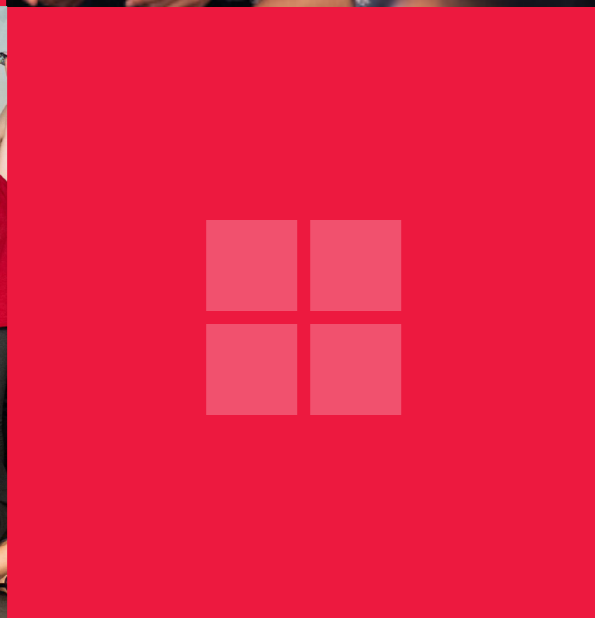
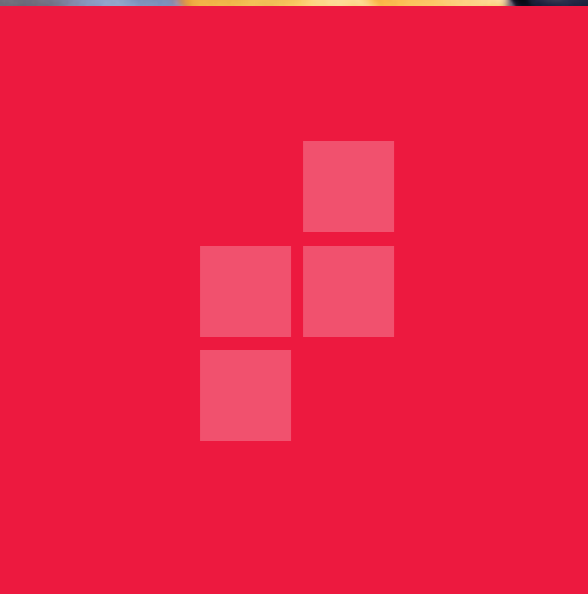
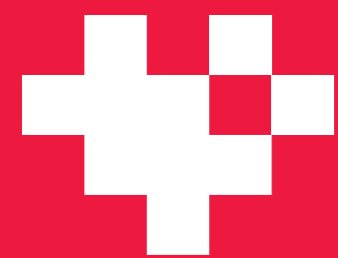


# GIRLS MAKE GAMES

IMPACT REPORT 2021



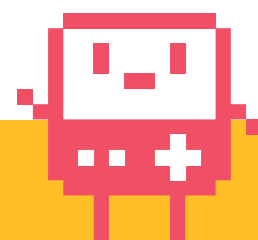
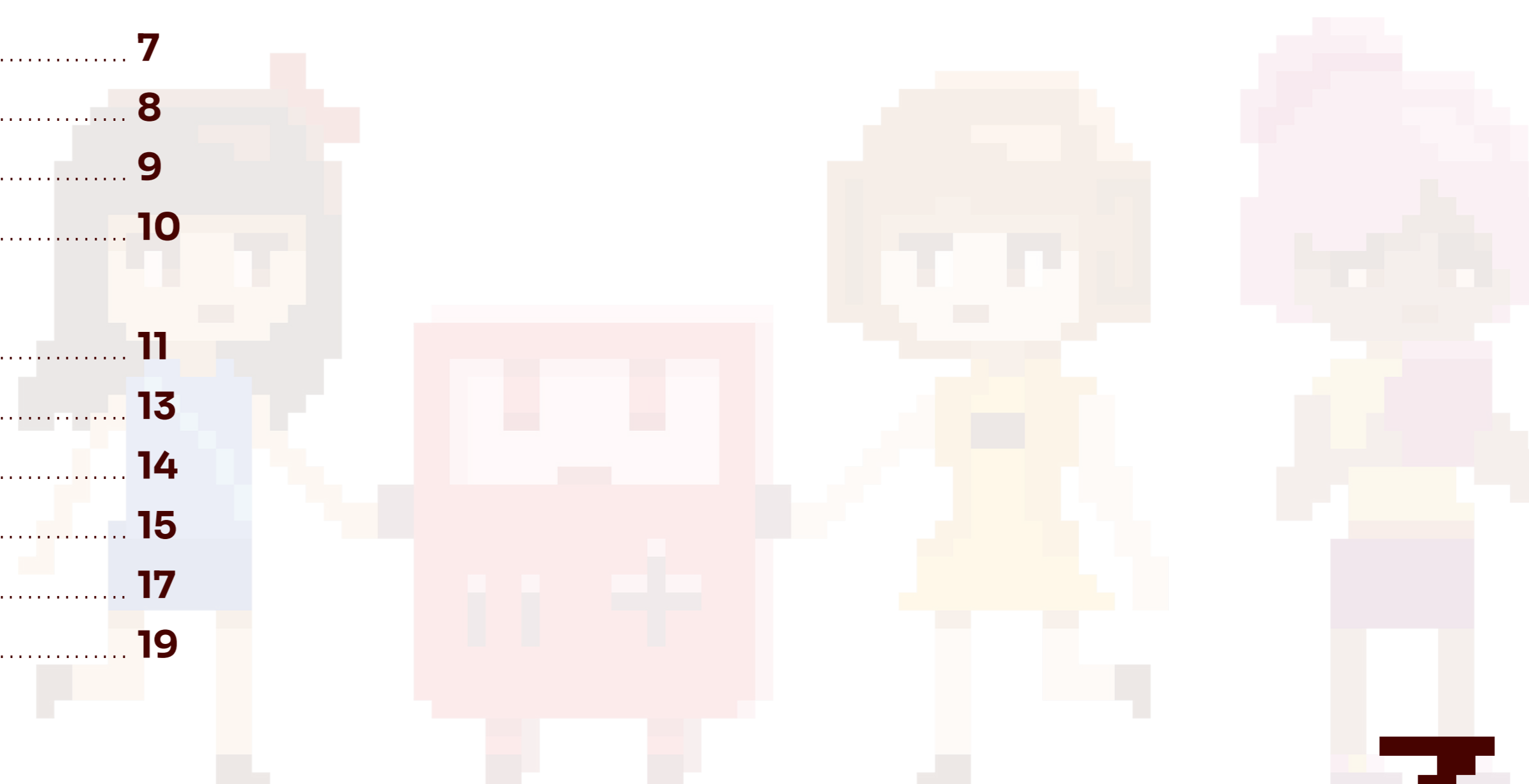


