2015 IMPACT STATEMENT

Fifteen Years of Commitment to America’s Youth
Dear Friends,

Fifteen years ago, the U.S. video game industry established the Entertainment Software Association (ESA) Foundation. Since its founding, the ESA Foundation has demonstrated our industry’s steadfast commitment to supporting students, schools and charities that improve lives and expand horizons by harnessing the unique power of interactive technologies.

With your support, we provide scholarships to aspiring game developers across the country, helping them build the skills they need to become the future leaders of our industry. We also work with schools and nonprofit organizations as they leverage video games and digital technology to enhance education and creatively respond to current issues impacting today’s youth, such as lessening the gender gap in science, technology, engineering, and math (STEM) fields or helping a child with cancer cope with treatment. All of these programs provide an undeniable, positive impact, making your contribution extremely important.

Our scholarship recipients and grantees have achieved outstanding results. Recognizing the value of game play beyond entertainment, scholarship recipient Liz Fiacco created her own game studio—Fallstreak Studio—to develop games with an educational purpose. During our 10-year partnership with HopeLab, we helped engage tens of thousands of children through the game Re-Mission, a powerful digital tool that helps kids with cancer understand their disease and increases adherence to medical treatment plans. Since partnering with the ESA Foundation, Extra Life—a charitable video game marathon—raised $16 million for Children’s Miracle Network Hospitals, benefiting thousands of children regardless of their family’s ability to pay for medical treatment. In the following pages, we present these and other achievements that highlight the ESA Foundation’s impact.

Your support makes it possible for the ESA Foundation to continue this important work. We are proud of what we have accomplished together over the past 15 years, and – with your help – we are confident that the ESA Foundation will better the lives of countless more children in the years ahead.

Sincerely,

Michael D. Gallagher
President & CEO, Entertainment Software Association
Through its core grant program, Education Challenge Grant, and college scholarship opportunities, the ESA Foundation harnesses the power of video games to support exceptional programs and individuals to create positive social impacts in communities across the country.

**Programs**

**Core Grant Program**
Our grants foster youth development through engagements with computer and video games, contributing to a more digitally-advanced generation. Programs we support improve health outcomes, help reinforce math and science skills, enliven history, increase civic participation, and prepare students for college.

**College Scholarships**
To encourage diversity in the computer and video game industry and support the development of its future leaders, we provide annual scholarships to women and minority students who aspire to work in the video game industry. The scholarships are offered for full-time undergraduate study at accredited four-year colleges and universities in the United States. Up to 30 scholarships are awarded annually to graduating high school seniors and college students.

**Education Challenge Grant**
For three years, the Education Challenge Grant was offered to schools in the United States that best demonstrated the ability to innovatively integrate video games and game technology into their curricula. The program provided funding to schools who sought to use computer and video games to strengthen their academic offerings or create new learning experiences for students.

**Mini Grants**
ESA Foundation mini grants are designed for school projects that incorporate computer and video games into curricula.
Scholarship Program

In 2007, the ESA Foundation established a scholarship program to assist women and minority students who are pursuing degrees leading to careers in computer & video game arts. In 2009, we extended this opportunity to graduating high school seniors and doubled the amount of awards granted annually.

The scholarships are offered for full-time undergraduate study at accredited four-year colleges and universities in the U.S. Up to 30 scholarships of $3,000 each are awarded annually, 15 to graduating high school seniors and 15 to current college students. ESA Foundation has awarded more than 230 college scholarships.

Making A Positive Impact on Students

“The ESA Foundation scholarship gave me the opportunity to pursue a second minor in addition to my major. Not only did the scholarship give me a peace of mind, I was able to push myself even harder to make the most out of the opportunities provided.”

— Anna Nguyen, Game Art & Production major at Drexel University

“The scholarships I received through the ESA Foundation gave me the financial freedom to pursue a degree at Chapman University and helped me turn my dream of owning a video game studio into a reality.”

— Liz Fiacco, graduate of Chapman University’s Animation & Game Design program and founder of Fallstreak Studios

“The ESA Foundation scholarship helped me purchase necessary software for my animation courses at the Art Institute of Ohio-Cincinnati. The new programs allowed me to explore video game character design in 2D and 3D, which played a crucial role in realizing my career aspirations.”

