

# Games for Change

# **2024 Impact Report**

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**Over the last 20 years, Games for Change has been a driving force behind the growth of the global impact gaming sector.** There are a lot of people looking for ways to engage the gaming industry — and its enormous global audience — in social good, and Games for Change plays a crucial role in making connections and creating pathways for cross-sector collaboration.

This report encapsulates the impact of our organization and community in 2024 — a banner year for Games for Change in terms of its programs, partnerships and international growth.

Our impact this year was fueled by a recognition that if games and immersive media are going to make an impact on a global scale, then we need to collaborate across sectors, work within the UN ecosystem, and expand our existing models of partnership for impact. With flourishing international chapters and events on every continent except Antarctica, the annual Games and SDG Summit at the UN, and growing communities in emerging markets like India and Türkiye, G4C has advanced a goal of building stronger bridges between the international development community and the global games industry. Continuing to cultivate this community and raising visibility for gaming initiatives around the UN’s global goals remains a key priority for the years ahead.

We have also greatly expanded G4C Learn offerings for youth, educators and parents. With an innovative learning model at the core of our programs and curriculum, deep partnerships with schools and communities across the country and around the world, a robust suite of learning resources and transformative professional development programs for educators, G4C Learn is pushing the boundaries of what’s possible when we leverage games and game design for learning. In 2024, our flagship G4C Learn program, the G4C Student Challenge, reached a significant milestone, marking its 10th anniversary with an international expansion that opened the program up and made its free learning resources available to students and educators all over the world.

There is so much more to celebrate in this report, and so much more still to come in the years ahead. We hope you will join us in recognizing the enormous impact that Games for Change — and the games community overall — have had in driving meaningful progress on a wide range of social and environmental issues. Your continued support makes this impact possible.

We are looking forward to leveling up even further in 2025.

Thank you,

**Susanna Pollack,  
President, Games for Change**





Attendees at the 2024 Games for Change Festival at The New School, Parsons School of Design, New York, NY.

*Photo by Mikko Castaño.*



**Games for Change** empowers creators and social innovators to use games and immersive media **to drive real-world impact** — helping people learn, improve their communities, and make the world a better place.

Our vision is a world where games are widely understood to have a purpose beyond entertainment and are used to power **new approaches to social impact.**



Dr. Sian Proctor speaking at the 2023 Games for Change Festival.

Photo by David Scott Holloway.

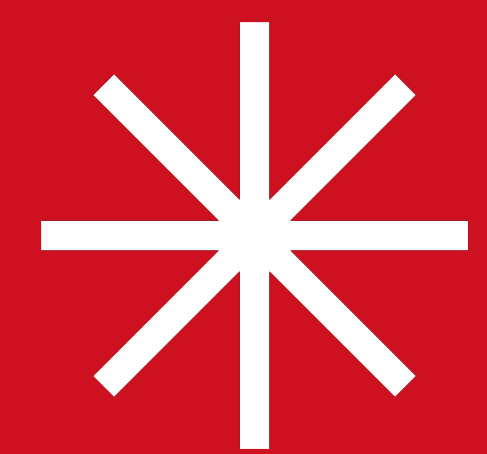


## WHY GAMES?

**3.2 BILLION** players worldwide

**\$187 BILLION** addressable market

GAMING INDUSTRY REVENUE IS LARGER THAN  
**THE FILM, TELEVISION, AND MUSIC INDUSTRIES  
COMBINED**



**73%** say video games improve their **creativity**

**63%** say video games help them feel **happier**

**69%** say video games help improve **cognitive skills**

**71%** say video games help provide **stress relief**





## Convening

Building a cross-sector community dedicated to exploring new partnerships, projects and practices at the intersection of games and impact.



## Learning

Empowering young people as socially conscious digital creators and problem-solvers, and bringing playful learning approaches to classrooms and out-of-school settings.



## Creating

Developing, executive producing and supporting award-winning impact campaigns and projects with cross-sector partners.





## OUR VALUES



**IMPACT:** Impact beyond entertainment is our purpose.



**INCLUSION:** Equity, access, and diversity is central to everything we do.



**CO-CREATION:** Collaboration and partnerships drive impact.



**CURIOSITY:** Curiosity unlocks innovation.



**TRUST:** Trust and integrity builds community engagement.

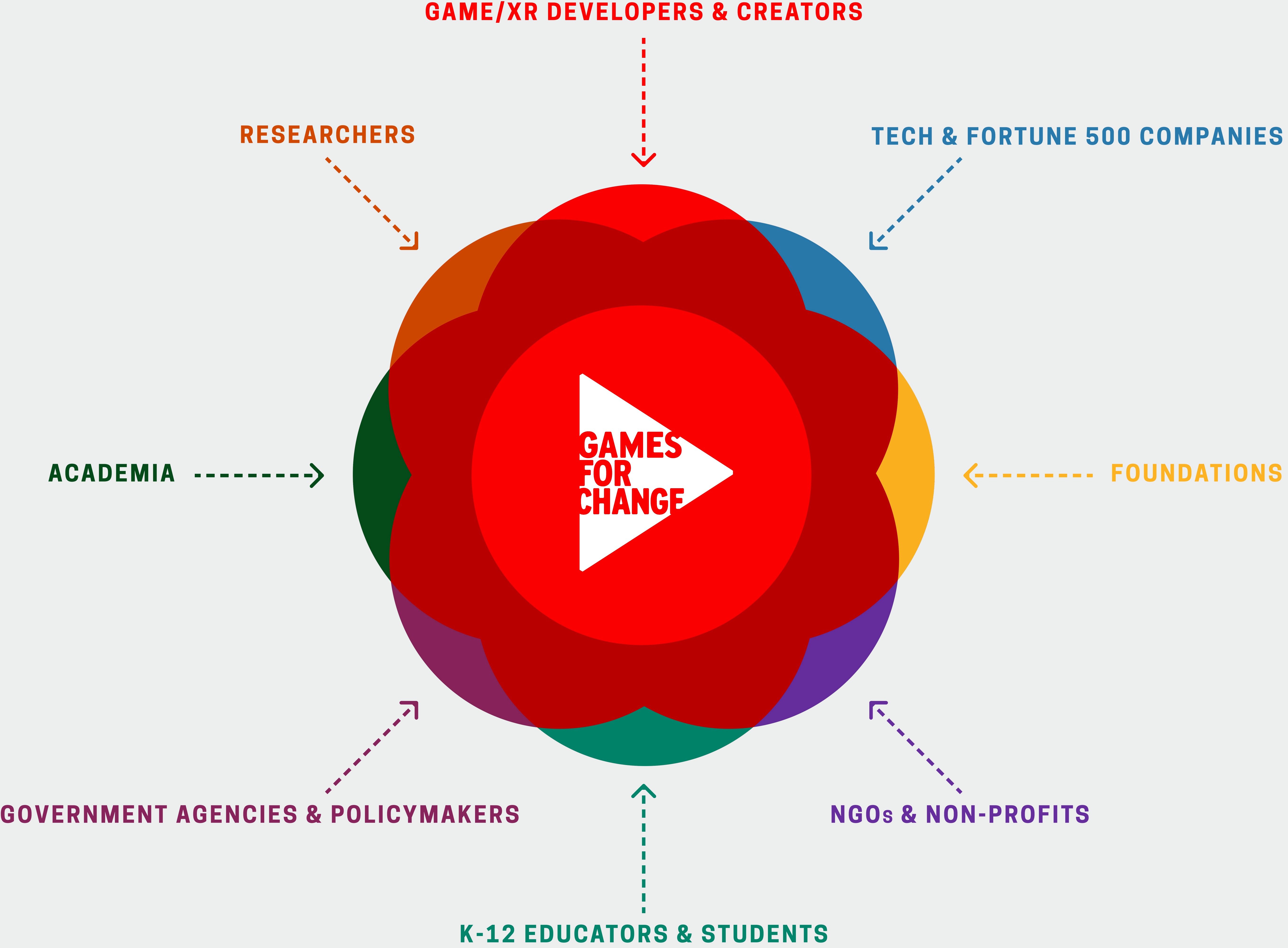


**LEARNING:** Continuous learning helps solve problems big and small.



**PLAY:** At our core, ***we live to play.***









The 2024 Games for Change Festival at Parsons School of Design at The New School, New York City.

Photos by Kezi Ban & Mikko Castaño.



21

G4C Festivals

86

G4C Award Winners

5

Global G4C Chapters

22

Global Chapter Events

58<sub>k</sub>

Students Reached

75%

Students in Title I Schools





# Growing a Global **Community**

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Kyle Li, Assistant Professor of Communication Design and Technology at Parsons, speaking at the 2024 Games for Change Festival in New York City.

Photo by Kezi Ban.



In 2004, a group of game developers, nonprofit leaders, educators, and researchers came together at the New York Academy of Sciences for what would become the very first Games for Change Festival — a gathering of ***leaders at the forefront of a whole new field.***

Today, G4C's annual flagship convening in New York City is the world's largest event dedicated to games, immersive media, and impact. The G4C Festival reaches ***a community from over 170 countries*** and has catalyzed rapid international growth, with local G4C chapters and events on every continent except Antarctica.



Drawing inspiration from the UN’s Sustainable Development Goals, the 2024 Games for Change Festival theme was ***The 2030***

***Marker: A Catalyst for Global Change.***

The Festival showcased the games and XR industry’s capacity for innovation, creativity, and social impact leadership in critical areas related to the SDGs, like climate change, food security, health, and education.

## 2024 G4C Festival Statistics:

2

Days

65

Sessions

43

Games and XR Experiences

2,300

Attendees

100+

Volunteers

200+

Meetings Facilitated

158

Speakers from 14 Countries

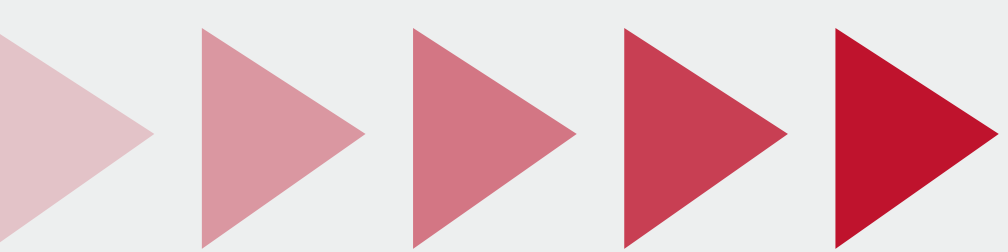
301

Award Submissions from 53 Countries



G4C2024 panel discussing the UN SDGs and the gaming industry.





