



GamesAid: Blueprint

Introduction

GamesAid is a children and young people's charity.

It acts as a broker of charitable activity on behalf of individuals and companies within the UK video games industry. Funds are distributed to a diverse range of charities as nominated and voted for by its members.

GamesAid is administered by volunteer Trustees, who operate on a fixed term basis. It is formally run by a chairman, who is also a volunteer and on a fixed term. GamesAid is a non trading body.

Scope

Funds will predominantly be used to support children's charities in the UK, with limited application for overseas causes; for education, health, housing and social welfare. Funds may also be deployed for career guidance and sport. Where possible, there will be some form of technology/interactive play element, but that is not a funding stipulation.

Funds can only be raised for Registered Charities.

The charities supported by GamesAid are more likely to be small-to-medium sized, rather than the better-funded larger ones.

Source of funds

Monies are to be raised through a number of routes including, but not limited to:

- Industry activities, such as social or sporting events
- Individual and corporate donations
- Game packs
- Unwanted merchandise auctions

GamesAid actively encourages all companies and individuals within the UK games industry to participate and contribute to fundraising.

Allocation of funds

GamesAid is keen to ensure that donations are made to a variety of charities and that their allocation is representative of the wishes of its membership.



- No more than 50% of expected annual funds can be committed to any single project;
- In all cases, the Trustees are to be guided by industry feedback, though the ultimate decision is theirs
- Donations made to GamesAid are part of the general fund for projects to be decided by the Trustees, and should not be limited to specific charities nominated by the donor

Trustees

The Trustees act as guardians of the charity, having oversight of the management, fund-raising and fund-allocation.

While they cannot be literally representative of all areas of the games industry, the intention is to seek a wide spread of participants to aid engagement and relevance.

There are to be a minimum of six Trustees, including the Chairman.

The Chairman is to operate in that role for a maximum of two years. He or she will first have served as a Trustee and would preferably have had a period of a minimum of a year as Deputy Chairman/Chairman Designate. After two years, the Chairman will step down. He or she may seek to become a Trustee in the normal course.

The Deputy Chairman/Chairman Designate is to be decided by the Trustees, with input from the industry.

New Trustees can be nominated from and by the membership. Individuals will be encouraged to become involved from all sectors of the industry.

Trustees serve a maximum of three years before retiring and may then re-stand for election as a Trustee.

The Trustees will meet formally at least each quarter. Their role is unpaid, with no expenses claimable for these meetings.

Day-to-day management

For 2008-2009, *The Producers* will be providing the back end operations for GamesAid, which they will be doing on a pro bono basis, with a review thereafter.

Press

GamesAid seeks to appoint a number of independent and well-regarded industry PR professionals to provide their services to the charity free of charge, who will be tasked with promoting the various activities and events of and for GamesAid.



Industry engagement

GamesAid seeks to connect with all aspects of the games industry. Without support and involvement, it has no role.

Engagement routes:

- Regular communication via website, newsletter and press releases
- GamesAid events
- Industry meetings: To ensure regular presence and presentations at relevant games industry trade body board meetings as well as at key UK games industry events and at as many industry gatherings as is possible.
- Internet: GamesAid will seek active involvement of the industry through its website, www.gamesaid.org, as well as working hard to generate engagement with the two main industry websites, MCVUK.com and GamesIndustry.biz. GamesAid will also maintain a community presence via Facebook and Twitter.
- Membership: GamesAid intends to engage membership as wide as possible throughout the games industry. Details about membership can be found on the website, with membership being free of charge.

GamesAid's transparency and running costs

GamesAid is committed to ensuring complete transparency in its decision-making, cost structure and to producing regular public updates on its activities.

GamesAid will publish an end of year report. This will detail funds (all events and how much was raised); costs; donations (which charities were supported and for how much; also details of continuing obligations, if any); retention; and Trustees (who they are, when they were appointed).

The operating costs of GamesAid will be subject to frequent, close review by the Trustees, with the aim for these to be at the absolute minimum, with a goal of costs being less than 5% of total funds raised.

Operating approach

The UK games industry is young, dynamic, creative, successful, international and highly innovative.

GamesAid will engage the industry's people and reflect its values.

Above all, it will seek to raise substantial sums of money for charity over time by harnessing the power of the UK games industry.

Additional points



URL/website

The URL gamesaid.org has been registered in the name of the charity. *Eurogamer* designed the website and supplies web-hosting on a pro bono basis.

Logo

MediaClash designed the GamesAid logo on a pro bono basis. Supportive games industry companies are being encouraged to incorporate the GamesAid logo into their email footers, headed paper and other literature.

Advertising

GamesAid seeks to obtain advertising space free of charge from relevant consumer and trade websites and magazines. A set of GamesAid adverts (web buttons etc) are available via gamesaid.org for anyone to use who wishes to promote GamesAid and link to the GamesAid website.