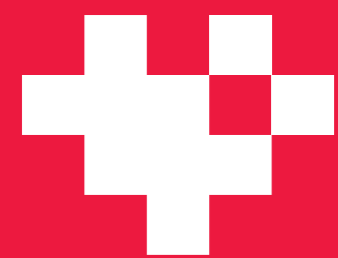


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# GMG Introduction



## + WHO WE ARE

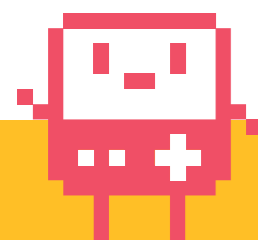
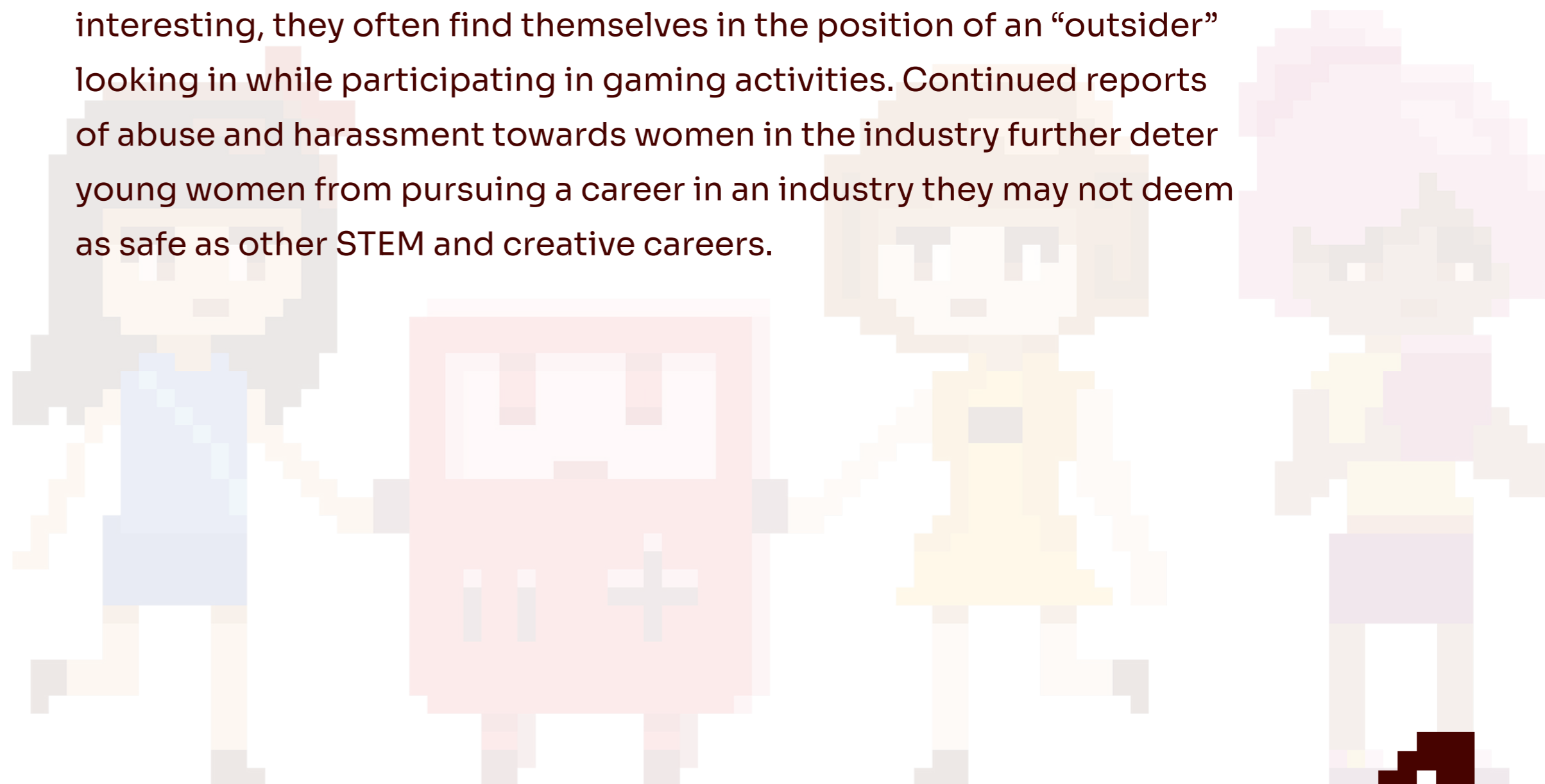
**Girls Make Games** is a series of global camps, workshops and game jams designed to inspire the next generation of video game developers and creators.

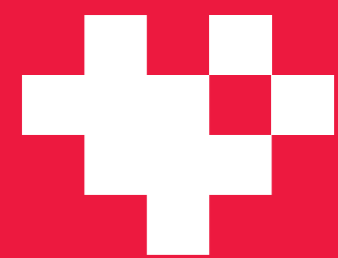
As of this report's writing, **45% of gamers in the US identify as female\***, while **less than 30% of the game industry's workforce is made up of women\***.