# 2024 G4C FESTIVAL | NOTABLE SPEAKERS



**Rebecca Kantar**

Vice President of Education, Roblox



**Patricia Noel**

Mental Health Policy Manager, Discord



**idris brewster**

Founder, Kinfolk Tech Foundation



**Amir Dossal**

President & CEO of the  
Global Partnerships Forum



**Stan Pierre-Louis**

President & CEO,  
Entertainment Software Association



**Ava Vollandes**

Director, Social Impact,  
Minecraft Franchises, Mojang Studios



**Shuli Gilutz**

Programme Officer of  
Child Rights & Digital Business, UNICEF



**Timothy Ma**

Co-Founder and Chief Legal Officer, k-ID



**Jenn Panattoni**

Head of Gaming Social Impact,  
Xbox, Microsoft



**Game of the Year, Best in Impact, Best Narrative**  
**Stay Alive, My Son Chapter 1 & 2** (UME Studios)

**Best in Innovation**  
**Stray Gods: The Roleplaying Musical**  
(Summerfall Games)

**Best Gameplay**  
**A Highland Song** (inkle)

**Best in Civics, Best in Learning**  
**Headlines and High Water** (Field Day Lab)

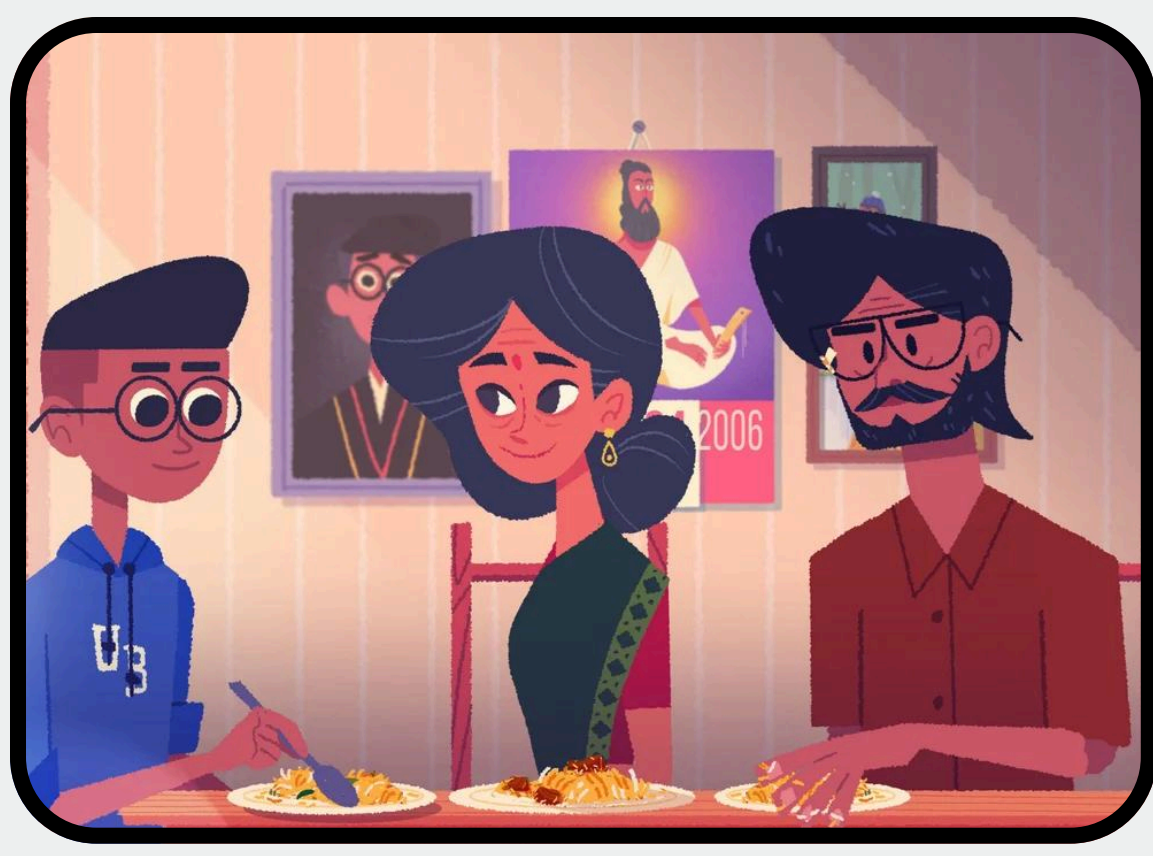
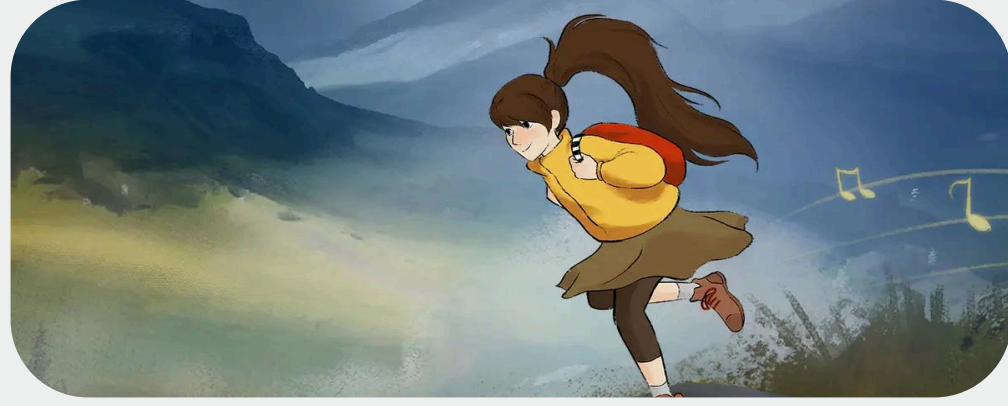
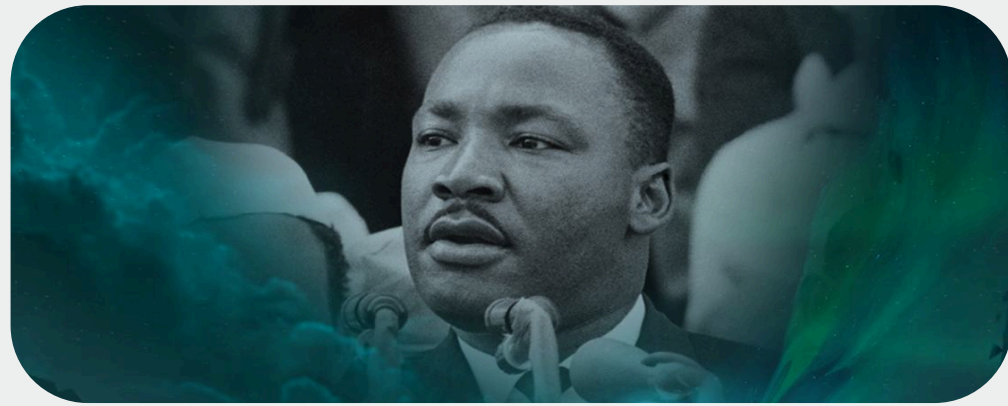
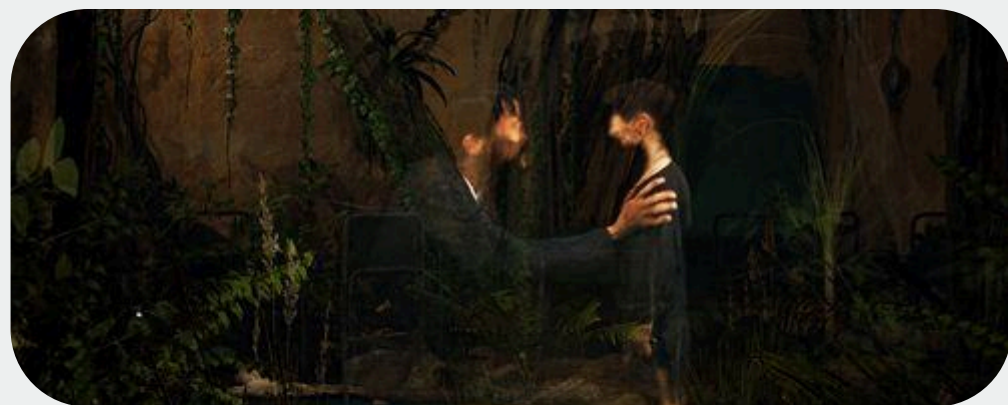
**Best in Environmental Impact**  
**The Plastic Pipeline** (The Wilson Center & FableVision Studios)

**Best in Health & Wellness**  
**Soul Paint** (Hatsumi & Monobanda)

**Best in XR**  
**MLK: Now is the Time** (Flight School Studio, TIME Studios, Meta VR for Good)

**Best Student Project**  
**Stop & Breathe** (One Must Imagine Games)

**Best Board or Tabletop Game for Impact**  
**Daybreak** (CMYK)



**G4C Indie Breakout Award: Venba**  
A meaningful and authentic representation of the immigrant experience, Venba addresses important issues of cultural identity through innovative gameplay mechanics and a thought-provoking narrative.

**Industry Leadership Award: Minecraft**  
With its open-world format and limitless creative potential, Minecraft, the revolutionary sandbox game from Mojang Studios, has empowered millions of players worldwide to build, explore, and collaborate in ways never before imagined.

**G4C Giving Award: Twitch**  
Twitch, the world's leading live-streaming service, empowers its community to raise millions for charitable causes with innovative fundraising tools for creators, amplifying impact on a global scale.

**Vanguard Award: Alyssa Sweetman**  
From establishing Gallant Gamers to her impactful work at Twitch, Alyssa Sweetman's journey demonstrates her commitment to fostering inclusivity and positive change in the gaming industry.



“ The Games for Change Festival has been **the largest convening of the gaming industry in New York City** for the last 20 years. It's so significant because, while we started to focus on games in the last five years as the New York City government, Games for Change have been here and have been **drawing the industry to New York City all of this time.** ”

**Alia Jones-Harvey**

Associate Commissioner, Workforce Development & Educational Initiatives  
NYC Mayor's Office of Media and Entertainment

“ The strength of the [Festival] shows that we have **a lot of passionate people who want to make games** that are not only fun **but have a purpose** when it comes to education, mental well-being, health, environmental sustainability, social change, diversity and inclusion, justice and equity, science and civic awareness. ”

**Dean Takahashi**

Venture Beat



Alia Jones-Harvey speaking at the 2024 G4C Festival.





Amir Dossal, President & CEO of the Global Partnerships Forum, speaking with Susanna Pollack for “Gaming - The Future of Wellbeing” at the 2024 G4C Festival.

*Photo by Kezi Ban.*



# INTERNATIONAL DELEGATION

G4C collaborated with Video Games Europe to bring an **International Delegation** to the 2024 Games for Change Festival, welcoming delegates from **Germany** (German Game Industry Association), **Italy** (Italian Interactive & Digital Entertainment Association), **Poland** (Video Games Association of Poland), and **Romania** (European Games Developer Federation).

The four-day program connected participants from international game associations to video game industry opportunities in New York City and included exclusive networking, business development opportunities, and learning experiences.



Members of G4C's international delegation at the 2024 G4C Festival.





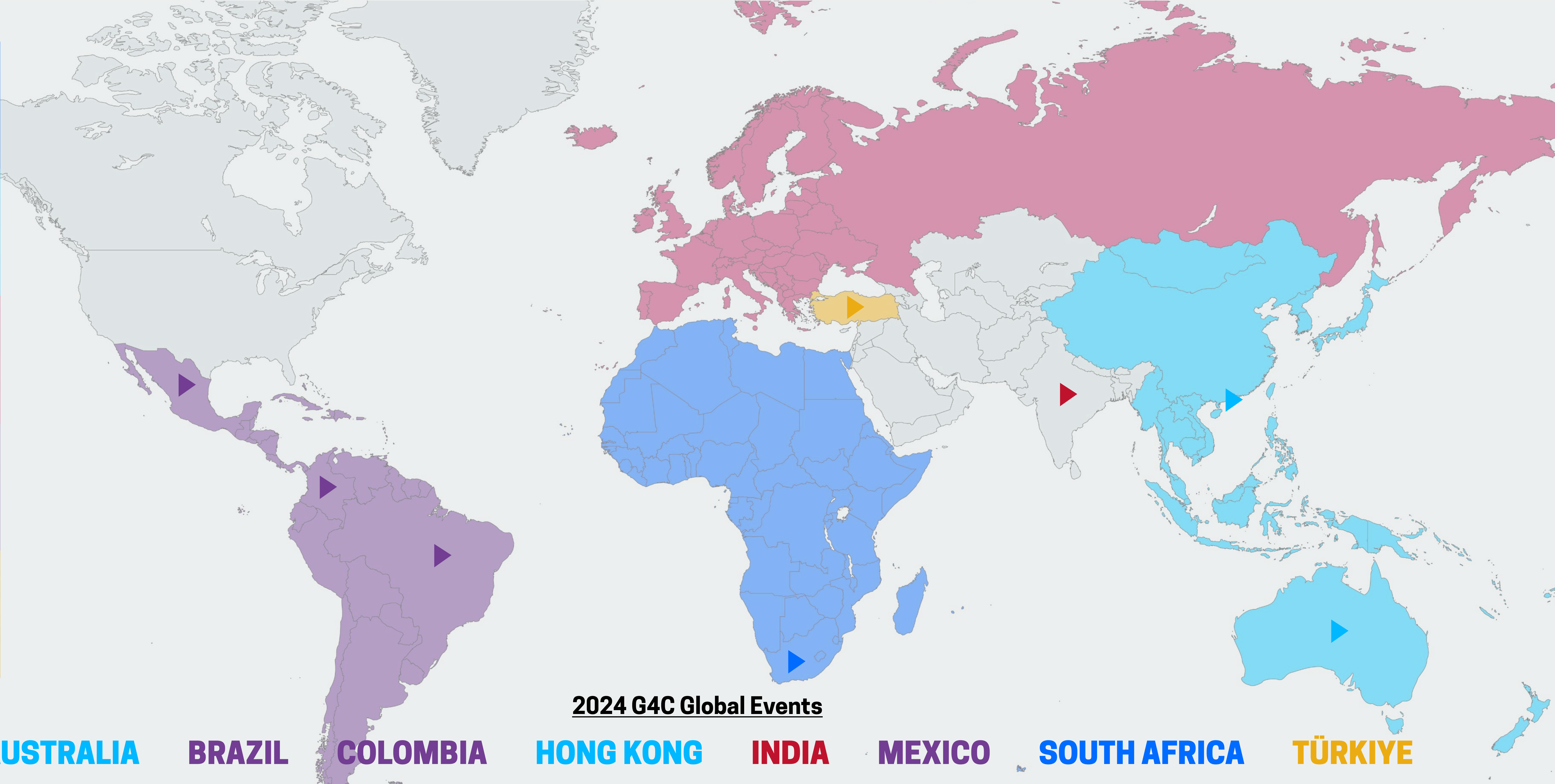
# G4C GLOBAL CHAPTERS AND EVENTS

In Europe, Latin America, Asia Pacific, Africa and the Middle East, volunteer organizers lead G4C chapters that work with local partners to bring Games for Change events and programs to ***new communities around the world.***

G4C GLOBAL CHAPTERS



A 2024 G4C international event took place in this country.