— Capri Kowsky, Media Arts & Animation major at Art Institute of Ohio
“With ESA Foundation’s support, the Globaloria Leadership Inspiration Program has grown into a replicable program that brings STEM education to schools nationally.”

—Idit Harel, CEO and Founder, Globaloria

**Education Challenge Grant**

The ESA Foundation’s Education Challenge Grant was an annual competition that advanced the use of computer and video games in the classroom by recognizing and rewarding innovative educators across the country who integrate cutting-edge educational technology into their curricula.

Nine schools received Education Challenge Grants to support their incorporation of computer and video games into classrooms to bolster student learning outcomes.

1. Instruction in mathematics, language arts, science, social studies, and physical education was supported at the Diocese of Saint Petersburg’s school in Saint Petersburg, Florida, by integrating Microsoft Xbox Kinect and Nintendo Wii into the classroom.

2. A greater understanding of American government and economics was developed by eighth grade students at Jefferson Middle School in Jefferson, Wisconsin as they used Minecraft to construct their own civilization. Throughout the course, students blogged about their settlements and attempted to persuade their fellow classmates to adopt certain economic ideas. Roughly 86 percent of students said they planned to choose a technology career after completing the program.

3. Minority students were encouraged to pursue careers in STEM-related fields at STRIVE Prep High School in Denver, Colorado, as they learned computer programming and graphic design by exploring The Sims, and used Scratch and App Inventor to create their own games.

4. Improvements in reading, writing, math, communication, and social skills were made by students with developmental disabilities at Albert Schweitzer Elementary School in Levittown, Pennsylvania, using Microsoft’s Xbox Kinect, the SMART Table® and SMART Board.

5. Real-world issues were addressed by students in grades 9-11 at Bronx Compass High School in Bronx, New York as they worked with mentors to design and produce computer games. By integrating humanities and technology curricula, the program challenged students to communicate and empathize with the daily challenges faced by inner city youth.

6. Middle school students enhanced their understanding of STEM topics at Dunlap Community Schools in Dunlap, Illinois, as they used SimCity to design, build, destroy and eventually rebuild a virtual city. Students worked in small groups to identify problems that arose during the design process and developed solutions, leading to a successfully operating city. Students were 33 percent more confident in their STEM skills after completing the program.

7. Students were challenged to make videos and write blogs about the virtual cities they created using SimCity at East Los Angeles Renaissance Academy in Los Angeles, California. This urban planning and design-focused school provided students with an interactive simulation of an urban planner’s day-to-day work.

8. Algebraic skills and concepts were reinforced as students at Centennial High School in Corona, California participated in a video game design class and collaborated with students from two special education algebra classes using Minecraft.

9. Learning in history, science, language arts, and mathematics was demonstrated in students in grades 4–8 at Milwaukee Montessori School in Milwaukee, Wisconsin. Using Minecraft and The Peace Game, a history and problem-solving game, the program provided a 3D learning environment.

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Core Grant Program

ESF Foundation grants support charitable organizations that leverage entertainment software and technology to create meaningful opportunities for America’s youth. Since its creation, ESF Foundation has awarded 114 grants, including six multi-year grants, to a variety of nonprofits that have achieved impressive results.

Messages from Our Grantees

Brown University—Bootstrap

Bootstrap uses game programming to teach urban middle school students algebra and geometry concepts.

“The ESA Foundation gave us our start here in Washington, D.C. When we started, we didn’t have any connections, we didn’t have any resources. The ESA allowed us to bootstrap ourselves. Over the last three years, we’ve been able to expand to serve schools in Oakland, California and Los Angeles, and none of that would have been possible without the Entertainment Software Association Foundation.”

—Emmanuel Schanzer, program director, Bootstrap

iCivics

iCivics offers web-based games that provide instruction on a variety of topics, including community service, government powers, constitutional laws, civil rights and more.

“The ESA Foundation has been a reliable, wonderful partner that understands gaming and using digital resources in the classroom, and that’s hard to find. Together we’ve made and upgraded good learning games that kids love and that get them excited about civic education.”

—Louise Dubé, executive director, iCivics

World Wide Workshop (WWW)

WWW developed the Globaloria learning network to leverage game design to empower youth in disadvantaged communities.

“With ESF Foundation’s support, the Globaloria Leadership Inspiration Program has grown into a replicable program that brings STEM education to schools nationally. Clearly, ESA Foundation helped Globaloria grow its impact from 1,295 students in 2009-10 in 3 states, to over 17,000 students and teachers in 17 states in 2015-16. Together we are preparing our nation’s youth—boys and girls—for careers in STEM and gaming fields for years to come!”