## + 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.





# Founder's Message



## Another year comes to an end.

While many of us were still coming to terms with the changes in our lives, our students this year embraced the virtual model and renewed the energy and enthusiasm at Girls Make Games. Our girls have always been at the heart of the program — watching them thrive this year has renewed our energies and driven our dedication to ensure more girls receive such opportunities. So while I can't say I loved sitting on my office chair for the majority of 2021, I thoroughly enjoyed meeting girls from 89 cities and 9 countries around the world.

After a year of virtual and distance learning, we weren't sure if our students were up for another summer of virtual camp. But with nearly 70% retention rate from 2020 to 2021, student engagement was certainly not at risk at GMG. Not only did our students come back, they brought friends! I'm so proud of our team and our teachers for creating a safe, and inviting environment for students during this pandemic.

This past year we grew our offerings to include year-round virtual workshops, and our program went truly global. Thanks to the amazing support from our corporate partners, we were able to build on the virtual program — from expanded financial support to encouraging employees to speak at and mentor our students and alumni.

GMG is fortunate to have partners who are deeply invested in the cause, but the reality is that our industry on the whole needs to do a lot better. Headlines over the last few months

have been devastating and oftentimes demoralizing, but just like our girls, my team and I don't shy away from a challenge. When I started GMG 7 years ago, less than 22% of game developers identified as female. That number is now up to nearly 30%. The tide is changing and we're here to ensure that girls are able to take the places they deserve in the games industry.

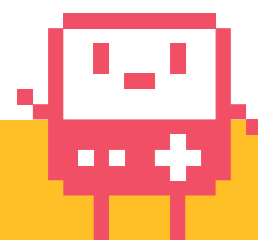
In the coming year, we will continue to be the home our students deserve, and build on new partnerships to reach kids around the world, both virtually, and in-person. We will expand on our educational and enrichment opportunities for girls and young women, everything from college applications, to

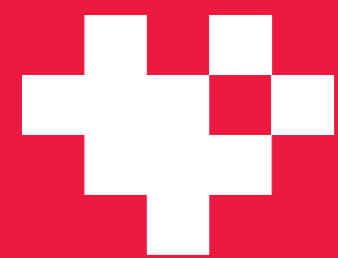
internships, and even college tuition scholarships(!). That last bit is part of some big news we plan to share with you in 2022, so stay tuned!

We're so grateful that you continue to stand by our side during such a challenging time. Because of your support, we've been able to not only maintain our current programmes but build upon this foundation with exciting plans for the future.



*Laila Shabir*  
Founder of Girls Make Games





# Program Achievements



**Since its inception in 2014, Girls Make Games has served upward of 22,000 girls around the world, and awarded nearly 500K+ USD in scholarships.**

✦ Reached over **22,000 girls** through GMG's summer camps, workshops, games and books **in 9 countries**, 89 cities worldwide.

✦ Provided nearly **3,700 girls with scholarships** / financial aid in the US and around the world (workshops & summer camps).

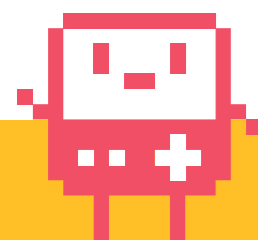
✦ Created mentorship and networking opportunities for nearly **400 GMG Fellows**, college students ages 18-22 looking to break into the games industry.

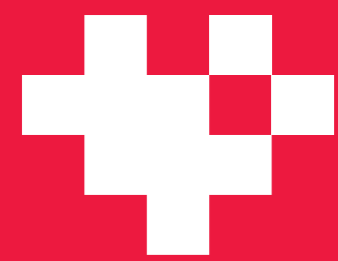
✦ **Raised 170K+ USD on Kickstarter** to create and publish games designed by summer camp students.

✦ **Published Grand Prize winning games on Steam, Google Play, and PS4:** The Hole Story, Interfectorem, Blub Blub, Find Me (on PS4!) , and Shredded Secrets (coming to Nintendo in 2022!).

✦ **GMG has been featured in leading media publications** like Forbes, Fast Company, Variety, Teen Vogue, BBC and many more.

✦ **Growing list of Industry Partners:** Nintendo of America, Google Play, Take-Two Interactive, Epic Games, PlayStation, Xbox, Crystal Dynamics, Ubisoft, Humble Bundle.



