

Challenge

In order to build the new Children's Cancer Center, GOSH needs to raise £250 million from public donations. But most people think GOSH is privately funded, so they don't realize the institution needs donations to build the new facility.

Insight:

There is a place where people already donate lots of money to help others construct buildings: Minecraft.

The biggest streamers and influencers in the game earn millions of dollars in donations from fans who want to support their constructions in the game.



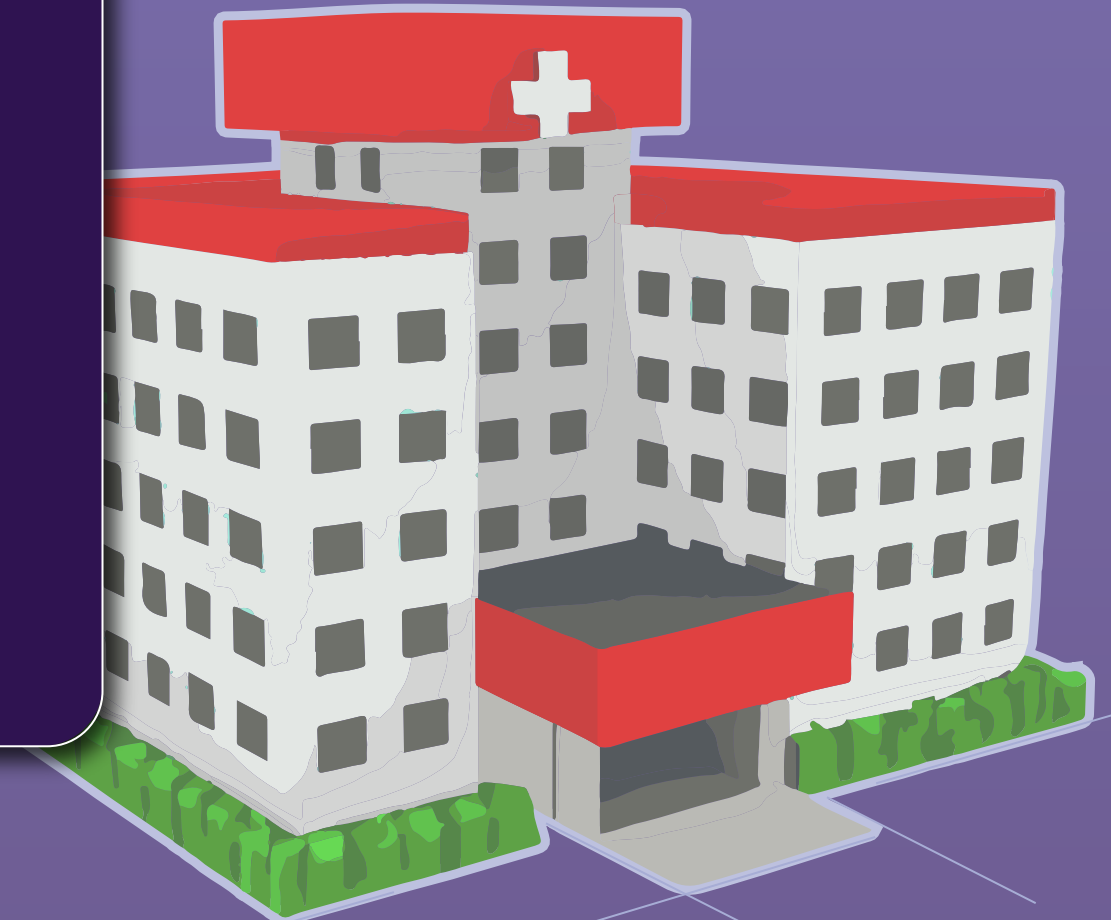
GREAT ORMOND STREET HOSPITAL CHARITY

DONATIONS



MINECRAFT CHILDREN'S CENTER +

Building digital hospitals to fund a real one.



Idea:

GOSH patients build the new Children's Cancer Center of their dreams inside the game, generating funds to build it in real life.

How it works:

- 1 GOSH will identify patients who are Minecraft fans and invite them to use their imagination to create the Child Cancer Center of their dreams inside the game.
- 2 Each kid will be paired with a famous Minecraft streamer, who will help to turn the kids vision for the center into a fully functional Minecraft building.
- 3 Each gameplay will be fully live-streamed, the first 10 minutes on the influencers' channel for awareness and the rest of it exclusively on GOSH's channel to facilitate children to play on their own games by donating to the cause through the in-game store.
- 4
- 5 After each streaming, fans will be able to unlock the buildings created by the GOSH



Background:

Research has dramatically improved survival, but childhood cancer is increasing and is still the biggest killer of children.

