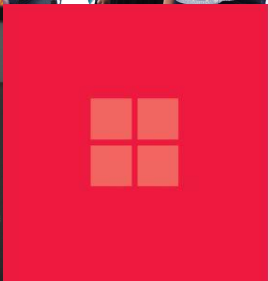
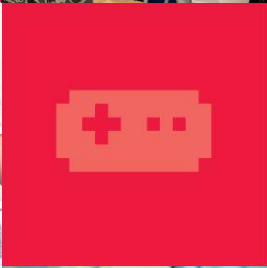
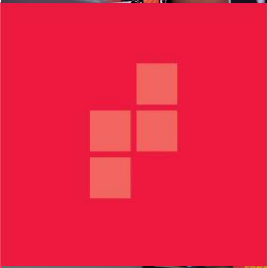


# GIRLS MAKE GAMES

IMPACT REPORT 2022



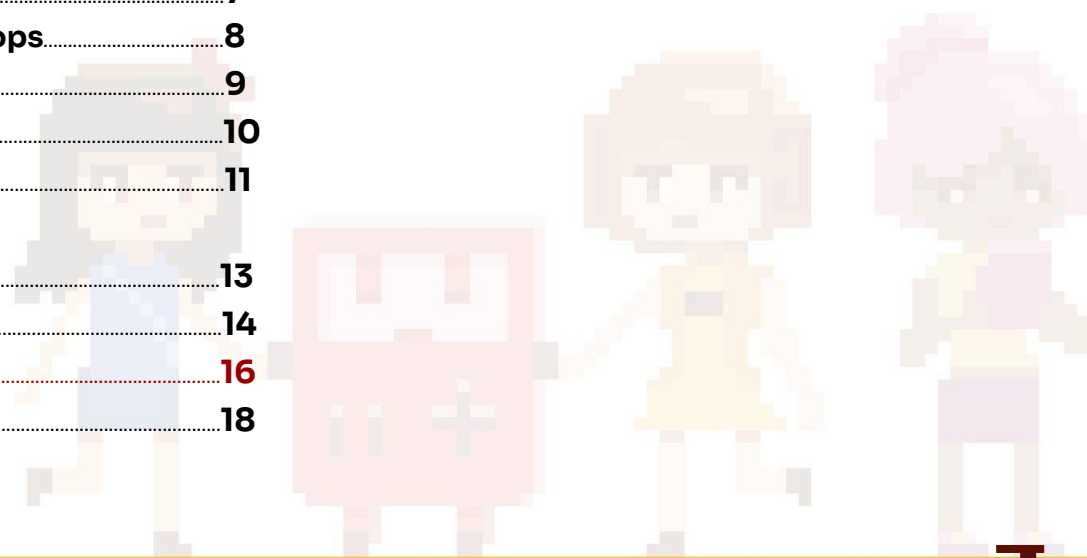




# Table of Contents



<b>GMG Introduction</b> .....	4
<b>Founder's Message</b> .....	5
<b>Program Achievements</b> .....	6
<b>2022 Growth &amp; Impact</b>	
<b>Returning to in-person Summer Camps</b> .....	7
<b>Core Programs: Summer Camps &amp; Workshops</b> .....	8
<b>GMG Fellowship</b> .....	9
<b>GMG Games</b> .....	10
<b>2022 Demo Day Games &amp; Winners</b> .....	11
<b>In Their Words</b>	
<b>Student Testimonials</b> .....	13
<b>GMG Alumnae Spotlight</b> .....	14
<b>GMG Scholarship Fund 501(c)(3)</b> .....	16
<b>Thank You</b> .....	18





## WHO WE ARE

**Girls Make Games** is an educational program designed to inspire the next generation of game developers and creators. Through summer camps, workshops and publishing student games, GMG provides a ‘home’ for girls who love gaming and gamedev.

As of this report’s writing, **45% of gamers in the US identify as female\***, while **less than 25% of the game industry’s workforce is made up of women\*\***.

### Sources:

\* <https://www.statista.com/statistics/232383/gender-split-of-us-computer-and-video-gamers/>