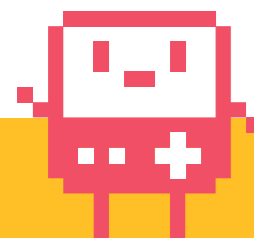
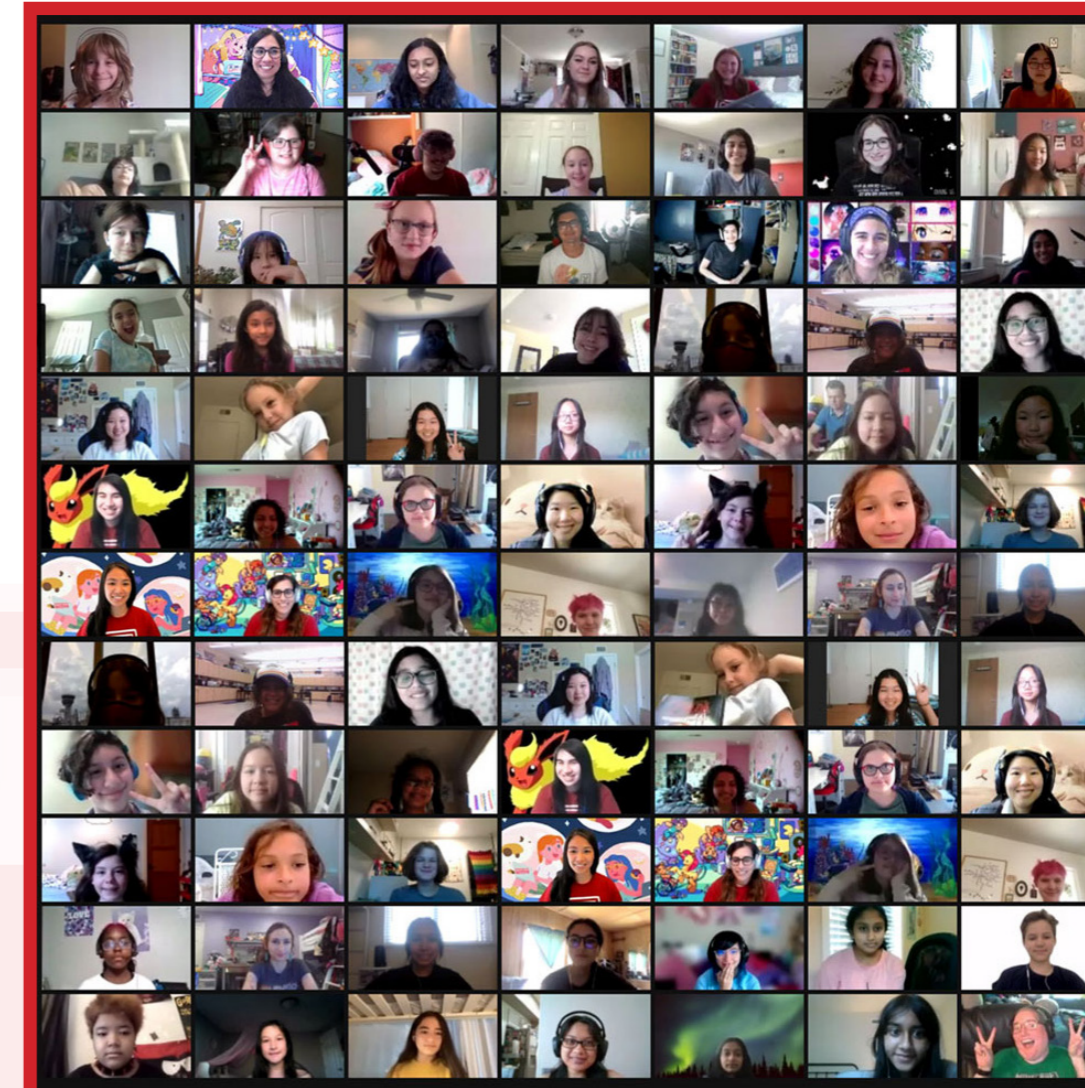
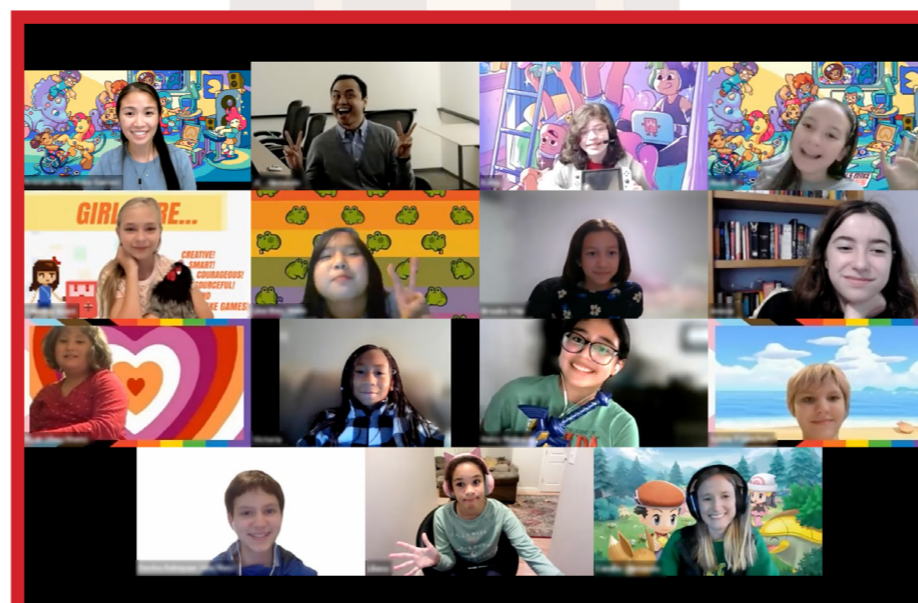
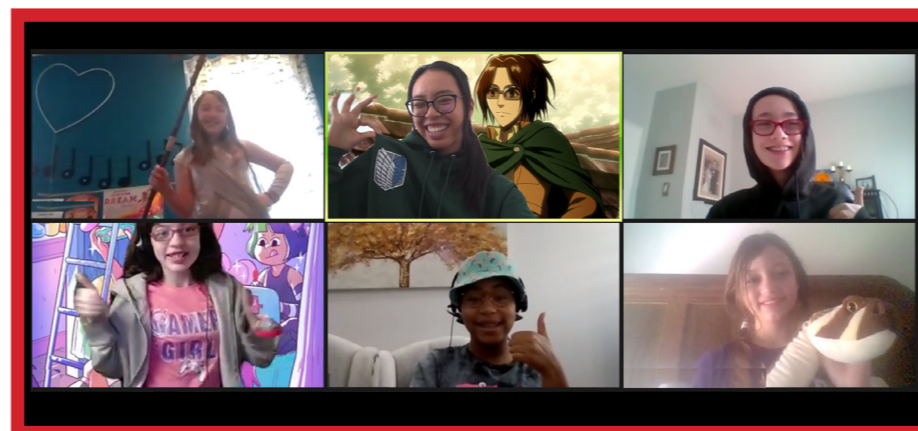


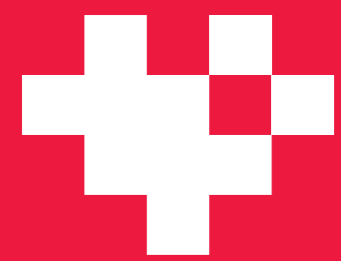
# 2021 Growth & Impact



## Core Programs: Summer Camps & Workshops

- ✚ Taught and mentored **700 girls**, all virtually through a series of workshops, interactive panels, and summer camps.
- ✚ Provided **\$250K+ USD** in partial and full scholarships to 550 girls.
- ✚ Offered **8,000+ hours of instruction**, leading to the development of 420 student games.