2024 G4C Global Events

AUSTRALIA    BRAZIL    COLOMBIA    HONG KONG    INDIA    MEXICO    SOUTH AFRICA    TÜRKIYE

ABOUT

COMMUNITY

GLOBAL

G4C LEARN

HIGHLIGHTS

PARTNERS

FINANCIALS

2025



The African continent is home to a dynamic young population that is playing a key role in the gaming industry's global expansion. Established in South Africa in 2021, G4C Africa is one of the newest chapters of the global Games for Change network, representing the African impact gaming community and ensuring its voice and contributions are recognized on the global stage.

## 2024 G4C Africa Festival

### From Local Horizons to Global Play: Games as Gateways to Global Citizenship

- The 4th annual G4C Africa Festival took place from October 2–5, 2024, alongside the Fak'ugesi Festival, an inspiring hub for African digital creativity and innovation.
- 4 days of programming, including an Industry Forum, Immersive Arcade, and workshop for youth.

[Read the 2024 G4C Africa Insights Report](#)

In just three years, G4C Africa has built a strong network across the continent:

21

Game studios

19

Partner organizations

4

Annual festivals

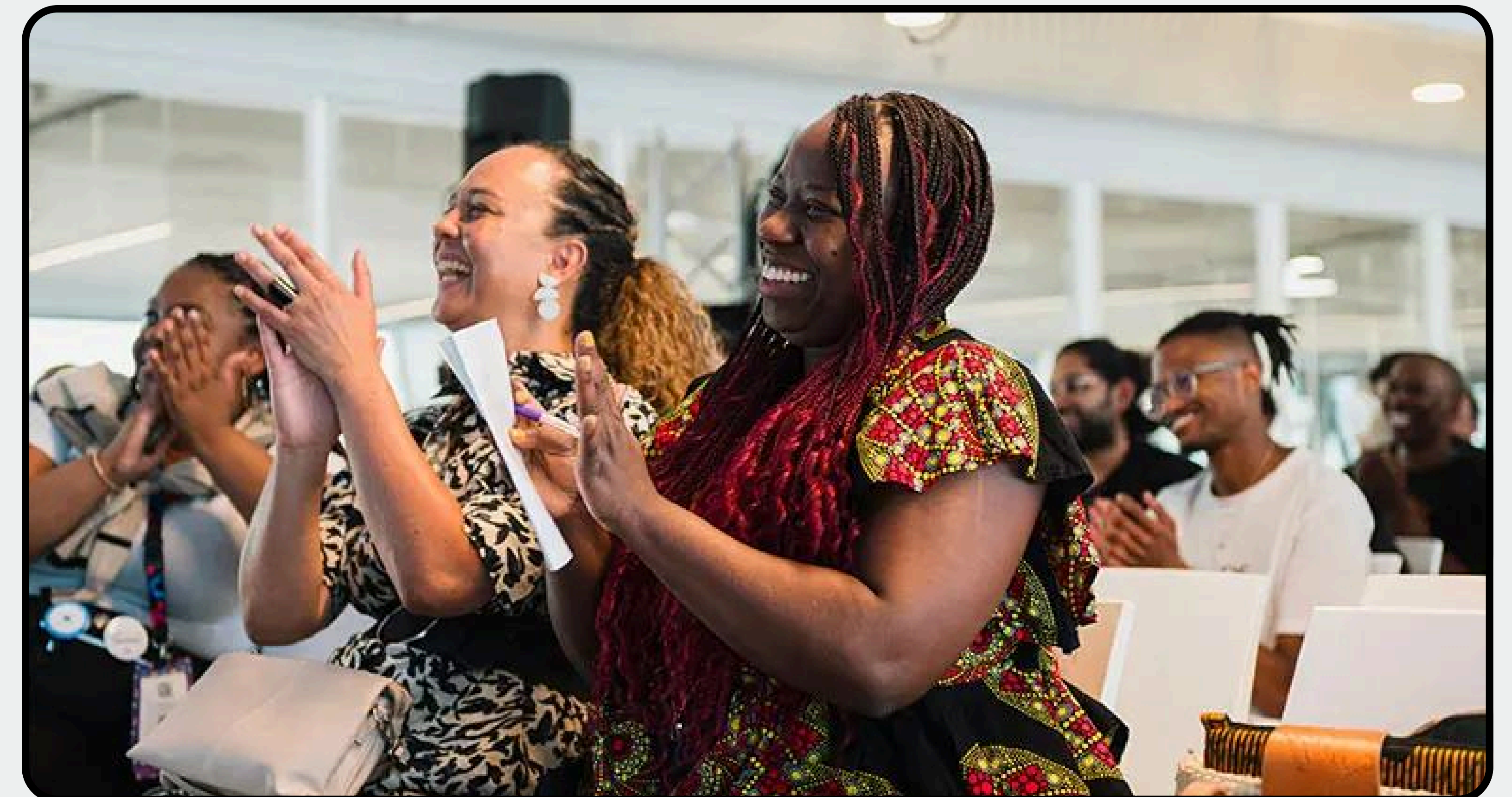
1000+

Attendees

“ Every game made in Africa is an impact game. ”

*Hugo Obi,*

*Founder, Maliyo Games, Nigeria*



Speakers & attendees at the 2024 G4C Africa Festival.



“It’s been another exciting year as our chapter is now 4 years old and **we’re really starting to find our rhythm**. In the past, we hosted our annual festival as part of Africa Games Week held in Cape Town, but this year we ran the festival in Johannesburg to reach a broader audience and to lay the groundwork for taking the festival to another African country in 2025. We are proud to have been able to share the G4C message at multiple speaking events locally and around the world. We are moving to a much more strategic approach for the year ahead, leveraging global partnerships, anchored around the Student Challenge, various UN agency initiatives, and more. Thanks to our passionate team, and to our advisory board, and of course to everyone who believes games can make the world a better place.”

***We’re needed now more than ever.***

**Glenn Gillis,**  
Head of G4C Africa



Glenn Gillis speaking at the 2024 G4C Africa Festival.





Panels at the 2024 G4C India Festival.

For more than a decade, the United Nations has been leveraging video games to engage citizens. Recognizing **the power of digital games in enhancing learner experiences**, UNESCO MGIEP has integrated them into learning, assessment, and research. In 2023, Games for Change entered into a long-term partnership with UNESCO MGIEP, which led to the first Games for Change India Festival in 2024.

The event focused on the transformative power of digital games in learning, with **an emphasis on media literacy to navigate the evolving digital landscape**. With technologies like Generative AI and the rise of digital content creators, public-interest information online presents both opportunities and risks. The festival featured a Media Literacy Game Jam, which provided a global platform for youth participation in developing solutions for digital literacy and the challenges posed by AI.





An attendee at the 2024 G4C Africa Festival.

Photo by Moegammad T. Abrahams.



Mobile games are the gaming industry’s largest and fastest-growing segment. In an industry that reaches over 3 billion people in every corner of the globe, representation matters. While the industry is becoming more diverse, there are many voices and stories that remain underrepresented in the industry and the content it creates. Games for Change launched the ***Diverse Voices, New Stories Challenge*** in partnership with Google Play and HP to increase visibility for Android games developed by underrepresented creators and ***help players discover games that highlight diverse characters, unique voices, and untold stories.***

The winning team received a \$10,000 USD cash prize, hardware from HP, HyperX gaming peripherals, mentorship and marketing support to launch their game on the Google Play store, and promotional support from Games for Change.

**Challenge Winner:** ***Button City***

**Developed by:** Subliminal Gaming (United States)

**Game Description:** Button City is a cozy narrative adventure game about a fox and his friends banding together to save their local arcade.

**Team Background:** Subliminal Gaming strives to highlight team members’ distinct worldviews as women and indigenous people, and foster learning in their communities by teaching game development to Indigenous youth and translating their games into the Navajo language.

[\*\*\*Play Button City\*\*\*](#)

Submissions for the Diverse Voices, New Stories Challenge came from these countries:

**AUSTRALIA**

**BRAZIL**

**CANADA**

**FRANCE**

**GERMANY**

**KENYA**

**MEXICO**

**NETHERLANDS**

**PALESTINE**

**POLAND**

**QATAR**

**SOUTH AFRICA**

**TAIWAN**

**UNITED KINGDOM**

**UNITED STATES**





Games for Change Global Ambassadors are influential industry voices who champion the power of games and immersive media for social impact. In 2024, G4C named **Anjali Bhimani** as the first G4C Global Ambassador.

An award-winning actress known for her roles in Ms Marvel, Overwatch, Apex Legends, and her extensive work in the tabletop gaming community, Anjali's commitment to celebrating diverse voices and stories in the gaming industry makes her an ideal ambassador to inspire a new generation of changemakers to ***harness the power of games for social impact.***



Anjali Bhimani speaking at the 2024 Games for Change Awards.





The Quad Gods speaking at the 2024 G4C Festival discussing the MAX documentary *Quad Gods*.

Photo by Mikko Castaño.





# Driving Collaboration on **UN** **Global Goals**

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Attendees at the 2024 Games & SDG Summit in New York, NY at the United Nations Delegates Dining Room.

*Photo by Kezi Ban.*



# DRIVING COLLABORATION ON UN GLOBAL GOALS

In 2023, as part of the 20th anniversary of the Games for Change Festival, G4C hosted the first **Games and SDG Summit at the UN Delegates Dining Room**, with the goal of building stronger bridges between UN agencies and the global games industry to advance the Sustainable Development Goals.

In 2024, the second Games and SDG Summit became an annual event that is a cornerstone of the sector's impact strategy, convening industry leaders, UN representatives, and international NGOs **to explore the potential of games and immersive media to support the UN's 2030 agenda**. The impact of these conversations extends far beyond the convenings through partnerships like the Global Mental Health Task Force and Playing for the Planet.



The 2024 Games & SDG Summit at the United Nations Delegates Dining Room.

Photos by Kezi Ban.



Building on the success of last year's inaugural event, the 2024 Games and SDG Summit returned to the UN Delegates Dining Room for a full day of keynote talks and panels dedicated to advancing the UN Sustainable Development Goals across the games and immersive sectors.

This year's Summit was centered around 4 core themes, each inspired by a specific SDG and supported by the **World Food Programme**, **UNICEF**, **UNESCO**, **The Chopra Foundation**, **Eight Goals One Foundation**, and **The Geena Davis Institute**. With an emphasis on actionable outcomes, participants joining working groups focused on specific SDGs.



focusing on Child Rights

## Summit Notable Speakers



**David Stelzer**  
President, Xsolla



**Jessa Lanzillo**  
Vice President, Wizards of the Coast,  
Dungeons & Dragons Franchise



**Tai Wingfield**  
Inclusion, & Social Global Impact Lead, Unity



**Raashi Sikka**  
Chief Diversity, Inclusion, and  
Social Impact Officer, Ubisoft



**Matthew (MatPat) and  
Stephanie Patrick**  
Founders, Theorist Media



**Afrooz Kaviani Johnson**  
Child Protection Specialist, UNICEF



## Games & SDG Summit Stats

180

Cross-Sector Participants

130+

Organizations

15

Countries Represented

20

Talks & Workshops

4

Working Groups



A working session at the 2024 Games & SDG Summit.