\*\* <https://www.zippia.com/video-game-developer-jobs/demographics>

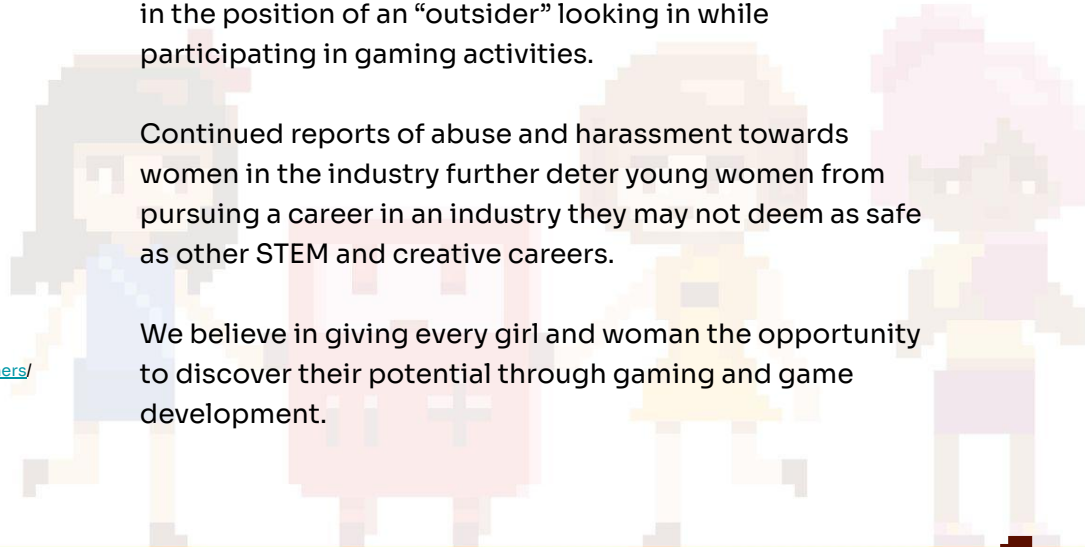
## OUR MISSION

**Girls Make Games aims to close this gender gap, one girl at a time.**

Research shows that while girls enjoy gaming and find designing games interesting, they often find themselves in the position of an “outsider” looking in while participating in gaming activities.

Continued reports of abuse and harassment towards women in the industry further deter young women from pursuing a career in an industry they may not deem as safe as other STEM and creative careers.

We believe in giving every girl and woman the opportunity to discover their potential through gaming and game development.





# Founder's Message



## Every end marks a new beginning.

At GMG, 2022 finally felt like the end of the pandemic, with our flagship summer camps returning in-person once again. It has been a year filled with optimism and opportunity for our organization. We reached girls in more countries than ever before, launched new programs, and forged new partnerships.

With the pandemic behind us, we're becoming increasingly aware of the inequalities that the new economy has created. Between rising inflation, unemployment and weariness from the toll of the last 2 years, our communities - students, families, and fellows have suffered. My team and I have been hard at work, listening and paying attention to what our communities need and how we can best serve them. I'm proud to say that this year we've launched something that has the potential to create lasting impact on our students and alumni.

GMG was founded with a simple goal - to give girls a space to explore gaming and game development. Over the last decade we reached nearly 23,000 girls and inspired them to engage with game development. Our alumni have gone on to pursue game design degrees in college and are now entering the industry as professional game developers. Through their stories and journeys, we learned that the path from camp to industry isn't straightforward, and that we needed to do more to support our alumni in their goals.

To that end, we've launched the [Girls Make Games Scholarship Fund](#), a new 501(c)(3) charity that will make camps, college and careers accessible for girls and young women. Through financial scholarships, internships and industry mentorship programs, GMG Scholarship Fund will ensure our alumni have every chance to achieve their ambitions.

Building the GMG Scholarship Fund has been an absolute joy and I'm so proud to now open our doors to young women over 18 who couldn't join a GMG camp before. I hope you will consider making a tax deductible donation to the new charity, and join us in making the world of gaming and game development accessible to girls and young women everywhere.



Thank you for your continued support and inspiration. Here's to the next chapter of GMG and the next generation of game developers!