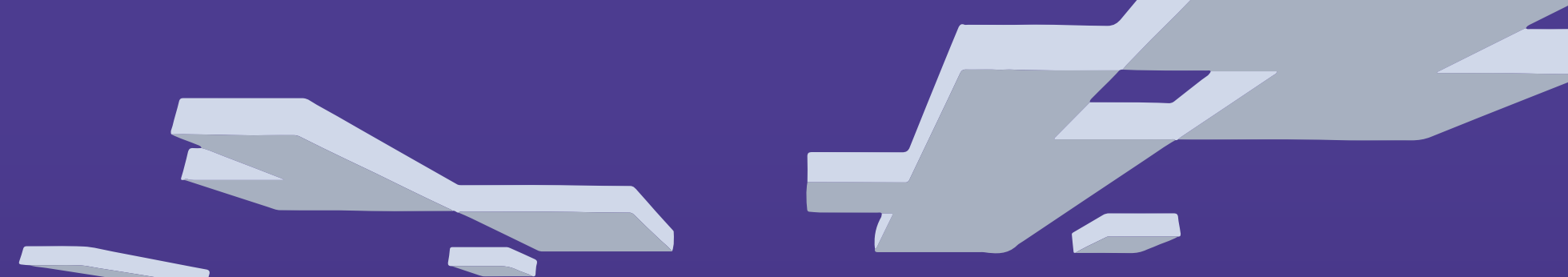
GOSH needs to build a new world-leading Children's Cancer Centre, so they can save more children's lives.

Challenge

In order to build the new Children's Cancer Centre GOSH needs to raise £250 million from public donations.

But most people think GOSH is privately funded, so they don't realize the institution needs donations to build the new facility.





Insight

There is a place people already donate lots of money to help others construct where buildings: Minecraft.

The biggest streamers and influencers in the game earn millions of dollars in donations from fans who want to support their constructions in the game.



