

The background features a stylized illustration of a building with a blue roof and brown walls. On the left, a female graduate with long black hair, wearing a blue graduation cap and gown with gold tassels, stands with her arms crossed. On the right, a male construction worker wearing an orange hard hat, an orange safety vest over a dark blue shirt, and dark pants, waves with his right hand. The title 'TRANSFORMING FUTURES' is centered in the upper half, with 'TRANSFORMING' in blue and 'FUTURES' in large, bubbly orange letters.

TRANSFORMING FUTURES

THE FUNDRAISING GAME

YB YOUTH BUILD

LAKE COUNTY



GAME CONCEPT

- A **mobile match-3 game** where every completed level generates a **micro-donation** to YBLC programs.
- Designed to reach **audiences outside our donor base**
 - *Individuals who may lack the financial capacity or geographic connection to give traditionally.*
- Helps transition YBLC from one-time major gifts and grants to a **scalable, ongoing micro-donation ecosystem**.

TRANSFORMING
FUTURES

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PROVEN MODEL, MODERN PLATFORM



FREE RICE

- Micro-impact model that turned **trivia into real-world giving**.
- Launched in 2007, still active today.
- **8 million peak users** and over **225 billion grains of rice donated to Africa**.



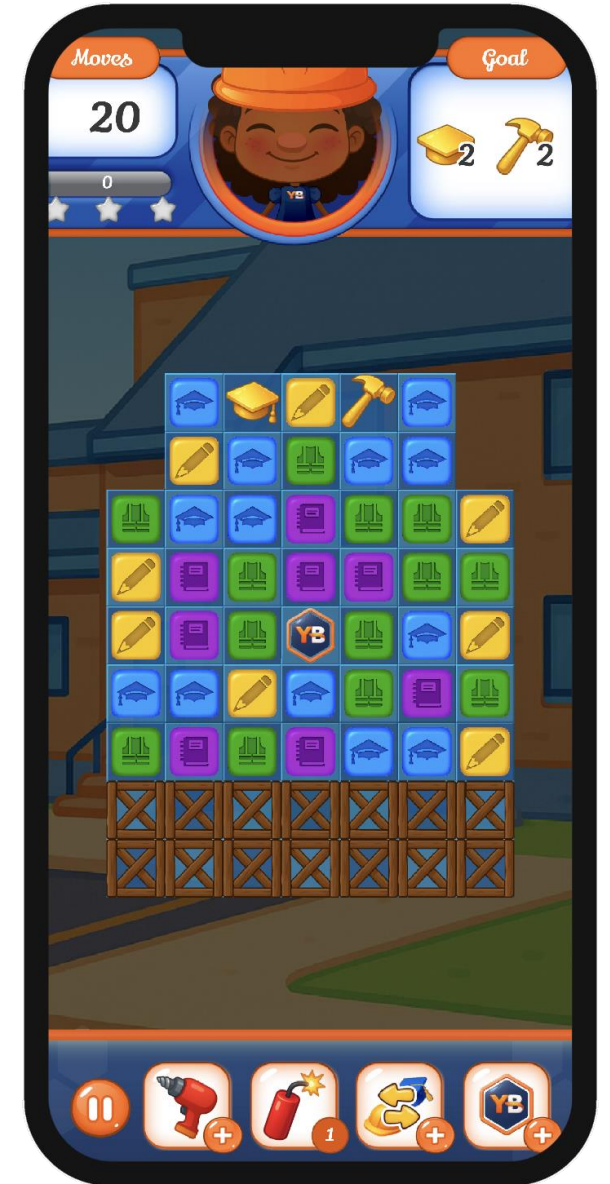
CANDY CRUSH

- Launched in 2012, peaked in popularity in 2015 with 327 Million players.
- Roughly **180 Million active monthly players in 2025**.
- **\$20 Billion lifetime funds generated** as of 2023 with \$1.06 Billion generated in 2025 alone.



GAMEPLAY OVERVIEW

- Players match **three or more identical icons** (e.g., hardhats, graduation caps) to clear tiles and earn progress points.
- Each level has a unique objective and challenge
- Completing levels within limited moves unlocks **new rooms, furniture, staff, & participants** in the virtual YBLC facility.



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STEPS NEEDED BEFORE LAUNCH



Finalize all levels &
longevity system



Film intro &
conclusion videos



Finalize Participant
& Staff Dialogue



Obtain release
signatures



Connect Apple &
Google accounts



Conduct closed
beta with staff



FINANCIAL MODEL & SCALABILITY

- Funds generated through **ad placement** handled through industry-standard Unity Gaming Services (UGS), **In-App Purchases**, and **new sponsorship opportunities within the game**.
- UGS expenses designed to support small creators and to grow with success, resulting in **extremely low start-up costs**.

Active Players	UGS Costs	Est. Total Cost*	Est. Total Revenue
10K	\$0	<\$1,000	\$55K
50K	\$0	<\$1,000	\$275K
100K	\$1,890	~\$3,000	\$550K
250K	\$7,200	~\$8,000	\$1.38M
1M	\$34,200	~\$35,000	\$5.5M

* - Revenue estimates are based on standard mobile game metrics: ~10 ads per user per day at a \$5 eCPM, plus a 1% in-app purchase rate at an average of \$5 per purchase.



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LONG-TERM IMPACTS

- **Recruitment:** Introduces YouthBuild to younger audiences organically through gameplay.
- **Donor Visibility:** Extends reach to millions who may never attend an event or live locally.
- **Financial Resilience:** Creates a consistent revenue stream that reduces dependency on federal grant cycles.
- **Brand Leadership:** Positions YBLC as a global innovator in nonprofit fundraising and technology.

The background of the entire image is a stylized illustration of a school building at night. The building has a dark blue roof and walls, with some windows and a set of stairs leading to an entrance. The scene is dimly lit, suggesting dusk or night.

TRANSFORMING FUTURES

A cartoon illustration of a young woman with long black hair, wearing a blue graduation cap and gown with gold tassels. She has her arms crossed and a gentle smile.

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