**Laila Shabir**  
Founder and CEO  
Girls Make Games &  
GMG Scholarship Fund



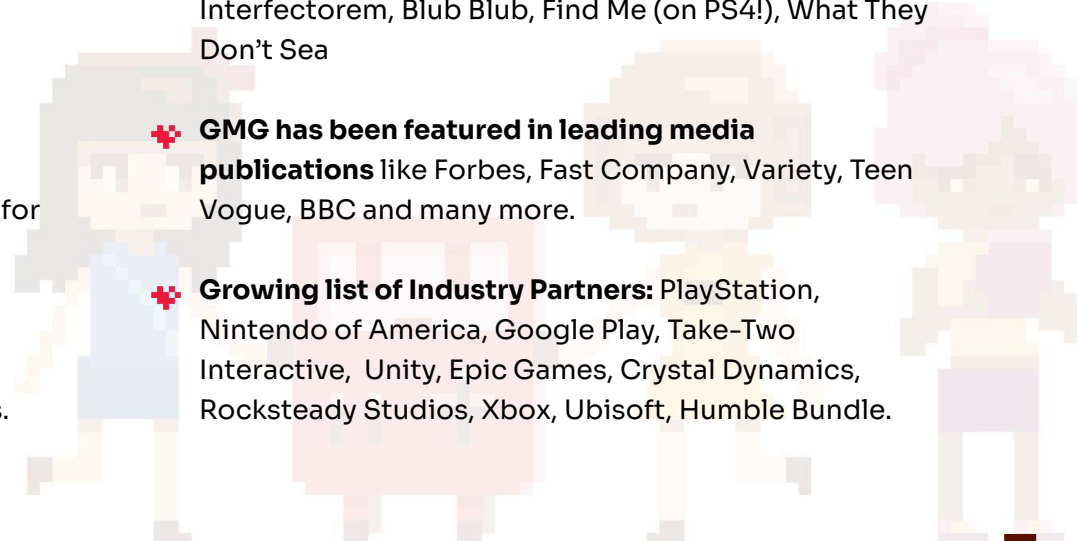


# Program Achievements



Since its inception in 2014, Girls Make Games has served upward of 23,000 girls around the world, and awarded 600K+ USD in scholarships.

- ✦ Reached over **23,000 girls** through GMG's summer camps, workshops, games and books in **20 countries**, 150 cities worldwide.
- ✦ Provided nearly **4,320 girls with scholarships** / financial aid in the US and around the world (workshops & summer camps).
- ✦ Created mentorship and networking opportunities for **446 GMG Fellows**, college students ages 18-22 looking to break into the games industry.
- ✦ **Raised 170K+ USD on Kickstarter** to create and publish games designed by summer camp students.
- ✦ **Published Grand Prize winning games on Steam, Google Play, PS4 & Nintendo Switch:** Shredded Secrets (Nintendo Switch) The Hole Story, Interfectorem, Blub Blub, Find Me (on PS4!), What They Don't Sea
- ✦ **GMG has been featured in leading media publications** like Forbes, Fast Company, Variety, Teen Vogue, BBC and many more.
- ✦ **Growing list of Industry Partners:** PlayStation, Nintendo of America, Google Play, Take-Two Interactive, Unity, Epic Games, Crystal Dynamics, Rocksteady Studios, Xbox, Ubisoft, Humble Bundle.





# 2022 Growth & Impact



## Returning to in-person Summer Camps

- ✦ **Crystal Dynamics and Holy Names Academy** provided a safe venue and support to bring GMG's summer camps back in person for the first time since 2019!

Our staff and campers followed precautionary guidelines for the campers' safety, making all 3 in-person camps a huge success. We can't wait to see our girls in 2023 again!

**2023 Summer Camp Registration is now open! :) For a full list of cities hosting in-person camps in 2023 visit <https://www.girlsmakegames.com/summercamps>**





# 2022 Growth & Impact



## Core Programs: Summer Camps & Workshops

- ✦ **Taught and mentored 695 girls**, through a series of workshops, interactive panels, and summer camps hosted virtually and in-person.
- ✦ **Provided 250K+ USD** in need-based scholarships to 615 girls.
- ✦ **Offered 13,000 hours of instruction** (up 60% from 2021!) leading to the development of 438 student games.







# 2022 Growth & Impact



## GMG Fellowship

- ✦ Received **101 applications** for 46 spots in 2021-2022.
- ✦ Trained and mentored **46 GMG Fellows** to deliver GMG camps and workshops.
- ✦ Kicked off a fellows-only **Mentorship** Program in collaboration with **Sony PlayStation**.





# 2022 Growth & Impact



## GMG Games

- ✦ **Published** What They Don't Sea – GMG 2019 Demo Day Winning Game on [Steam](#) and [itch.io](#).
- ✦ **Launched** Shredded Secrets on **Nintendo Switch**.
- ✦ **Published** 3 GMG Titles (Find Me, Shredded Secrets & What They Don't Sea) on **Google Play Store**.
- ✦ **128** girls 'pitched' their games to enter the 2022 Grand Prize Challenge — 9 Finalists, 3 winners.



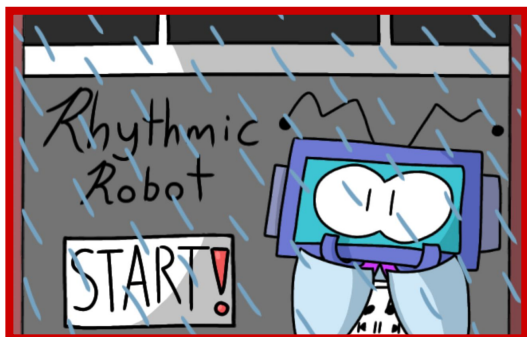


# 2022 Demo Day Finalists & Winners (Jr.)





# 2022 Demo Day Finalists & Winners (Teen)



❖ Learn more and play the games [on itch.io](https://itch.io).