Ramboo
3.8MM
Followers
2.4MM Dollars

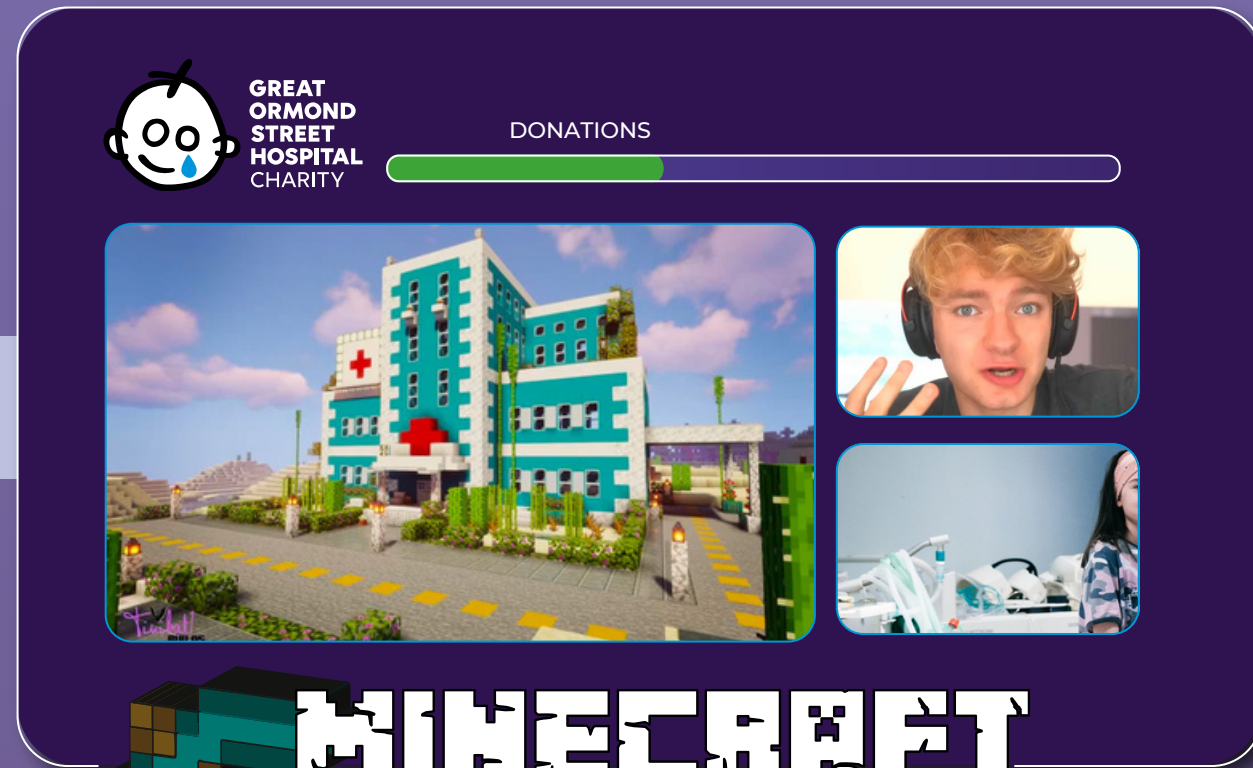


TommyInnit
6.6MM Followers
1.5MM Dollars

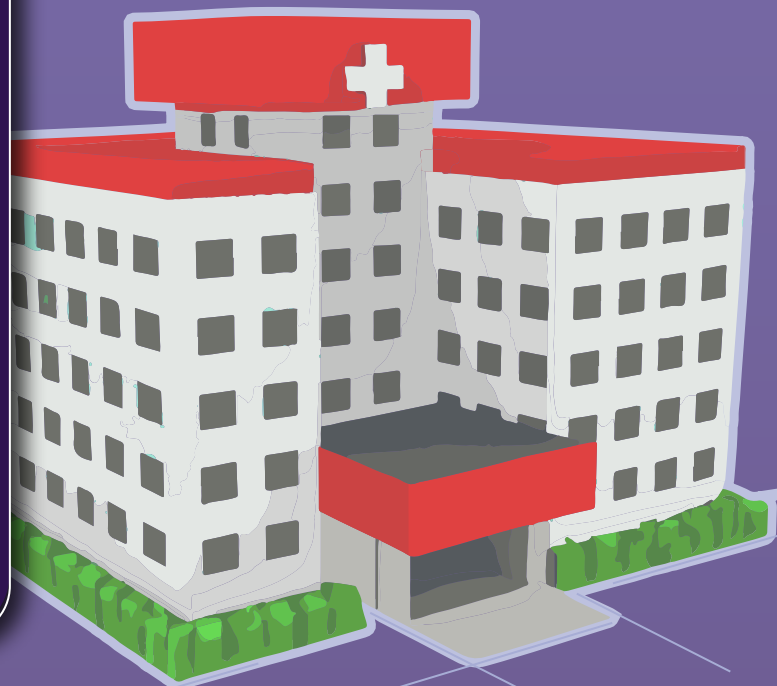


Ph1LzA
3.6MM
Followers 1.3MM
Dollars

Idea:

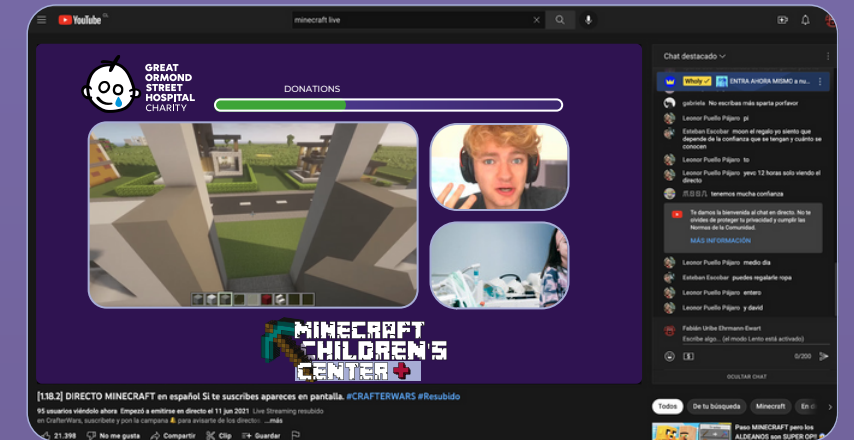


A screenshot of a Minecraft game interface. At the top left is the Great Ormond Street Hospital Charity logo. To its right is a green progress bar labeled 'DONATIONS'. Below the logo is a large image of a hospital building. To the right of the hospital image are two smaller images: one of a young boy with headphones and another of a girl. At the bottom of the screenshot, the text 'MINECRAFT CHILDREN'S CENTER' is written in a large, pixelated font, with a red cross symbol to the right.