“ Games for Change has been instrumental in helping the World Food Programme to **re-connect to leaders in the gaming community**. At the SDG Summit, we made many connections and learned about the work of many organizations to leverage gaming to help achieve the SDGs. We see incredible opportunities ahead for **collaborative and impactful action on SDG2 and achieving a Zero Hunger world**. ”

**Paul Skoczylas**

Director for Partnerships,  
WFP New York



## THE GLOBAL MENTAL HEALTH TASK FORCE

G4C is supporting The Global Mental Health Task Force, a collaborative initiative uniting visionary leaders and organizations to **address the world's most pressing mental health challenges**.

Formed by a coalition of influential partners, including the Chopra Foundation, the World Economic Forum, the Global Partnerships Forum, City Kids Foundation, the Creative Intelligence Agency, and others, the task force's mission is to develop **innovative, scalable solutions to the mental health crisis** impacting individuals, families, and communities worldwide.

### PROGRESS SNAPSHOT

- Facilitated Games and Immersive Working Group comprised of industry experts with the goal of developing a portfolio of mental health interventions leveraging the power of games and immersive media.
- Convened Working Group at the Games & SDG Summit

**Watch Poonacha Machaiah closing remarks with a special message for the gaming community to transform mental well-being at the 2024 G4C Festival.**



Workshop participants at the 2024 Games & SDG Summit.



PLAYING FOR THE PLANET ALLIANCE

G4C solidified its commitment to environmental sustainability by joining the Playing for the Planet Alliance to support the games industry to **take action on the environment**.

This initiative amplifies our ongoing efforts **to integrate climate action and sustainability across our programs**, from the G4C Student Challenge's environmental themes to the Festival and Awards' spotlight on eco-conscious games.

PROGRESS SNAPSHOT

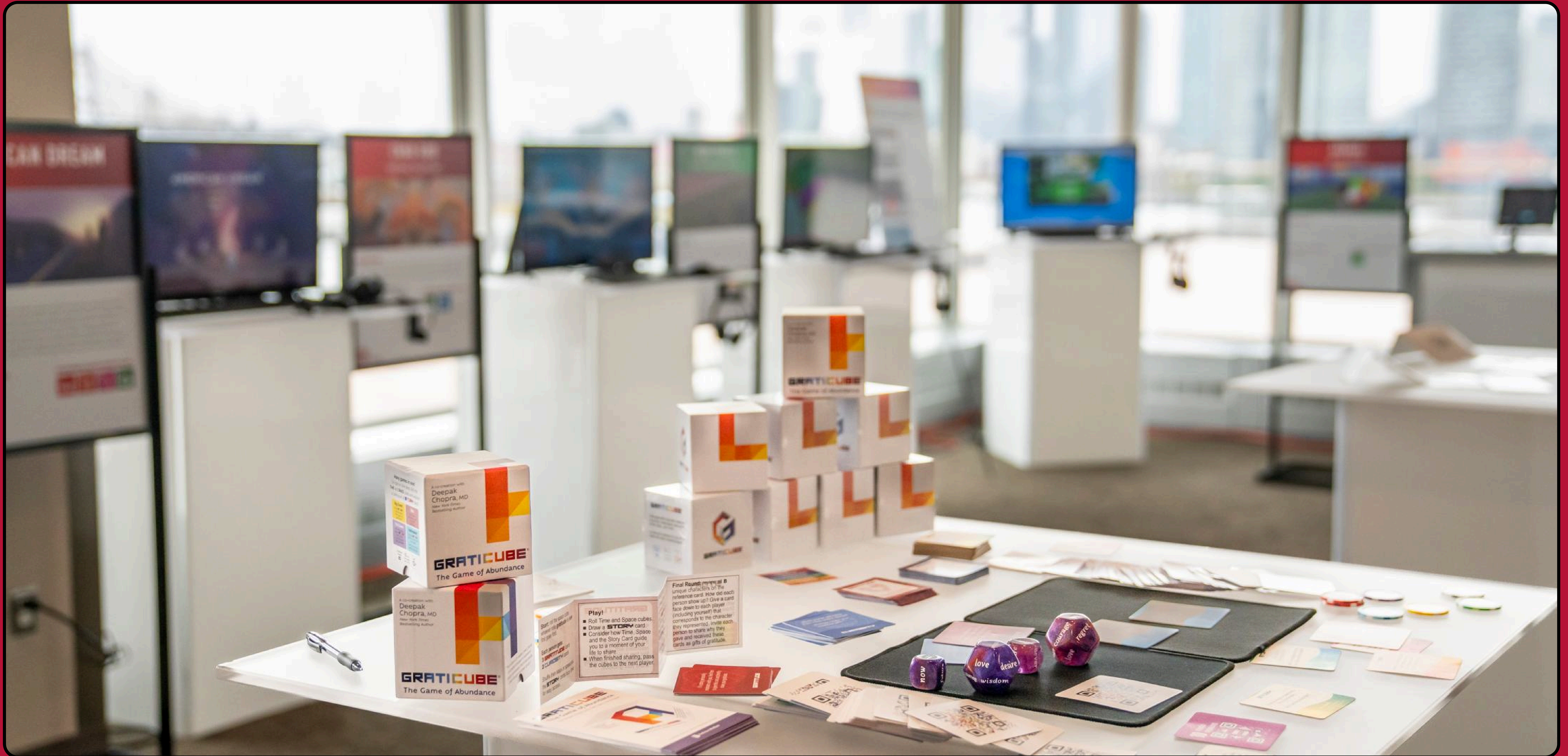
- Introduced revised travel policies that prioritize lower-carbon options, emphasizing mass transit and eco-friendly air travel choices.
- Reevaluated our event management approach, minimizing physical shipments, embracing digital alternatives, and designing reusable materials to significantly reduce our environmental footprint.
- Extended these practices to our purchasing decisions and overall operational strategy.

Watch Playing for the Planet at the 2023 G4C Festival.



Workshop participants at the 2024 Games & SDG Summit.





The Arcade at the 2024 Games & SDG Summit in New York, NY at the United Nations Delegates Dining Room.

Photo by Kezi Ban.





# Empowering Youth and Educators

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Students at the 2024 NYC Game Jam at the Microsoft Experience Center.

*Photo by Mikko Castaño.*



# EMPOWERING YOUTH AND EDUCATORS

G4C Learn programs **empower youth to become socially conscious digital storytellers and creators**, using game design to integrate STEAM skills with social and emotional learning. G4C designs learning experiences for youth and educators across a wide range of content areas that are inclusive, hands-on and relevant to their skills, experience, and interests.

G4C marked the 10th anniversary of its flagship learning program, the G4C Student Challenge, by expanding the program to students and educators all over the world. This year, G4C also expanded the reach of its educational resources through a partnership with **Verizon's Innovative Learning HQ**, which made game design curriculum and toolkits for and resources for esports in the classroom available through Verizon's free learning portal.



The power of **PLAY**



The power of **DESIGN**



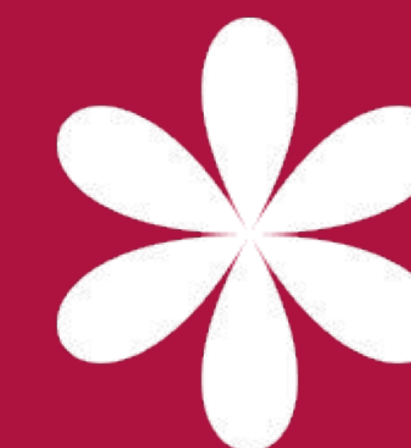
The power of **CHOICE**



The power of **RESILIENCE**



The power of **COMMUNITY**



The power of **CHANGE**



# G4C STUDENT CHALLENGE

The G4C Student Challenge, which has become **the largest student-facing game design challenge in the U.S.**, invites middle and high school students to design games that promote real-world change. This year's themes were focused on UN sustainability goals, encouraging students to explore solutions for greener communities, healthier oceans, and eco-friendly fashion.

For the first time, the program welcomed **international students and educators**, underscoring **the importance of global collaboration to solve global challenges** like climate change. The competition also expanded to include categories for tabletop game submissions in addition to digital games, broadening the scope of creativity and accessibility for aspiring game designers.

## 2024 Student Challenge Stats

16,000

Students participated

77

Winners and finalists

881

Original digital games submitted

119

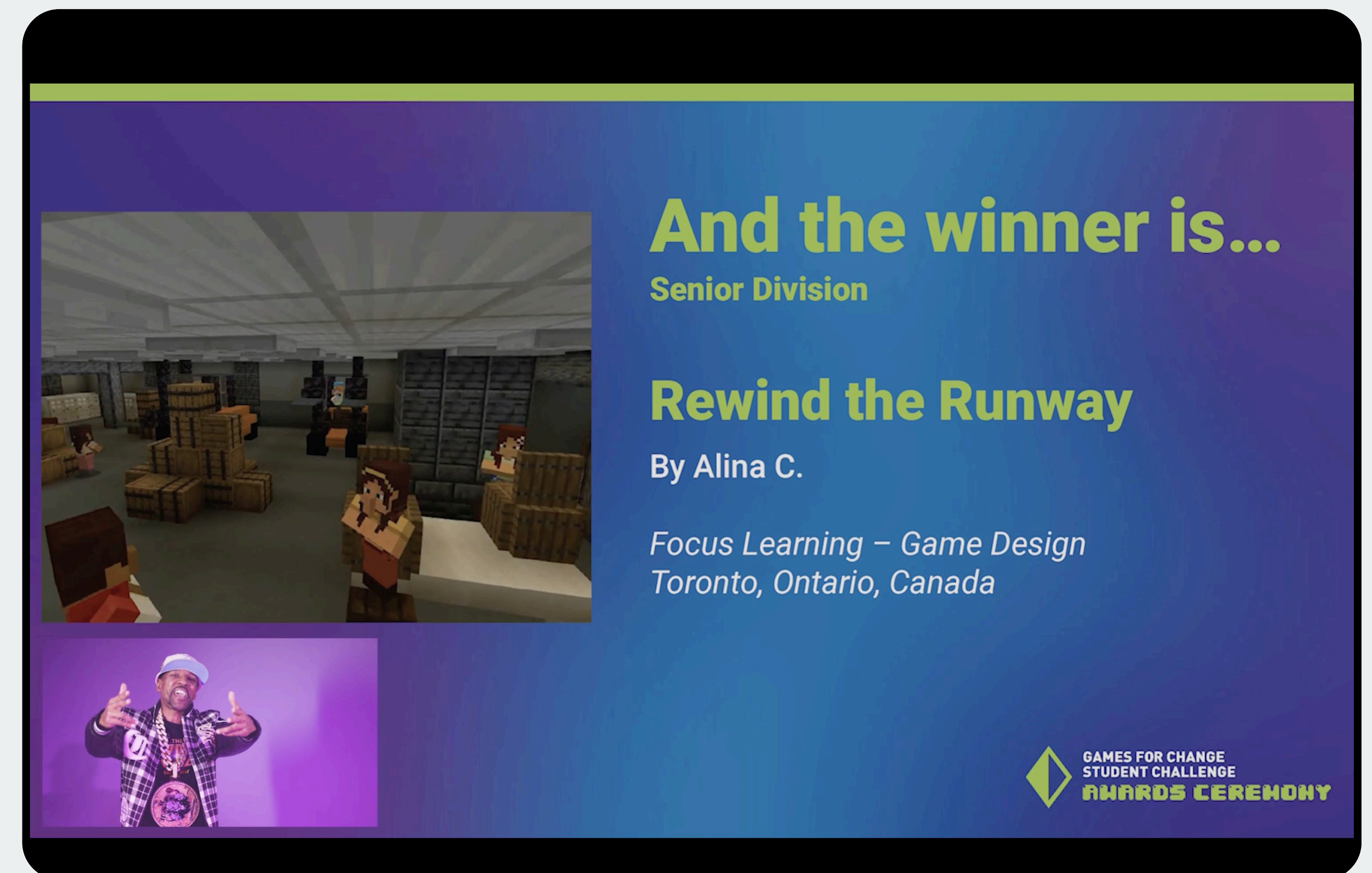
Original tabletop games submitted

193

Judges

21

Countries represented in submissions



The virtual 2024 Student Challenge Awards Ceremony hosted by Hip Hop Gamer



## 2024 Student Challenge Themes

### Stronger & Greener Communities with EcoRise

Build a healthier future by inspiring players to become climate champions as they overcome a sustainability challenge in their community, such as waste management, urban planning, or community action.