—Idit Harel, CEO and founder, Globaloria

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ThankUSA

ThankUSA provides scholarships to the children and spouses of military personnel and offers Treasure Hunt, a digital American history game that reminds players of the freedom and values sustained by members of the armed services.

“The underwriting of ThankUSA’s Treasure Hunt has helped us raise awareness of ThankUSA’s Military Family Scholarship Program to provide scholarships to military family members. ESA Foundation’s contributions to ThankUSA’s scholarship program have provided a heartwarming 161 ESA Foundation/ThankUSA scholarships to military dependents.”

—Michele Stark, executive director, ThankUSA

ExtraLife

ExtraLife is a 24-hour video game marathon and fundraiser that has raised more than $16 million for medical research and treatment at Children’s Miracle Network (CMN) Hospitals across North America since its inception.

“ESA Foundation just threw their arms around this Foundation when we were still in our infancy and helped us grow our team. They helped us hire our first dedicated full-time person, and then they engaged in a really cool way by creating a challenge. This challenge allowed gamers in their local markets to fundraise for their hospital and by being the top fundraiser for their local hospital they would unlock more money for their local hospital. It was amazing, we have some really amazing people out there and the ESA Foundation seems to stand shoulder-to-shoulder with our gamers and motivate them to do great things for local kids.”

—Jeremy Adams, founder, ExtraLife

ThanksUSA’s Treasure Hunt

Designers, developers and gamers across the world have used ThanksUSA’s Treasure Hunt to raise thousands of dollars for local hospitals.

“With ESA Foundation’s support, we’ve been able to reach hundreds of girls and introduce them to the video game patch program, which in turn introduces girls to several different careers in video games. Without the ESA Foundation’s support, none of this would have been possible.”

—Kristan Simon, program manager, Girl Scouts of Greater Los Angeles

HopeLab

HopeLab harnesses the power and appeal of technology to motivate measurable positive health behaviors in young people, including by developing online games that promote successful, long-term treatment outcomes for adolescents and young adults with cancer.

“For almost 10 years, ESA Foundation has been our lead supporter in distributing HopeLab’s Re-Mission games for young cancer patients, helping us reach families in 81 countries through the positive power of video games. Since 2006, HopeLab distributed more than 210,000 free copies of the original Re-Mission game – about 20 percent of which is the direct result of the foundation’s generous support. ESA Foundation is also supporting our efforts to increase awareness and utilization of Re-Mission 2 online and mobile games through outreach to clinicians, caregivers, families, cancer survivor networks and professional associations concerned with their health and well-being. To date, almost 300,000 Re-Mission 2 game levels have been played. We’re grateful to the ESA Foundation for helping us improve the lives of so many people around the world.”

—Richard Tate, vice president, communications and marketing, HopeLab
“The work of our grantees responds to current issues facing today’s youth. These programs provide an undeniable, positive impact to many deserving children.”

— Mike Gallagher, President & CEO, Entertainment Software Association

ESAFoundation Grantees

2015
- Boys & Girls Clubs of America
- Children’s Miracle Network Hospitals
- Drexel University
- HopeLab Foundation
- National Center for Missing & Exploited Children
- Smithsonian National Museum of the American Indian
- ThanksUSA
- Vision Quest

2014
- Becker College
- Brown University—Bootstrap EverFi Southeast Community Development Corporation
- Federation of American Scientists
- Girl Scouts of LA Hispanic Heritage Foundation
- HopeLab
- iCivics
- Pulitzer Center on Crisis Reporting
- ThanksUSA
- Tiger Woods Learning Center
- World Wide Workshop Foundation

2013
- Children’s Miracle Network Hospitals
- Edheads
- Federation of American Scientists
- George Mason University Foundation
- HopeLab
- Lewis and Clark Foundation
- Museum of the Moving Image
- National Center for Missing & Exploited Children
- National Institute on Media and the Family
- One Economy Corporation
- PAX/Real Solutions to Gun Violence
- Purdue University
- ThanksUSA
- Web Wise Kids
- Work, Achievement, Values & Education