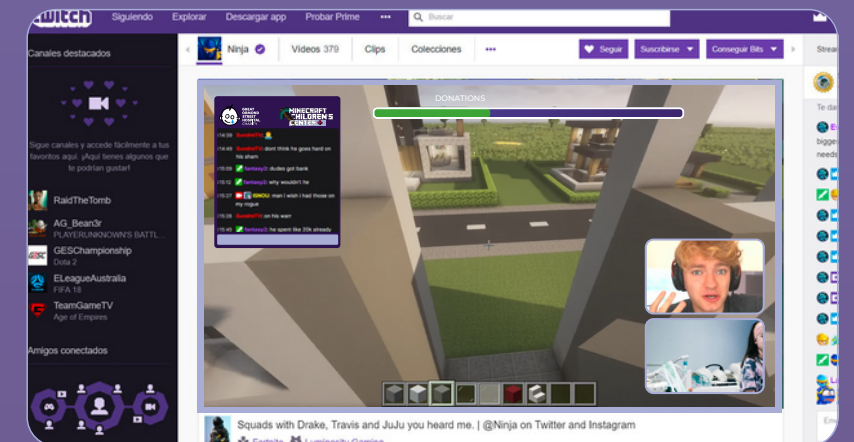


GOSH patients build the new Children's Cancer Center of their dreams inside the game, generating funds to build it in real life.

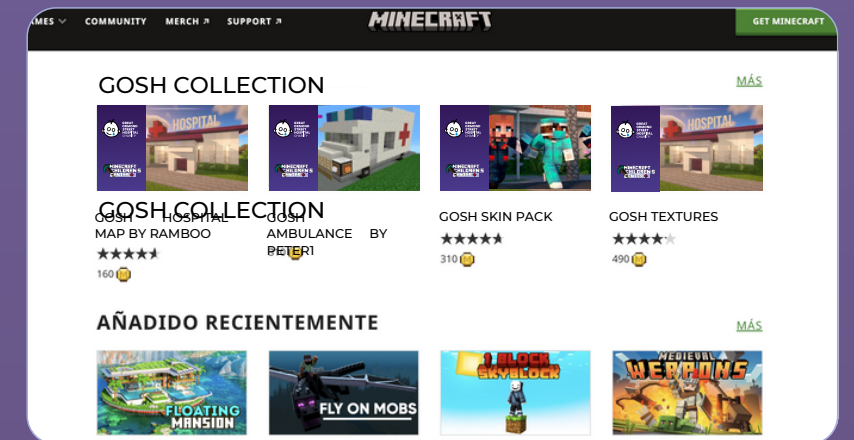
YouTube



Twitch



Minecraft Marketplace



Why **MINECRAFT**?

in numbers



Over 141 million
monthly active
users worldwide.



Over 90 million
monthly watch
hours on Twitch.



Over one trillion
views on YouTube.



Over \$350 million generated by
Minecraft independent creators
selling add-ons, mods and other
experiences.



Game focused in
building construction.

HOW IT WORKS



1

GOSH will identify patients who are Minecraft fans and invite them to use their imagination to create the Child Cancer Center of their dreams inside the game.



80% of UK children aged 12 to 15 play Minecraft



Minecraft is the second-favourite entertainment brand among boys aged 7 to 9 in the UK

2

Each kid will be paired with a famous Minecraft streamer, who will help to turn the kids vision for the center into a fully functional Minecraft building.



3

Each gameplay will be fully live-streamed, the first 10 minutes on the influencer's channel for awareness and the rest of it exclusively on GOSH's channel to facilitate donations.



4

After each streaming, fans will be able to unlock the buildings created by the GOSH children to play on their own games by donating to the cause through the in-game store.

How the activation generates funds



 &  YouTube

The revenue generated by the streamings will be fully re-invested in building the CCC in the real world. This includes not only ads playing during the live-streaming and on demand video but also users direct donations such as subs & bits (Twitch) and super-chats (YouTube).

Minecraft Marketplace:

Just like anything created by independent creators on Minecraft, fans will be able to unlock the buildings created by the GOSH children to play on their own games by donating to the cause through the in-game store.

Campaign Extensions



We will close the campaign with a 24 hours digital event with all streamers and children together in a single Minecraft server, exploring each other's constructions and inviting viewers to join the server and play with them by making a donation.



A series of short videos of the GOSH children exploring their Minecraft creations their expectations for the construction of the center in real life.

Campaign Roll Out



Announcement

influencers
partnership with GOSH
and dates of streams



Live Stream

Each pair of
influencers will stream
on different date



Marketplace Donations

Buildings created by
the children became
available on Minecraft
Marketplace through
donations to GOSH



Extensions

Telethon and
content
series