the gender gap in the games industry. Our programs are designed to teach and inspire girls between ages 8-18 to explore the world of video games.

What started as an attempt to bring the first all-girls game camp to the Bay Area has now become a global initiative to address women’s representation in the gaming industry worldwide.

**OUR MISSION**

Here at GMG, we want to address the gender gap by reaching out earlier. GMG’s flagship summer camps give elementary through high school girls the opportunity to work alongside mentors and established industry professionals to create fully playable games.

Thanks to partnerships with tech and game industry giants, our programs provides students the ultimate crash course in game design and development.

Women make up 47% of gamers
The video game industry is currently undergoing one of the greatest periods of growth in history. According to leading technology market research firm Juniper Research, the global video games industry will exceed $200 billion in value by 2023. The U.S. Department of Labor noted that **video game designer employment will skyrocket 30%** this decade, placing it among the fastest growing careers in America.

Despite its incredible gains, the industry is still crippled by a lack of gender diversity. Women occupy a mere 20% of industry jobs, yet make up nearly 47% of the active consumer base.

**With your help, we can change those numbers.**
Program
Achievements

 достигнуто более 6,000 девочек через летние лагеря GMG, мастер-классы, игры и цифровое образование в 83 городах по всему миру.

Предоставлено почти 2,500 девочек с помощью академических стипендий / финансовой помощи в США и по всему миру (мастер-классы + летние лагеря).

Организовала Girls Make Games-мастер-класс на Белом доме в рамках CSEdWeek инициатива в 2016 году.

Критический путь выпустил признанный документальный фильм об GMG, доступный на www.criticalpathproject.com/video/girls-level-up.


Сформировала партнерства с компаниями игровой и технологической индустрии: Nintendo of America, PlayStation, Take Two Interactive, Humble Bundle, Xbox, Google Play, DoubleFine Studios, Ubisoft и многие другие.
2020 Growth & Accomplishments

- Redesigned the summer camp and workshop curriculum to offer a virtual program for kids ages 8-18.

- GMG's virtual programs delivered over 4,600 hours of instruction to 400 students.

- Provided a record amount of scholarships, a total of $196,000 in value.

- Produced + streamed a virtual Demo Day, ‘attended’ by 1,400 viewers

- Launched “GMG World” an private online community hub for GMG’s participants to connect, learn, and share their creations.

- Developed and shipped 2 games designed by GMG summer camp graduates: Find Me (coming to PS5 in 2021!) and Shredded Secrets (coming to Nintendo Switch in 2021!)

- GMG’s founder and CEO, Laila Shabir, was included in the 2020 Variety 500 list of business leaders shaping the global media industry.
We really appreciate how well you managed the online learning experience. On the first day of camp Emma camped upstairs beaming with joy—that rarely happens! She also declared that her school should take lessons from you all about how best to teach via Zoom. She was so impressed by it all!

It also seemed like you struck an excellent balance between being encouraging yet still challenging them to up their game. (Pun completely intended.) So thank you!

— PARENT, 2020
Even though camp was online, it was incredible!!!!
Listening to all of the guest speakers was really cool, especially since their backgrounds were very different from each other. Also, this was my first time making a game, and they balanced support and help with letting you problem solve on your own really well. This was super helpful because when I make my next game independently I will know some of the things to check.

Overall this was the best camp I have ever attended. 😊

— VIRTUAL CAMP PARTICIPANT, 2020
GMG 2020 in Photos
GMG 2020 in Photos
2021 Goals

2020 came with its unique set of challenges; it forced us all to rethink how we lived our lives. At GMG we reflected on the year and its impact on our girls, leading us to establish two major themes for our efforts and goals in 2021: **Accessibility** and **Community**.

In addition to offering our virtual summer camps, we’re excited and committed to strengthen our community of aspiring developers, and to reach kids who may otherwise not have access to GMG’s programs. To that end, we’re launching:

- **Year Round Virtual Programs**: Spring, Summer, Fall, and Winter sessions. Up to 100% need-based scholarships offered for all paid programs.
- **GMG Online**: a free, self guided, virtual, game dev course that mirrors our 3 week long summer camp. Course may be taken at any time of the year on GMG’s website.
- **GMG World**: a free, private, virtual space for GMG’s participants intended to foster friendships & community.

Through partnerships with schools, games industry and community organizers around the world, we estimate GMG’s virtual offerings will reach between 30,000-50,000 girls in 2021.
How you can support GMG

MAKE A FINANCIAL CONTRIBUTION
[Any amount, see next page for Sponsorship levels and benefits]

HOST A GMG WORKSHOP
[Minimum donation $5K]

DONATE GAMES & SWAG
[Any quantity]

SPEAK & INTERACT WITH GMG STUDENTS
[Minimum donation $5K]

Increase GMG’s impact and reach by contributing to the GMG Scholarship Fund. In 2020 alone GMG disbursed $196,000 in scholarships to girls who wouldn’t have access to our programs without the support. Help us build an accessible, scalable program beyond workshops. Support development of GMG Online (free Game Dev course) and GMG World (virtual space for girls).

GMG will manage all logistics, teaching, curriculum and make room for your team’s participation (panel, mentorship and more). See example GMG x DS Volition Workshop here.

Donate merch that we can give away to girls in our programs. Examples include but not limited to: stationery, plushies, digital and physical game copies, posters, stickers.

Support the program by inviting your staff to speak at our annual summer camps and/or workshops! Sample options include panels, solo speakers, demo sessions.

Also: sponsor a fun, virtual “Games Night” with GMG’s community and your employees. GMG will coordinate all logistics including picking a game, moderating/leading sessions in groups and facilitating sessions. Simply show up, meet some awesome budding game devs and have fun playing with GMG!
Sponsorship Tiers & Benefits

- **PATRON TIER:** $5,000
  - Support GMG Scholarships & Portal (online resources) Development
  - 1 Social Media mention, 1 newsletter mention (75K+ reach)

- **CHAMPION TIER:** $10,000
  - Patron level benefits PLUS Company Logo on GMG website,
    2 Social Media mentions, 1 newsletter mention

- **BRONZE TIER:** $40,000
  - Champion level benefits PLUS 3 Social Media mentions, 2 newsletter mentions

- **SILVER TIER:** $65,000
  - Bronze level benefits PLUS 5 Social Media mentions, 3 newsletter mentions

- **GOLD TIER:** $90,000
  - Silver level benefits PLUS logo on all GMG student t-shirts and Demo Day co-sponsor

- **PLATINUM TIER:** $120,000
  - Gold level benefits PLUS prime logo placement on National Demo Day.
  - Logo inclusion in GMG published titles
Thank you!