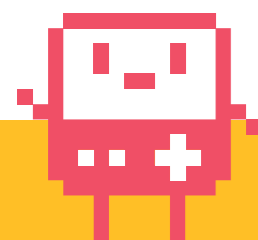
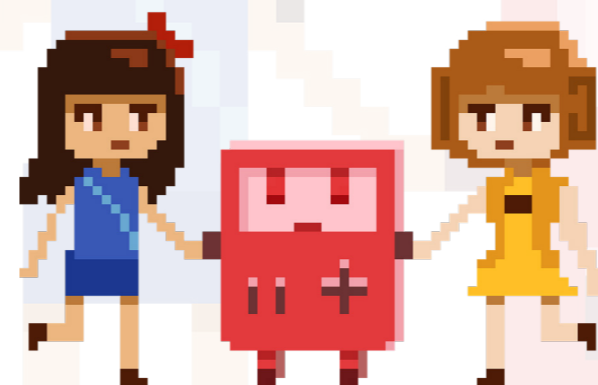
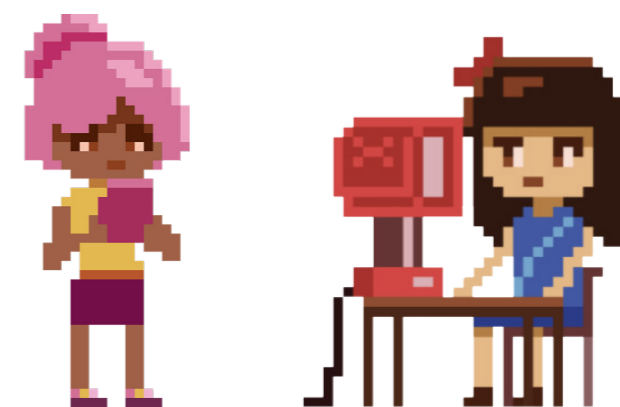


# 2021 Growth & Impact

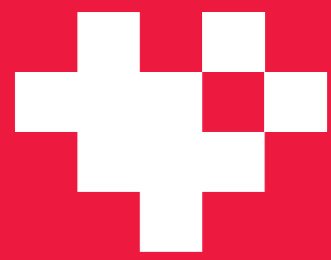


## GMG Fellowship

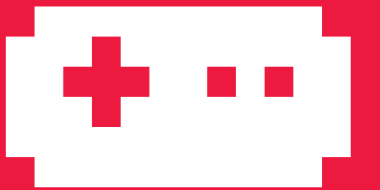
- Received **197 applications** for 89 spots in 2020-2021.
- Trained and mentored **43 GMG Fellows** to deliver GMG camps and workshops.
- Offered **\$12K+ USD** in sponsored GDC passes.