### Be Ocean Wise

Make a splash for a cleaner future by designing a game that proposes creative solutions to clean up our oceans to inspire, educate, and activate players to make a difference to support a healthy ocean.

### Recycle the Runway

Step onto the runway of sustainability and make every fashion choice count. Help players be fashion forward and dress for eco-success by teaching players to make head-to-toe ecologically responsible fashion choices.

## 2024 Student Challenge Winners



### Game of the Year **DeSeller8**

Geonho Song - Seoul, South Korea



### Educator Leadership Award **Heather Bell**

Acworth, Georgia



### Educator Leadership Award **Jalina Ramirez Chatzipantsios**

Los Angeles, California

**Play** the winning and finalist games in **the G4C Student Challenge Game Arcade.**



# G4C STUDENT CHALLENGE

“ In the past, I have made games purely for entertainment, but as I developed DeSeller8, I realized that **games could be a great medium for raising awareness of social issues** while players have fun. ”

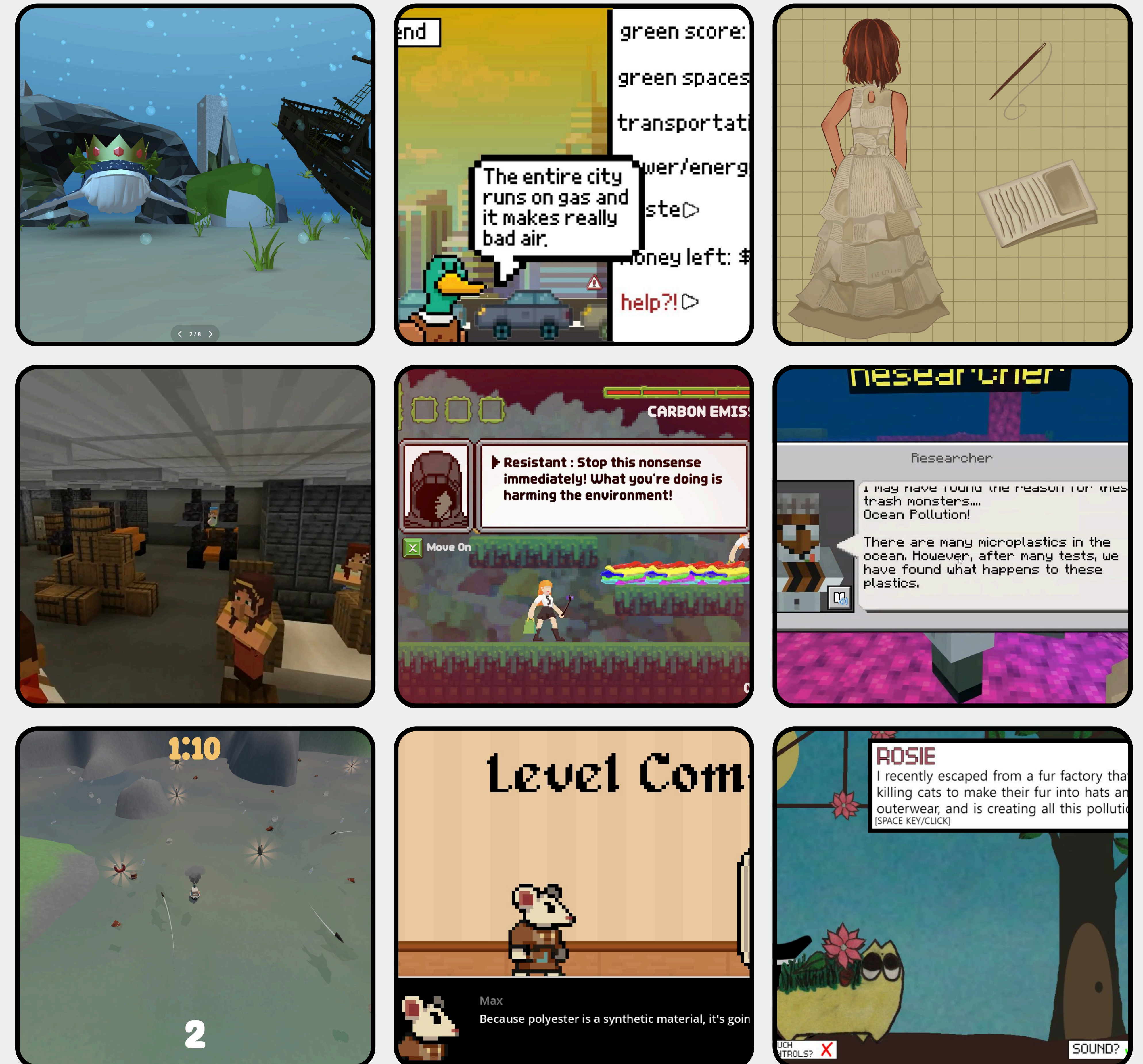
## Game of the Year winner Geonho Song

A high school student from South Korea, designed a game in Unity that highlights the impact of clothing donations on the environment and local communities

“ I believe in teaching students about **advocacy and socially responsible practices**. I love having my students be part of Games for Change because every year, they choose some really awesome themes for students to practice their game design, coding, and creative writing skills. ”

## Educator Leadership Award winner Jalina Chatzipantsios

from Nightingale Middle School in California, whose class participated in the Challenge for the 7th year



Screenshots of winning games from the 2024 Student Challenge.





Students at the 2023 NYC Game Jam at the Microsoft Experience Center.

Photo by Sarah Blesener.



Game Plan is a professional development series for educators to integrate games and play in any subject area or learning space — from schools to museums, community programs, and after-school settings.

In Game Plan workshops, educators **connect and collaborate with peers across institutions**, develop their own design process, and gain strategies and tools to create fun and innovative learning experiences around different content and learning objectives.

## 2024 Game Plan Stats

63

Educators

28

States

26

Museums

32

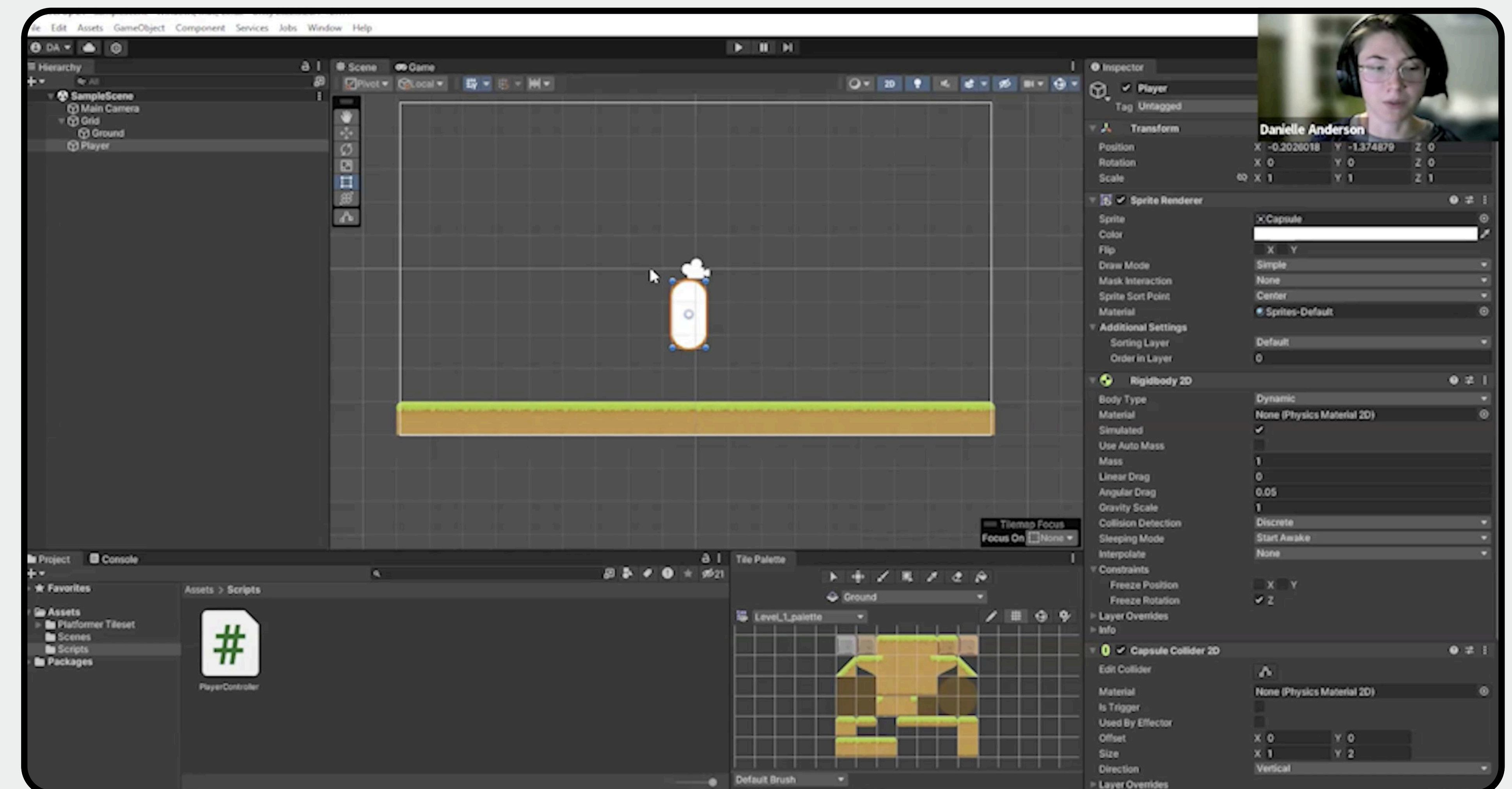
Schools

95%

of Participants would recommend the workshop to others

100%

of Participants found the workshop interactive, engaging, and collaborative



“Leveling Up in Unity” Game Plan workshop, in partnership with Unity.




Games for Change is a proud partner of Verizon's Innovative Learning initiative, which has provided nearly 8 million students nationwide with digital skills training. In 2024, G4C Learn curriculum and resources helped drive a major expansion of [Verizon Innovative Learning HQ](#), a free education portal that makes innovative learning tools available to K-12 educators nationwide. The portal now features free professional development collections for teachers, school leaders, and district leaders focused on how to integrate esports, gaming, and game design into K-12 classrooms.

G4C also partnered with Verizon to launch the Verizon Innovative Learning Esports League. With coaching and guidance from G4C and esports professionals, this free high school esports league enables educators across the country to engage their students in a safe, toxicity-free environment that combines **students' passion for gaming with a focus on well-being and social-emotional learning**.

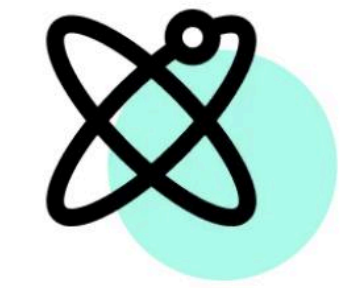
Verizon Innovative Learning HQ

## Make your class future-ready.


Discover free, easy-to-use tools for you and your students. It's next-gen learning for all.



Over 450 free, turnkey K-12 lessons.



New, engaging ways of learning STEM topics.