2012
- Ball State University Foundation
- Brown University - Bootstrap
- Children’s Health Education Center
- Colonial Williamsburg Foundation
- Edheads
- Federation of American Scientists
- Games for Change
- HopeLab
- iCivics
- Inspire USA Foundation
- Institute of Play
- Rensselaer Polytechnic Institute
- Smithsonian American Art Museum
- ThankYouSA
- Tiger Woods Learning Center
- Web Wise Kids
- World Wide Workshop Foundation

2011
- Case Western Reserve University
- Children’s Health Education Center
- The Cooper Institute
- Edheads
- Federation of American Scientists
- Hirshhorn Museum and Sculpture Garden
- HopeLab
- iCivics
- PAX/Real Solutions to Gun Violence ThankYouSA
- Web Wise Kids
- World Wide Workshop Foundation

2010
- Association on American Indian Affairs
- DonorsChoose.org
- Federation of American Scientists
- HopeLab Foundation
- One Economy Corporation
- PAX/Real Solutions to Gun Violence
- Purdue University
- ThankYouSA
- Web Wise Kids

2009
- Federation of American Scientists
- HopeLab Foundation
- National Institute on Media and the Family
- One Economy Corporation
- PAX/Real Solutions to Gun Violence ThankYouSA
- The Animation Project
- Web Wise Kids
- WGBH

2008
- Computers for Youth
- HopeLab Foundation
- iCivics
- Inspire USA Foundation
- Institute of Play
- Rensselaer Polytechnic Institute
- Smithsonian American Art Museum
- ThankYouSA
- Tiger Woods Learning Center
- Web Wise Kids
- Work, Achievement, Values & Education

2007
- Federation of American Scientists
- HopeLab Foundation & Starlight
- Starbright Foundation
- PAX/Real Solutions to Gun Violence
- Web Wise Kids
- Work, Achievement, Values & Education

2006
- PAX/Real Solutions to Gun Violence
- Special Katrina Relief – Save the Children
- Students Against Violence Everywhere
- Web Wise Kids
- Work, Achievement, Values & Education

2005
- Association of Hole in the Wall Camps
- Boys & Girls Clubs of America
- Students Against Violence Everywhere
- Web Wise Kids

2004
- STARBRIGHT Foundation
- Starlight Children’s Foundation
- Web Wise Kids
- Work, Achievement, Values & Education

2003
- Boys & Girls Clubs of America
- Just Think Foundation
- Web Wise Kids

2002
- Boys & Girls Clubs of America
- Just Think Foundation
- Special 9/11 Relief – Families of Freedom Scholarship Fund
- Special 9/11 Relief – The Survivors Fund
- Web Wise Kids

2001
- Boys & Girls Clubs of America
- Boys & Girls Clubs of Oakland
- Mothers Against Violence in America/SAVE
- Street Law/YouthVision

Making an Impact

The ESA Foundation has racked up some impressive numbers in its first 15 years and we hope the next 15 are even better!

42,000 approximate number of free copies of its original Re-Mission game HopeLab distributed with ESA Foundation’s support

$16 million raised for Children’s Miracle Network Hospitals across North America by Extra Life, a 24-hour video game marathon, since partnering with ESA Foundation

150+ number of military children who received an ESA Foundation-funded scholarship through ThanksUSA

28,000 number of children screened for vision disorders through EyeSpy 20/20, a video game funded by ESA Foundation

40% percentage of middle school social studies classrooms in the U.S. reached by iCivics games funded by ESA Foundation

700 approximate number of girls who participated in the Girl Scouts of Greater Los Angeles’ video game design workshops
The ESA Foundation Board of Directors is comprised of ESA member company representatives and provides critical leadership and support for the foundation and its programs.

### ESA Foundation Board Members as of January 2016

- **Chris Cook**  
  Wargaming Public Company, Ltd.
- **Mike Gallagher**  
  Entertainment Software Association
- **Dorian Rehfield**  
  2K Games, Inc.
- **Remi Sklar**  
  Warner Bros. Interactive Entertainment Inc.
- **Richard Taylor**  
  Entertainment Software Association
- **Julie Wynn**  
  Electronic Arts
- **Careen Yapp**  
  Gaikai

Visitors enjoy "The Art of Video Games" exhibition at the Smithsonian Institution’s American Art Museum. ESA Foundation awarded a grant to the Smithsonian American Art Museum in 2012 for the exhibition and related educational programs. Photo courtesy of the Smithsonian Institution’s American Art Museum.