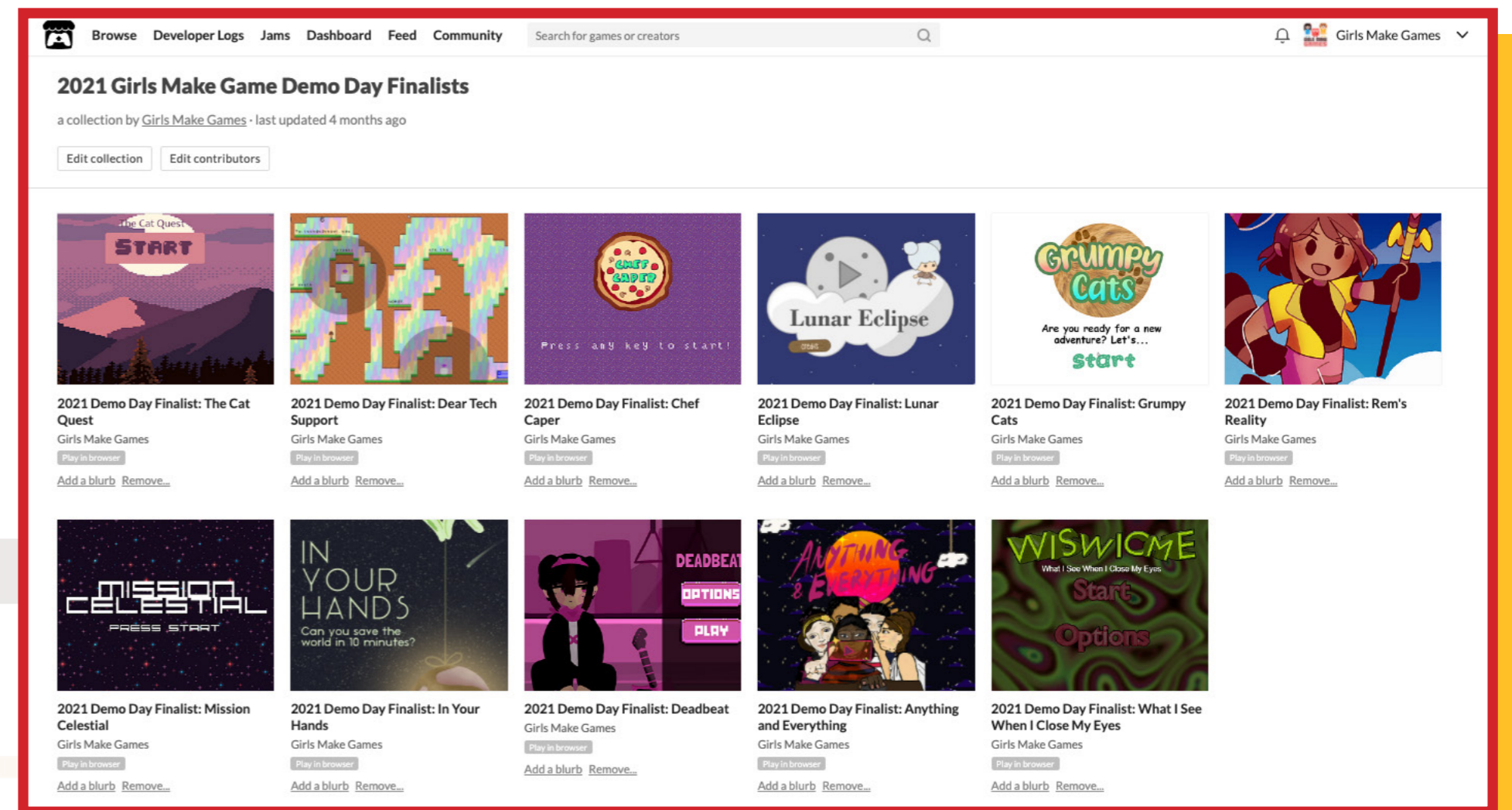


# 2021 Growth & Impact

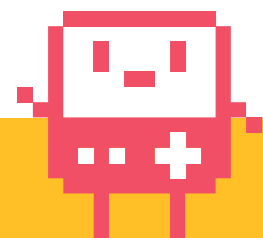


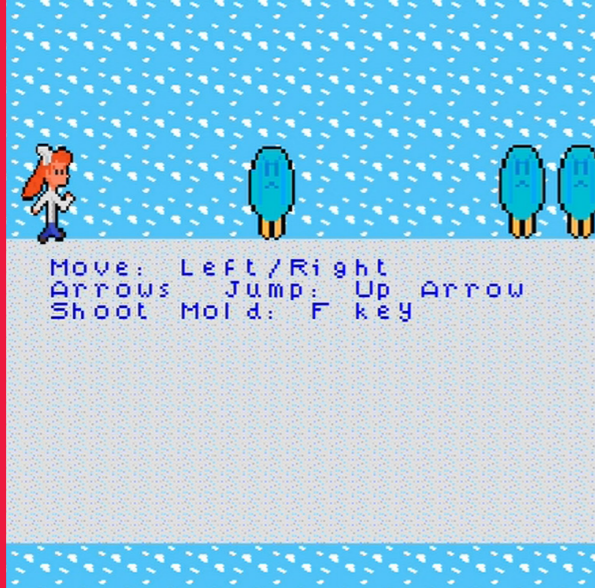
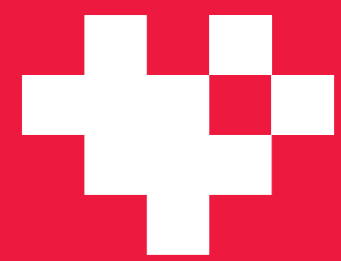
## GMG Games

- ✚ Raised **\$40,000 USD on Kickstarter** (highest ever!) for GMG's Grand Prize Winning game, What They Don't Sea.
- ✚ Published GMG's second console title, Find Me, on PlayStation store (PS4).
- ✚ **130+ girls 'pitched' their games** to enter the 2021 Grand Prize Challenge — 11 Finalists, 4 winners.
- ✚ Virtual Demo Day stream viewed **1,300 times**.