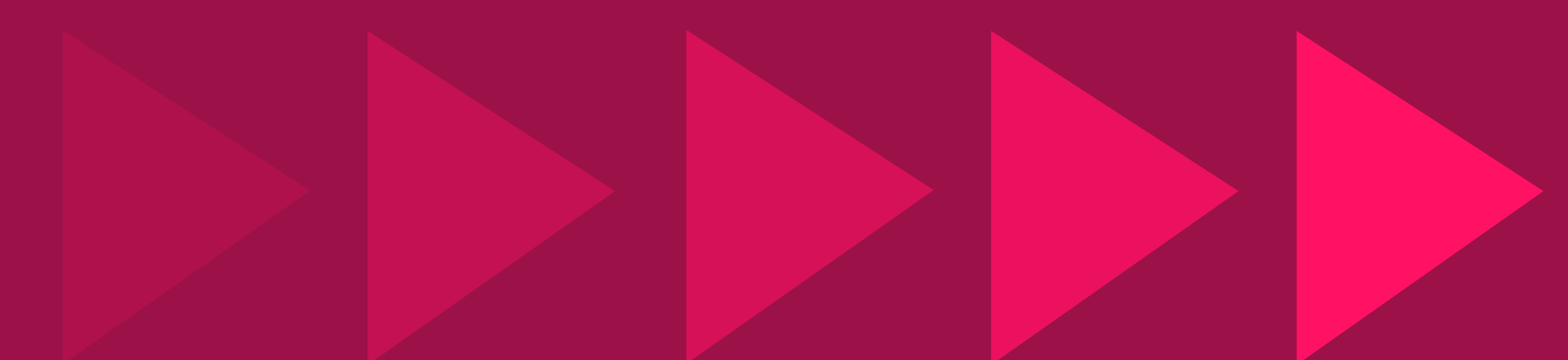


Professional development resources.



Verizon Innovative Learning HQ resources.





# 2024 ✨ Highlights

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2024 HIGHLIGHTS | 2024 EVENTS G4C PARTICIPATED IN





2024 HIGHLIGHTS | PRESS COVERAGE & INTERVIEWS



[These video games are changing the conversation on sustainability](#)



[How gaming is making a social impact](#)



[Award-Winning ‘Body Of Mine’ VR Experience On Gender Identity Launches On Quest Store For Pride Month](#)



[World Leaders & Gaming Innovators to Headline the 2024 Games for Change Festival](#)



[Games for Change Awards 2024 nominees announced](#)



[Games for Change expands its tabletop track, awards 3 board games top honors](#)



[Roblox, Minecraft, Netflix, and more attending Games for Change 2024](#)



[Games for Change Tallies International Impact of VR Doc ‘On the Morning You Wake’](#)



[Games for Change honors Player 2’s Alyssa Sweetman with Vanguard Award](#)



[Brooke Shields, Terry Crews, Katie Couric Added to Tribeca X Speakers Lineup](#)



[Geena Davis Institute Launches GDI Playbook to Drive Inclusivity in Gaming](#)



## MEDIA COVERAGE

**3.26<sub>B</sub>** total reach

**3.2<sub>k</sub>** mentions

## SOCIAL MEDIA

**86.1<sub>M</sub>** total reach

**1.6<sub>k</sub>** mentions

## MEDIA MENTIONS BY COUNTRY

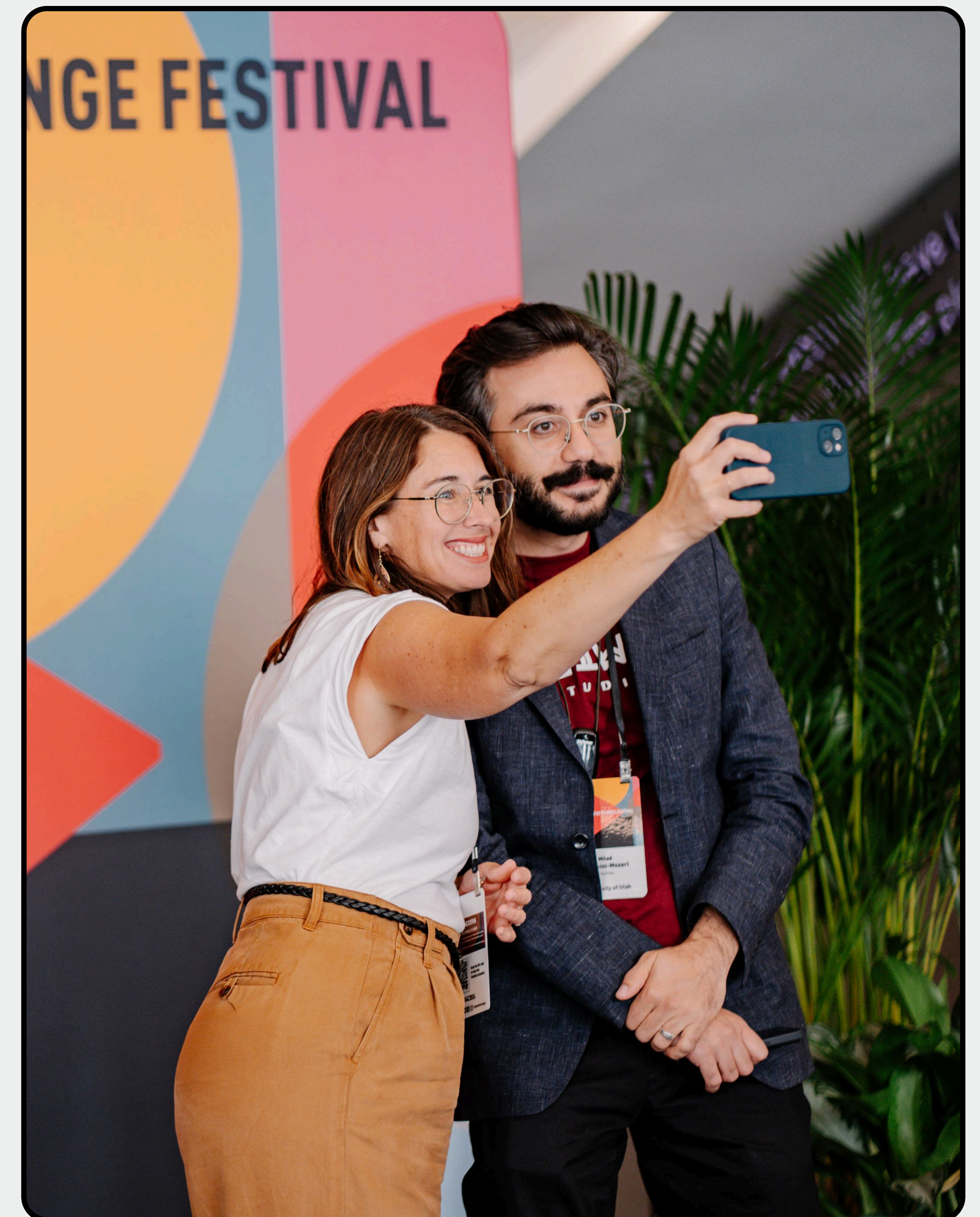
United States - **1.49<sub>k</sub>**      Australia - **82**

India - **295**      Turkiye - **40**

South Korea - **207**      UAE - **30**

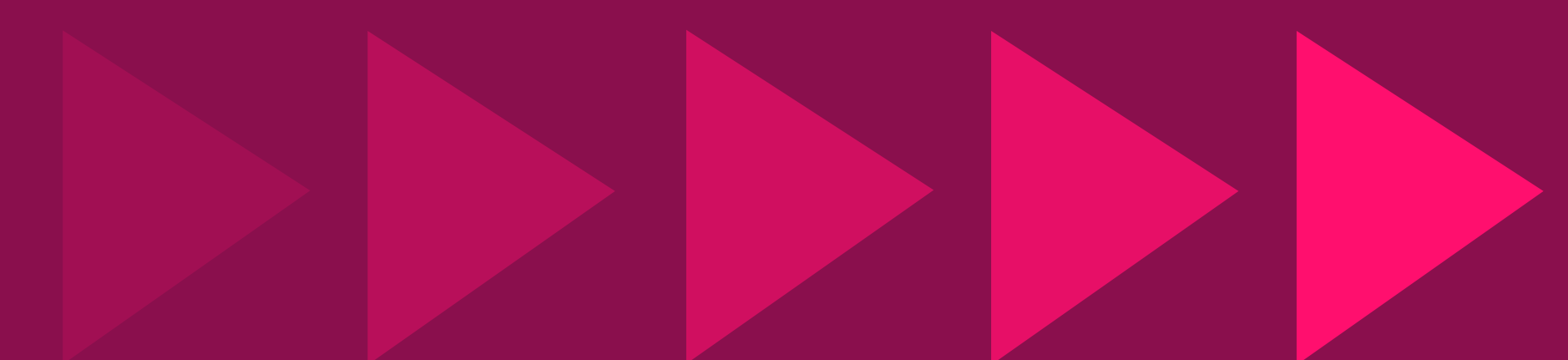
Canada - **206**      South Africa - **14**

Brazil - **97**



Attendees at the 2024 Games for Change Festival.





# Partnerships & **Collaborations**

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# PARTNERSHIPS & COLLABORATIONS

Games for Change is powered by our partnerships and collaborations. In 2024, we reinforced existing relationships and cultivated new alliances that grew our global community, expanded our educational programs, and opened up new pathways for *progress on Sustainable Development Goals*.

**\$1M+**

**Endless Network  
Verizon Foundation**

**\$250,000+**

**General Motors  
Hasbro  
Unity Charitable Fund**

**\$100,000+**

**Acton Family Giving  
Doris Duke Foundation  
Institute of Museum and Library Services  
Xsolla**

**\$50,000+**

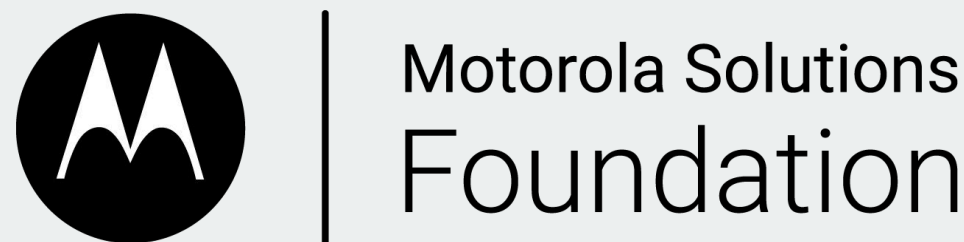
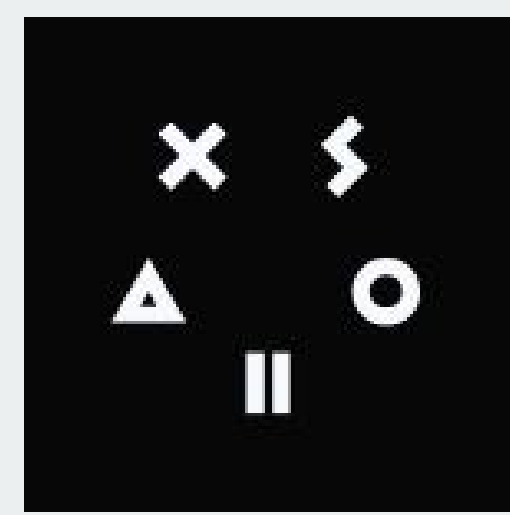
**Bezos Family Foundation  
Entertainment Software Association  
Google Play  
Motorola Solutions Foundation  
New York City Dept. of Cultural Affairs  
U.S. Dept. of State**

