GAMES FOR LOVE

2020 RETURN ON IMPACT

$4.13

Games For Love is heavily data driven so that we can understand the depth of analytics that our impact is making on a global scale. **$4.13** represents the average dollar amount for Games For Love to reach and impact 1 person through our six different programs.

Games For Love's is a 501(c)(3) dedicated to easing suffering, saving lives, and creating sustainable futures for children. We do this through six programs that are working in tandem
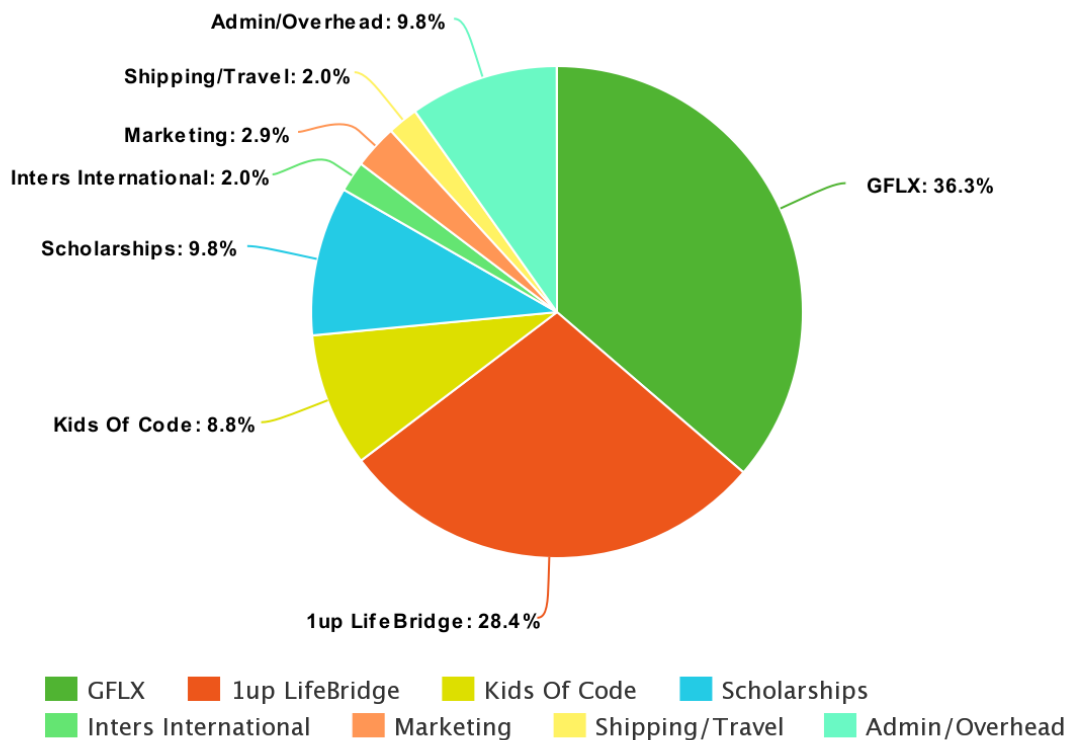
with each other to create a community of support to children for life. Each program is designed with a specific purpose to achieve significant impact on their own, but the power of Games For Love' Program Ecosystem happens once a child traverses programs sequentially, and grows in their impact to a child the more programs they are able to take part in. Our programs are set up in a way that allows our programs to create a pathway into the future to create sustainability, and also as a unique ecosystem that makes our programs welcoming at any point since each program is based on age-ranges.

Flow of Program Ecosystem

Whenever a donation is made to Games For Love, may it be $1, $100, or $1,000,000 the breakdown is the same each time since our funding is based on percentages for support and cost to run our programs.

Admin/Overhead: 9.8%
Shipping/Travel: 2.0%
Marketing: 2.9%
Inters International: 2.0%
Scholarships: 9.8%
Kids Of Code: 8.8%
GFLX: 36.3%
1up LifeBridge: 28.4%

GFLX · 1up LifeBridge · Kids Of Code · Scholarships
Inters International · Marketing · Shipping/Travel · Admin/Overhead

Currently, we impact children with more than $0.85 cents of every dollar. With the goal to impact children with more than $0.90 of every dollar in 2021. Our goal is to keep growing our impact numbers while decreasing our admin and overhead costs. One of the ways we have been able to focus on impact is to reduce traditional infrastructure costs by limiting our costs of facilities to a single office and a warehouse, while receiving the generous support of in-kind donations to utilize software, and hardware.

The Return on impact per program per child is as follows:

Program	Percentage	Cost per child
GFLX	36.30%	$1.64
1up	28.40%	$100
Kids of Code	8.80%	$5
GFL Scholarships	9.80%	$500
Interns Int'l	2.00%	$100

Based on these figures, we are able to create a comprehensive data set to look at the total impact we are able to make with increased funding as we continuously evaluate our data and analytics for how we reach children, and then how we can increase our cost effectiveness over time.