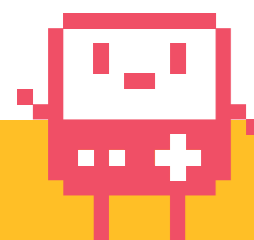
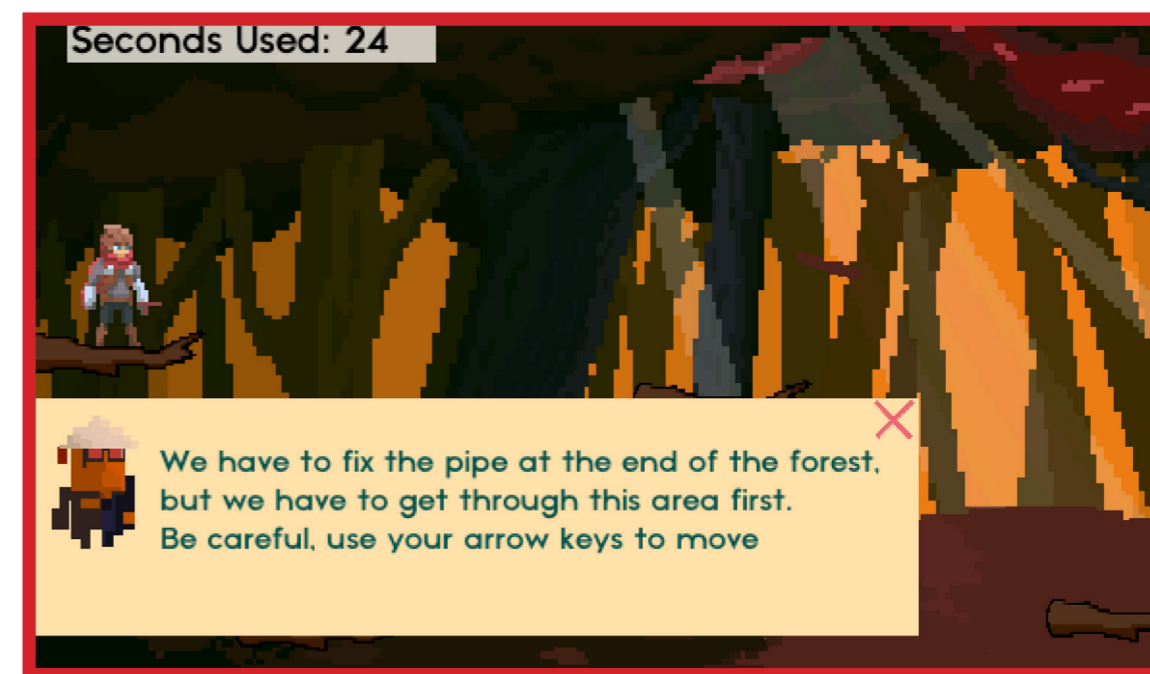
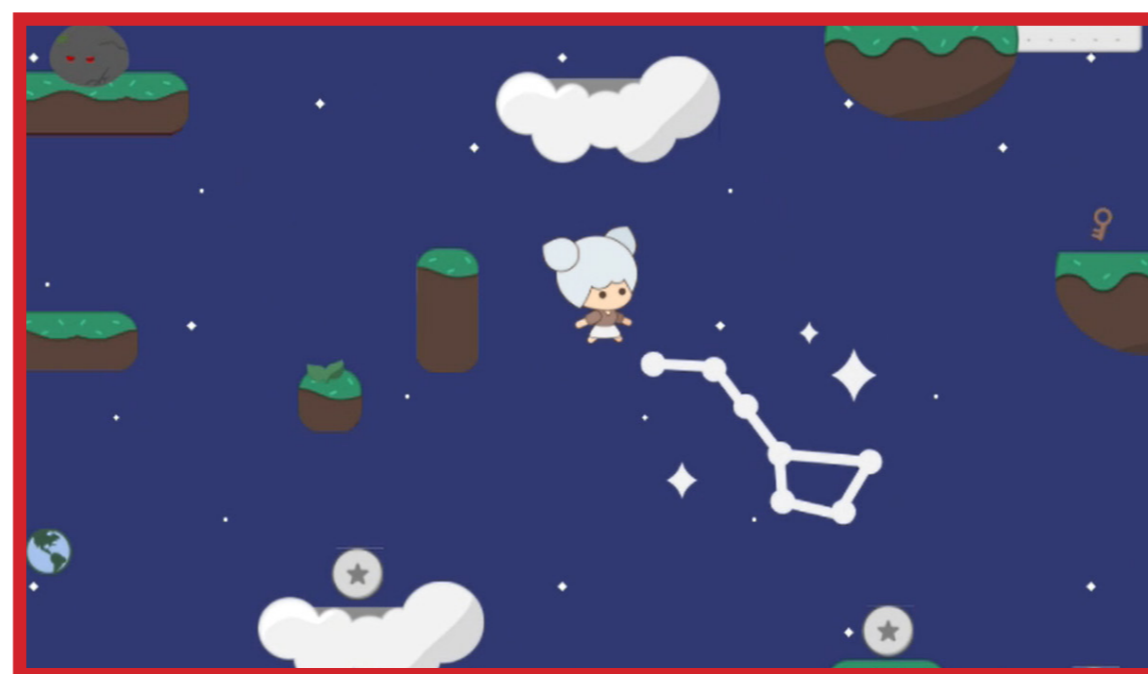
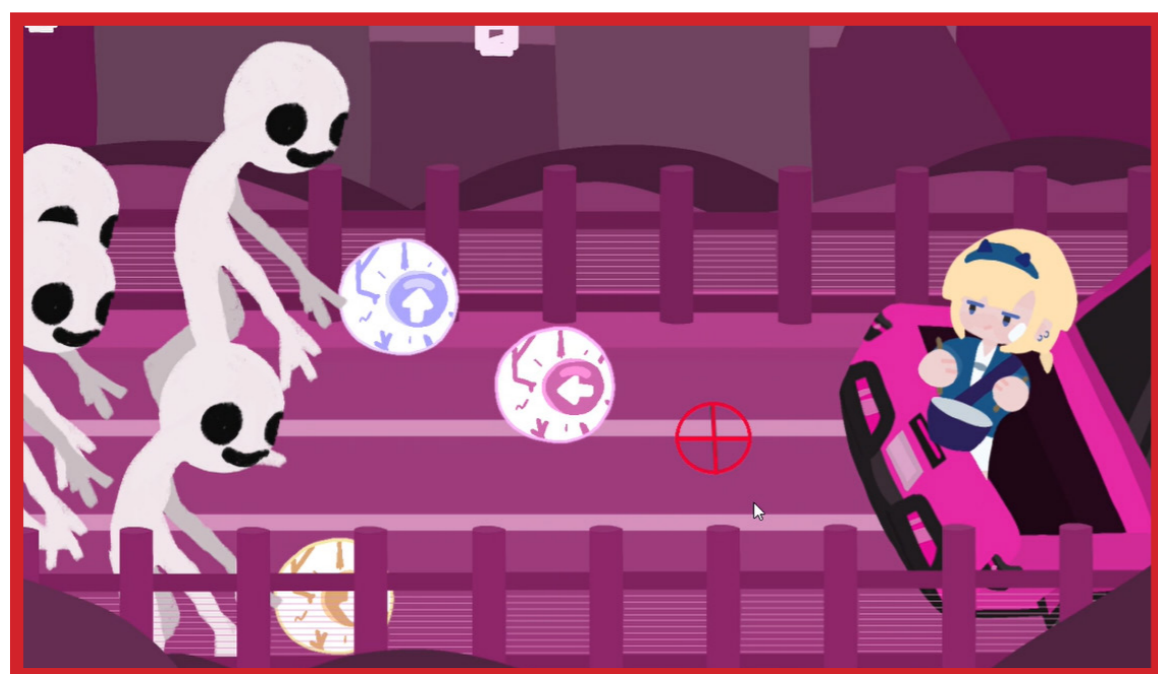


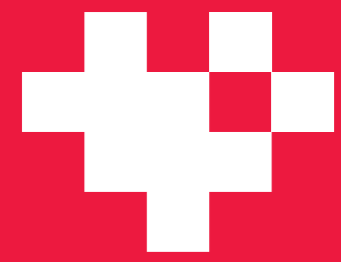
2021 GMG Demo Day Finalists games on itch.io