**\$10,000+**

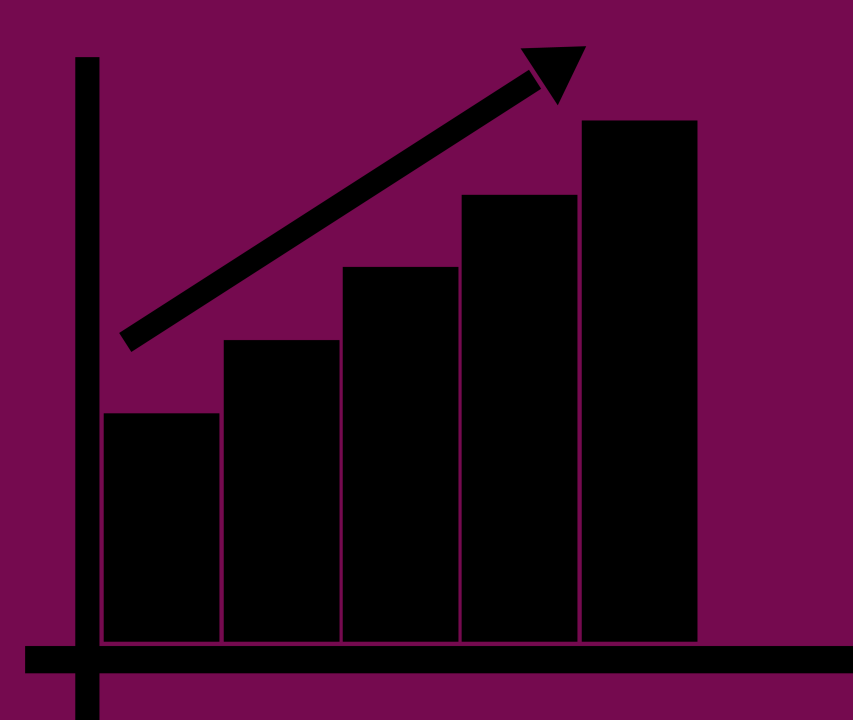
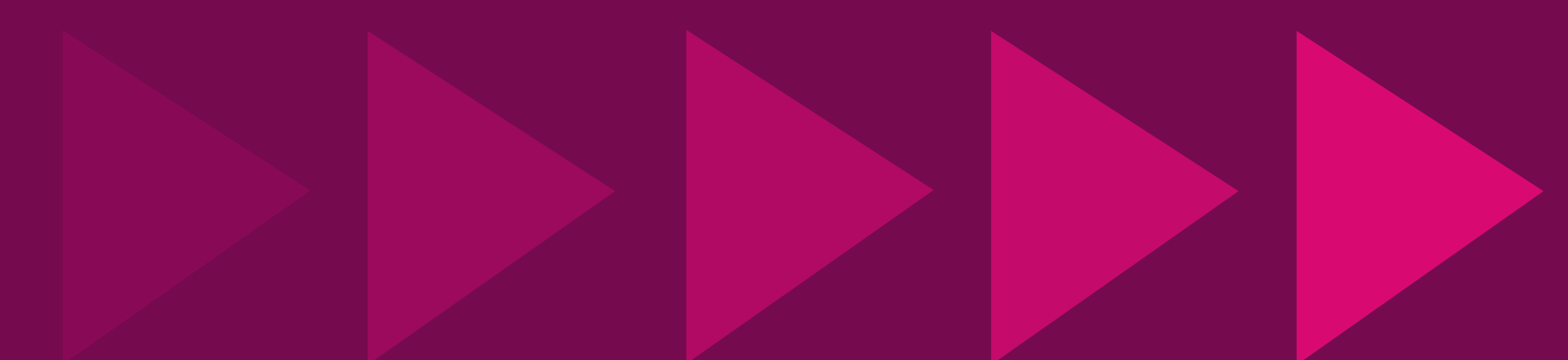
**Bigglesworth Family Foundation  
Discord  
Empire State Development  
Foundry10  
Grable Foundation  
National Endowment of the Arts  
Netflix  
New York State Council on the Arts  
NYC Mayor’s Office of Media and  
Entertainment  
Riot Games  
Take-Two Interactive  
VGE**



PARTNERSHIPS & COLLABORATIONS



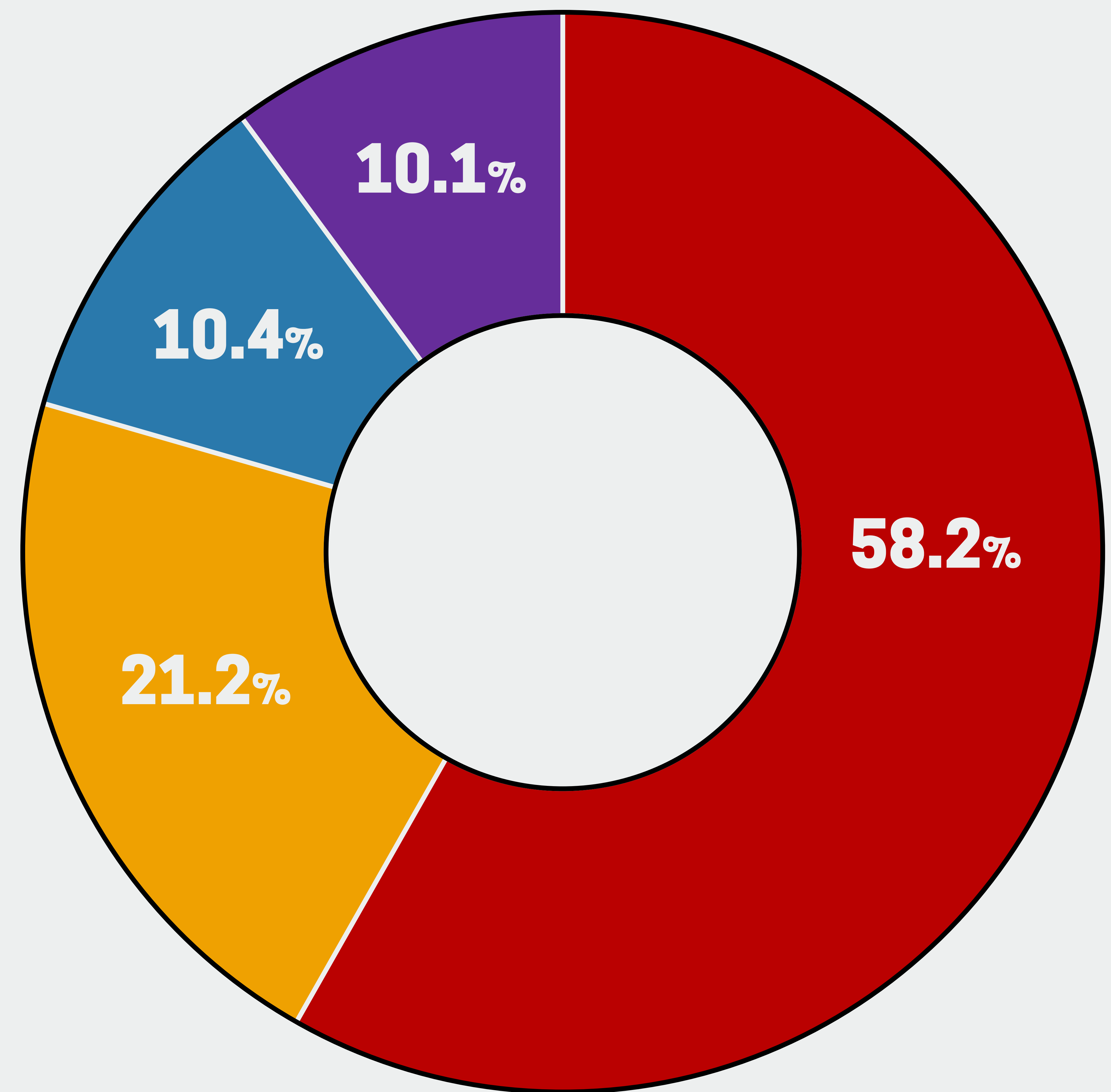




# Financials

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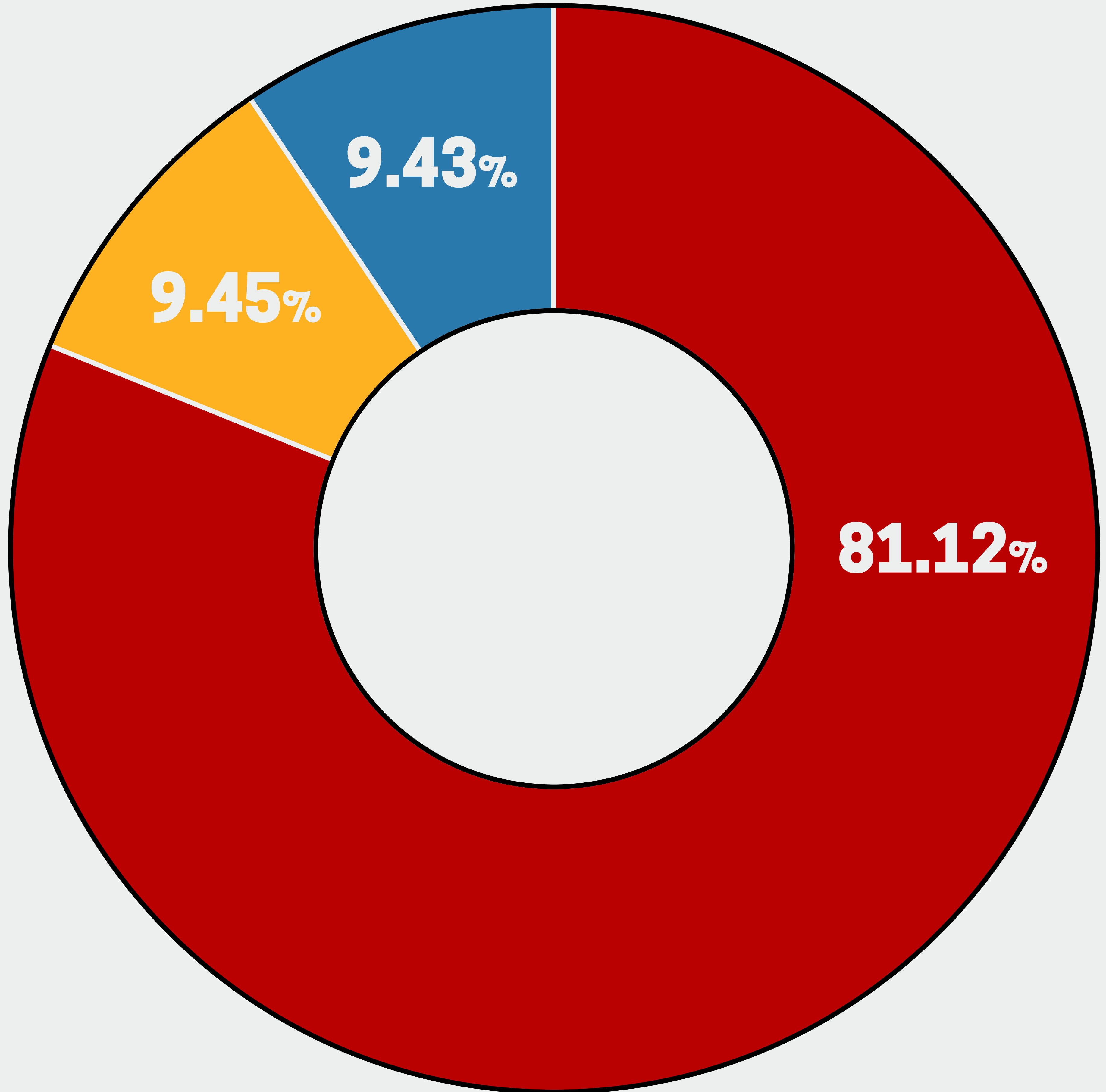




FY 2023 Audited  
**Revenue**

Total Revenue - <b>\$5,085,164</b>
Corporation Contributions - <b>\$2,968,226</b>
Foundation Contributions - <b>\$1,069,462</b>
Other Contributions (Festival ticket sales, earned revenue) - <b>\$444,684</b>
Individual & Board Contributions - <b>\$85,592</b>
Other Income - <b>\$1,536</b>
Government Grants - <b>\$515,664</b>





FY 2023 Audited  
**Expenses**

Total Expenses - **\$5,292,946**

Programs - **\$4,293,897**

Management and general - **\$499,583**

Fundraising - **\$499,466**





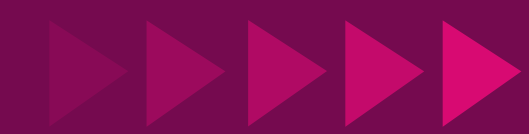
Looking **Ahead** 

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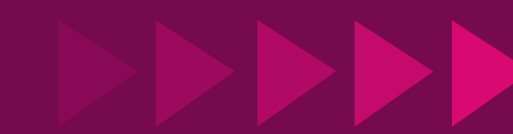
## LOOKING AHEAD

In games and in social impact, we always have one foot in the future, looking at possible future outcomes.  
What is the Games for Change team most excited about as we look ahead into 2025?