❖ Watch the 2022 Demo Day Stream recording [on Youtube](https://www.youtube.com/watch?v=...).





# Student Testimonials



## In their words:

- ✦ **“At first I was scared because I didn't know very much English,** and I didn't know if I would be good enough for camp. But after meeting my counselors KB and Pepi I was able to speak with them in Spanish and make a full game, and I'm so happy about it. ***I love GMG!!!***” – Alice, 10
- ✦ “I have a lot of fun at GMG, **this is one of the only places I can find other people who like programming!** I love being able to play my game and look at it and say, **“Wow, I made that.”** — Maya, 8
- ✦ **“I look forward to Girls Make Games sooo much!** After camp ends I'm like "I can't wait until next year." I love designing my very own game, especially seeing other people play it. ***I also love the people here.***” — Megan, 14





# GMG Alumna Spotlight: Lainey Leslie



***Meet Lainey Leslie, game designer-in-training and 3 time camp Alumna. Lainey returned to camp this year as a counselor and will bring GMG workshops to her school in 2023!***

**“I’ve been playing games since before I could read.** My dad would put me on his lap and give me the controller. My hands were so small that I had to put both of them on one joystick to control the player, and I’ve loved video games ever since. My taste in games has not changed since I was a little kid. I’ve always loved RPGs like Double Fine’s Costume Quest, and I’ve recently enjoyed playing 13 Sentinels: Aegis Rim.

GMG opened my eyes to a completely new creative outlet. I found that I could combine my interests in storytelling and technology to create a super immersive experience for the player! I also loved working in teams to actually create games! It was incredible to walk away with a finished game after 3 weeks. And it was such a supportive and friendly environment. I especially loved the final week of camp (“crunch time”) where everything finally fell into place. It was stressful, but rewarding. As a counselor, being at GMG was super inspiring. I could feel the creativity and excitement radiating off of every kid! It made me want to go out and make more games. Watching them fall in love with game development made me fall in love with it again.

**My advice to other girls: There are so many opportunities for creativity in game development! It takes so many roles to build a game, and you can always find your own niche. <3”**





# GMG Alumna Spotlight: Jia Michel



***Meet Jia Michel, game programmer, 2021 Demo Day winner and entrepreneur extraordinaire. Jia served as counselor at GMG camps and has launched her own mentoring non profit organization to match girls to mentors!***

**“I attended GMG in the summer of 2021, and after attending only one day I understood how special the GMG community is.** Whether asking questions to my counselor, or playing games with my fellow scholars there was an ever blossoming enthusiasm that allowed me to be even more enthusiastic about programming. Even after GMG, I was able to stay in touch with fellow scholars, and ask advice from Laila. Girls Make Games is not only two weeks of a fabulous learning experience but it is also a never ending supportive community. This year I was able to be a Girls Make Games Jr. Counselor, and seeing the back-end workings of GMG allowed me to understand even more how GMG’s support is to all who are a part of making GMG.”

**My advice for other girls who are interested in programming or wondering how to get into computer science are two things.** Number 1, find your community. Through a community as phenomenal as GMG, you are able to connect with people who can teach you, encourage you and support you. Number 2, just do it! I often doubt myself or second-guess whether I am wasting time developing a certain project especially when facing thousands of errors, but then I try to remember that even debugging, even following tutorials is practice and I am developing my skills. Even if you feel as though you are not “qualified” enough to pursue a research project, apply for an internship or go to a hackathon, by filling out the application or by showing up to the event you are allowing yourself to have new experiences and open new doorways.”





## A New Chapter Begins..

Through the journeys of GMG alumni we've witnessed the gaps that exist from school through to college. There's both a lack of community, as well as funding to provide access to degrees that would lead to careers in games. That's where the **Girls Make Games Scholarship Fund** comes in, to provide educational access and financial assistance for girls and women ages 8 through to 24.

### Our key offerings include:

- **Summer Camp and Workshops Scholarships** for girls most at risk of marginalization
- **College Tuition Scholarships** for young women interested in pursuing game development
- **Mentorship & Internship Placement Programs** to help our alumni succeed in the games industry

### How your donation helps:

- **\$100** allows a girl to attend a 1 day workshop
- **\$1,500** provides a transformational experience for a girl at the flagship 3-week summer camp
- **\$15,000** funds one year of a young woman's college education, pairs her with a mentor & internship

GMG Scholarship Fund is a 501(c)(3) charity.

To learn more and make a donation, visit [www.gmgsf.org](http://www.gmgsf.org)





# Thank you to our 2022 Partners!



CRYSTAL  
DYNAMICS



Unity®



entertainment  
software  
association  
FOUNDATION



rocksteady™

Humble Bundle



THANK YOU  
FOR ANOTHER AMAZING YEAR!