For example, we buy in bulk when we can to save on costs, and if we can't buy in bulk, we buy bundles. We are able to have such an effective and competitive return on impact because we understand our areas of expertise through panels of experts, advice from advisors, directors, and other professionals to help us as we do not rest on laurels, but continuously innovate.

We believe in innovation as a charity and that we must remain on the front lines of technology as early adopters to both understand, and grow long-term. We use technology to leverage automation by any means necessary to free up our time to focus on what really matters.

Each of our Departmental leads is able to see the bigger picture, while also understanding the depths of our trenches to ensure efficiency, while holding a continuous vision for progress and achievement.

The consistent goal that is put forward is constant progress to be obsessed with positively impacting the lives of children through our ecosystem.

VISION

Our vision is to reach 10 million children within 5 years. To do this, we must reach more than 2 million children each year and receive approx. $10 million dollars in total funding.

$ 10M

2.42M CHILDREN

Here is a look at how that is possible by taking the total amount raised by Games For Love each year, and how it is budgeted, with the impact per child cost to give us our final numbers for how we can reach 2.42 million children per year.

Number of Kids impacted

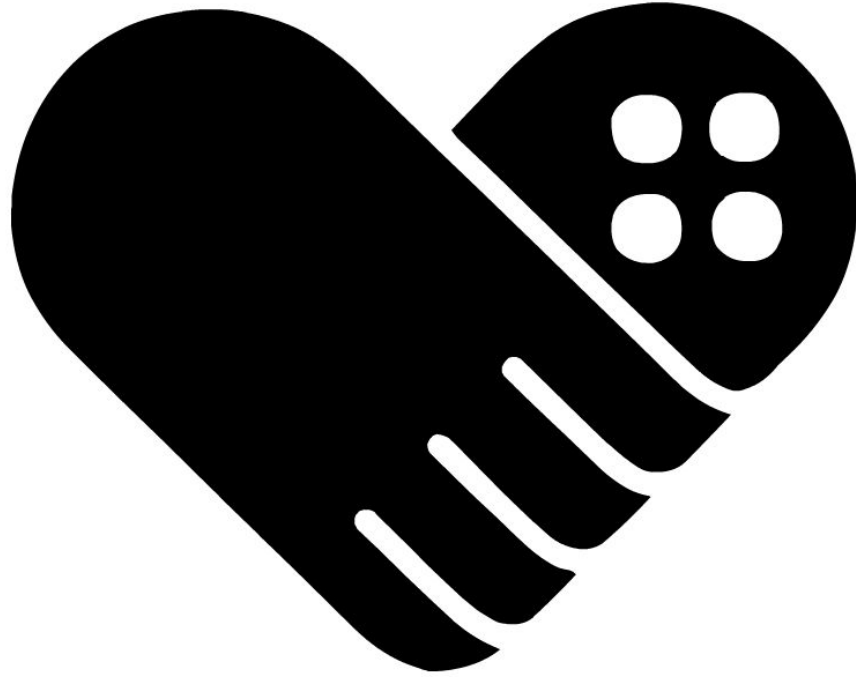| NAME	$10	$100	$1,000	$100,000	$1,000,000	$2,000,000	$3,000,000	$4,000,000	$5,000,000	$6,000,000	$7,000,000	$8,000,000	$9,000,000	$10,000,000
1up Life	0.028	0.284	2.840	284	2,840	5,680	8,520	11,360	14,200	17,040	19,880	22,720	25,560	28,400
#GFLX	2.213	22.134	221.34	22,134	221,341	442,683	664,024	885,366	1,106,707	1,328,049	1,549,390	1,770,732	1,992,073	2,213,415
Kids of Code	0.176	1.760	18	1,760	17,600	35,200	52,800	70,400	88,000	105,600	123,200	140,800	158,400	176,000
Scholarships	0.0019600	0.01960	0.1960	19.60	196.000	392.000	588.000	784.000	980.000	1176.000	1372.000	1568.000	1764.000	1960.000
Interns Int'l	0.0020000	0.02	0.20	20.00	200.00	400.00	600.00	800.00	1,000.00	1,200.00	1,400.00	1,600.00	1,800.00	2,000.00
Total Amount of Kids	2.42	24.22	242.18	24,217.75	242,177.46	484,354.93	726,532.39	968,709.85	1,210,887.32	1,453,064.78	1,695,242.24	1,937,419.71	2,179,597.17	2,421,774.63

The link to the larger spreadsheet is here:
https://drive.google.com/file/d/1c6ZK6t94yFIA0NPtE7lA9syFp0N5X6lk/view?usp=sharing

We have learned many things as we innovate and grow to be able to help children, but one of the biggest lessons we have learned is that the true measure of success is not how much we make, but that the true measure of success is how much we are able to give.

On behalf of the Games For Love team, the children, and people we impact, and our community; thank you for your support as we make a way for children, to give them hope, and a future through our love. "To do the impossible, we must believe nothing is." -Nathan Blair, Founder, Games For Love.

"TO DO THE IMPOSSIBLE, WE MUST BELIEVE NOTHING IS."

—NATHAN BLAIR
FOUNDER, GAMES FOR LOVE

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