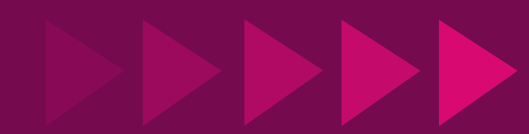
**“The expansion of the G4C Student Challenge into classrooms, out-of-school programs and homes around the world through free and easy-to-use learning resources.”**

-Arana Shapiro, Chief Operating and Programs Officer



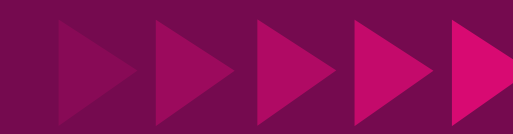
**“The budding G4C local chapter communities in Türkiye and India, and the rise of a new global leadership cohort of committed volunteers in Africa and Latin America.”**

-Tania Hack, Senior Director of Senior Director of International Programs



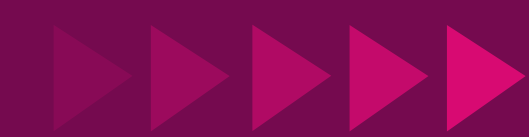
**“The hundreds of educators who will bring transformative new experiences into their classrooms through G4C Learn professional development programs this year.”**

-Leah Hirsch, Senior Director of G4C Learn



**“The 2025 Games for Change Festival bringing our community together with a forward-looking focus on ‘Designing for Tomorrow.’”**

-Cassie Baralis, Director of Marketing & Communications



**“The connections we will make between new partners across sectors to create innovative impact projects and campaigns.”**

-Kris Severson, Senior Director of Fundraising & Partnerships



# A NOTE FROM THE CHAIR



For 15 years, I've had the privilege of stewarding the Games for Change mission, as the organization's President from 2010 to 2015, and as the Chair of the Board of Directors ever since. In the early days of G4C, the belief that video games could have an impact beyond entertainment was still considered experimental, audacious and even radical. Today, games are widely accepted by global companies, governments, NGOs, and educational institutions as a pathway to real-world change.

The groundwork for this phenomenal trajectory was laid by a committed group of early advocates and innovators, pioneers who continuously pushed the boundaries of what's possible in game development, learning and behavioral sciences, program design and impact production.

These trailblazers include the organizers of the very first Games for Change Festival in New York City in 2004 — including Benjamin Stokes, Barry Joseph, and Suzanne Segerman — who cultivated a community of practice that now extends around the globe, and crosses into sectors as diverse as education, healthcare, science, technology and policy. There are also the changemakers who were early believers in Games for Change's mission, like Nicholas Kristof and Sheryl WuDunn, who commissioned Games for Change to produce a game as part of the influential global transmedia project Half the Sky, which transformed the world's understanding of issues related to gender equity and raised awareness about the oppression of women and girls worldwide.

Today, Games for Change is creating opportunities for impact that we could only have imagined 13 years ago, from the use of XR and immersive media to support behavior change to the largest student impact game design competition in the world that is inspiring a new generation of changemakers. Soon, the torch will be passed to a generation that has grown up in a world of increasingly complex challenges and boundless possibilities, where games are widely understood to have the potential for positive change.

I couldn't be prouder of the work Games for Change has done to create this new world.

Thank you,

**Asi Burak,**  
**Games for Change Board Chair**





G4C Staff at the 2024 Games for Change Festival.

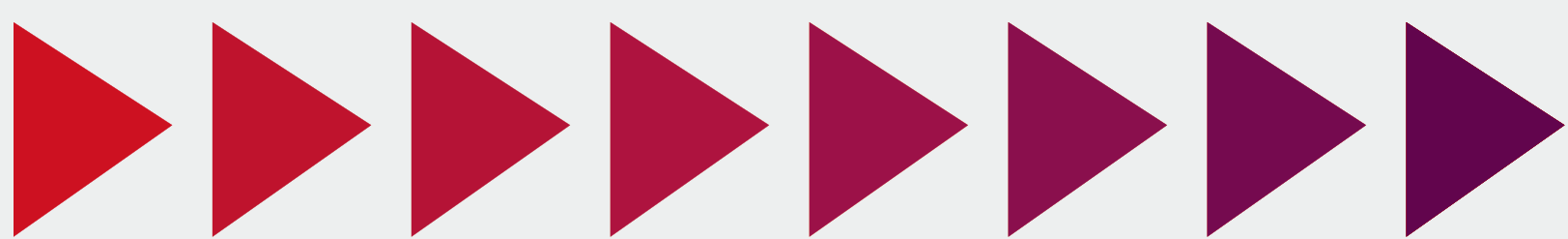
## Staff

- Cassie Baralis** - Director of Marketing & Communications
- Mikko Castaño** - Designer
- Tania Hack** - Senior Director of International Programs
- Marissa Harts** - Director of Programs
- Leah Hirsch** - Senior Director of G4C Learn
- Matthew Kreutter** - Director of Learning and Engagement
- Stephanie Lato** - Development Manager
- Patricia Pack** - Communications and Social Media Coordinator
- Mary Elizabeth Pearson** - Director of Curriculum and Professional Development
- Susanna Pollack** - President
- Kris Severson** - Senior Director of Fundraising and Partnerships
- Arana Shapiro** - Chief Operating and Programs Officer
- Kimberly Thompson-Almanzor** - Senior Director of Development
- Brendon Trombley** - Lead Game Designer
- Karlen Velkovska** - Senior Director of Operations and HR

## International Chapter Leads

- G4C Latin America:** Gilson Schwartz
- G4C Africa:** Glenn Gillis
- G4C APAC:** Dale Linegar & Daniel Teitelbaum
- G4C Turkiye:** Guven Catak





# ACKNOWLEDGMENTS | G4C BOARD



**Dan Ayoub**

VP, Head of Game Studios and Publishing,  
Wizards of the Coast



**Asi Burak**

G4C Board Chair,  
Chief Business Officer, Tilting Point



**Samir El Agili**

Chairman at Tilting Point,  
CEO & Cofounder Brandible



**Matthew Everitt**

Partner & Fractional CFO,  
The Good CFO



**Tracy Fullerton**

Director, USC Game and Innovation Lab  
& USC Games



**Benjamin Golant**

Senior Director for Global Game Policy  
at Tencent Americas



**Bruce Hack**

Founder and CRO,  
BLH Venture LLC



**Erick Huey**

President,  
Platinum Advisors LLC



**Alan Lewis**

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Take-Two Interactive Software



**Stephanie Lo**

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**Amy Morhaime**

Co-Founder, Dreamhaven



**Leo Olebe**

Vice President of Global Partnerships,  
Xbox/Microsoft



**Stan Pierre-Louis**

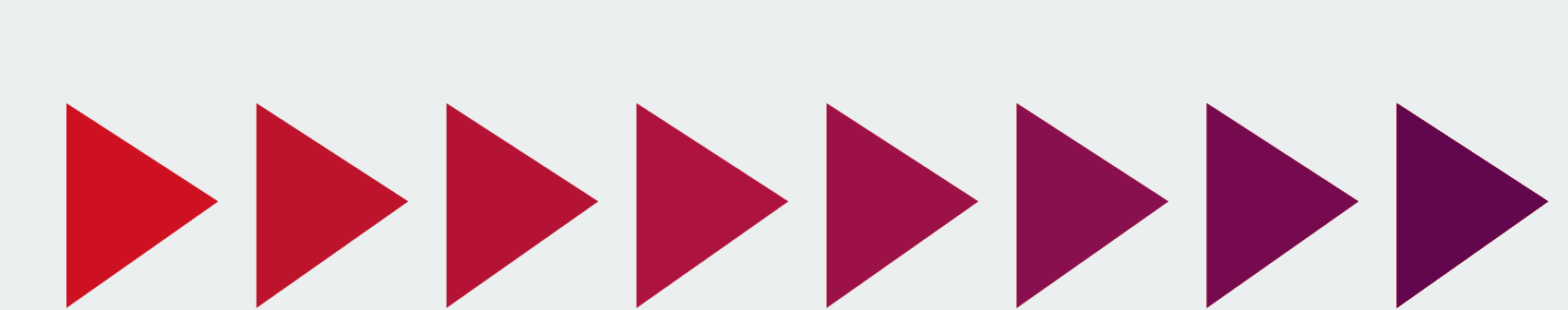
President + CEO,  
Entertainment Software Association



**Mark Stanley**

Founder of  
Strategic Gaming Collective





## ACKNOWLEDGMENTS

# G4C Asia Pacific Board

**Daniel Teitelbaum** - Deputy Chair (Playful Thinking/G4C APAC)

**Professor Gillian Vesty** - Board Member (RMIT University)

**Dr Viktor Arity** - Board Member (RMIT University)

**Dr Stefan Schutt** - Board Member (La Trobe University)

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**Bethlehem Anteneh** - Founder, BlueLeaf Experiential

**Nicole Biondi** - Project Director, Culture Hero

**Walid Sultan Midani** - CEO & Founder, DigitalMania Studio

## Marlon Parker - Founder, R-Labs

**Prof. Sumarie Roodt** - Senior Lecturer, Co-Founder, University of Cape Town, Tech4Good Lab

**Eyram Tawia** - CEO & Co-Founder, Leti Arts

**Nyambura M. Waruingi** - Founder & Creative Director, Akoia & Co.

**Lesley Donna Williams** - CEO, Tshimologong Precinct

# G4C Asia Pacific Advisory Board

## Vincent Trundle - ACMI

**Dr Matthew Harrison** - University of Melbourne

**Dr Hung The Nguyen - GP**

**Ben Loveridge** - University of Melbourne

## Nico King - Chaos Theory Games

## Garth Midgley - GOATi Entertainment

**Suan Goh** - Ctrl D Studios Malaysia

**Vince Siu** - Press Start Hong Kong

**Gillian Morrison** - Swinburne University

**Kathleen Yin** - Macquarie University

**Adrian Webb** - Australian Government

**Saqina Latif** - Persona Theory Malaysia

**Makoto Goto** - Game4IT Japan

# G4C Türkiye Board

**Zeynep Arınc** - Visual Arts Manager, Akbank Sanat

**Diğdem Sezen** - Senior Lecturer, UCA School of Games & Creative Technology

**Sercan Şengün** - Assistant Professor, UCF

**Elif Sürer** - Associate Director, METU

**Asım Evren Yantaç** - Academic Coordinator, KARMA XR Lab



### Join the 2025 G4C Festival

Be the vanguard of a new era in gaming and social impact designing for tomorrow. Learn more at [festival.gamesforchange.org](https://festival.gamesforchange.org).

### Participate in Free Programs

G4C offers year-round programs for educators, students, game developers and more.

#### ▶▶▶ [Become a Volunteer or Juror](#)

G4C events, programs and global chapters are powered by committed volunteers.

### Become a Partner or Supporter

[Donate](#) to support G4C’s mission or [contact us](#) to start a conversation about a new partnership.

#### ▶▶▶ [Sign up for our newsletter](#)

Get updates on more events, programs, volunteer opportunities and more straight to your inbox.



Volunteers at the 2024 Games for Change Festival.



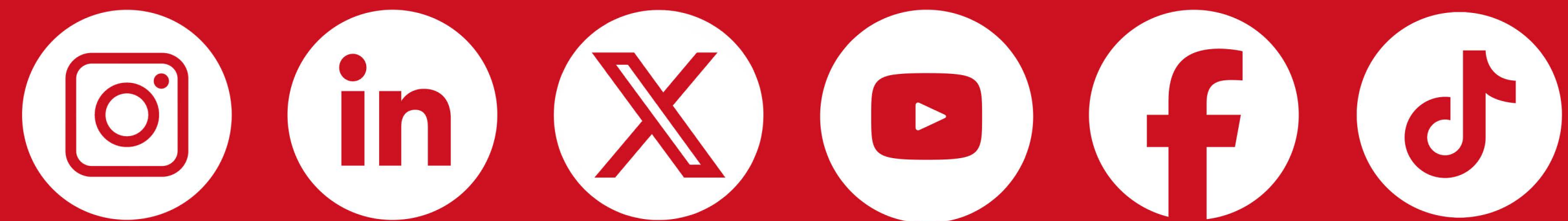
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