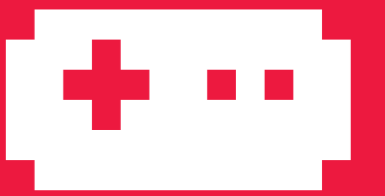


# 2021 GMG Demo Day Screenshots



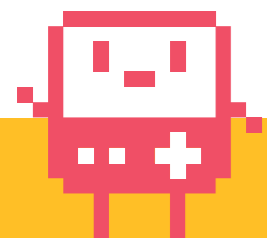


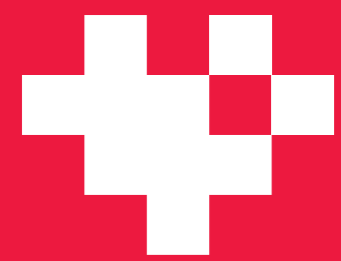
# Student Testimonials



## In their words:

- ✚ **“This camp was what I expected and more.** From the support from the staff and the community in general. This was the most fun I’ve had in any virtual coding/ game dev camp!” — Emma, 13
- ✚ **“I loved camp so much,** I made new friends and I used to just play games and wished that I could make one and now I can!” — Chloe, 10
- ✚ **“I love going to GMG and I love the community that it’s created.** I feel like going to GMG is like going to a place where everyone likes what you likes, and it’s very easy to make friends and have fun.” — Maddie, 14





# Student Testimonials

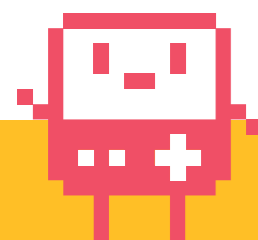


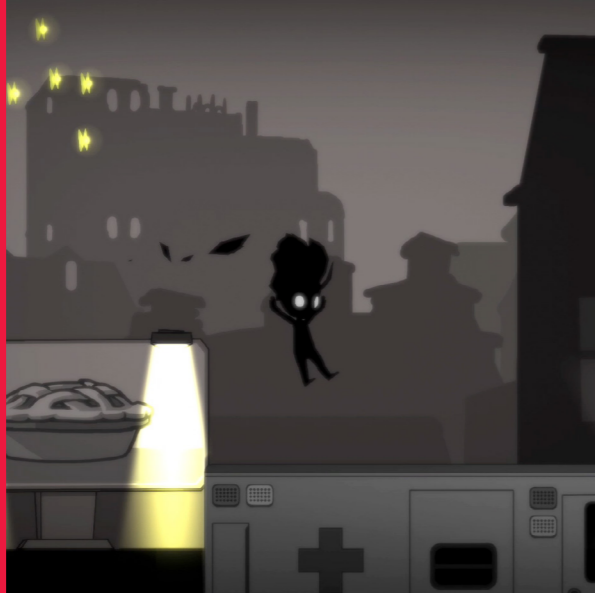
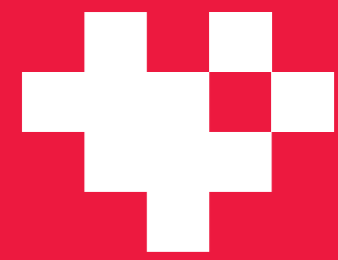
## In their words:

✦ **“I loved this camp because it just uplifted my hidden side** and made me speak to different people and the diversity this camp holds. I had never thought i would be making a game because i always thought it is the boy’s thing. But yeah here I am.” — Hamna, 16

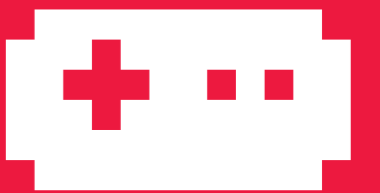
✦ **“I really loved to play with people** and it was really fun to do this camp for three weeks. I really think that this is one of my favorite camps!” — Noe, 13

✦ **“My favorite was playing my finished game** and taking the group photo!” — Seleyian, 8





# GMG ALUMNA SPOTLIGHT: Katie Arnold



## Meet Katie Arnold, game designer-in-training and a member of Team Invenio, winners of the 2017 Girls Make Games Demo Day.

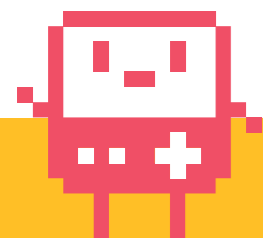
**“I was 16 when I created a full game at GMG’s summer camp in 2017.** I had tinkered with game dev before, but that summer was the first time I got to make something awesome with the best teammates and friends — Avalon, Audrey and Maeve.

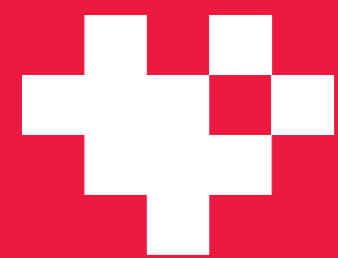
Fast forward a few years, and I’m now enrolled in Game Design at DePaul University. I’m also interning as a designer at Protagonist Games. It feels crazy to say, but I’m on track to becoming a professional game designer.

Seeing the game my team and I made as teenagers on the PlayStation just feels surreal. It marks, hopefully, a long line of stories that I get to tell and share with everyone in the future.

I’m so grateful to everyone who has supported our journey over the last few years — our families, friends, the GMG team, and Demo Day Judges: Shawn Layden, AJ Mendez, Tim Schafer, Maria Essig, and Katie Stone Perez.

**TLDR: Find Me is out on PlayStation store!”**





# Parent Testimonials



✚ “**My daughter was simply hooked from day one!** All she talked about for three weeks was GMG. I can’t wait for future camps.”

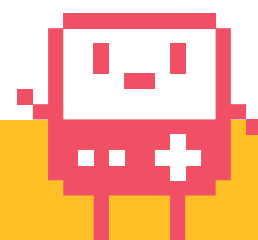
✚ “After spending her entire 2nd grade year remote due to Covid, I wasn’t sure how excited my daughter would be to get back on a laptop every day for three weeks this summer. **But she had so much fun learning new things that she looked forward to it every single day.**”

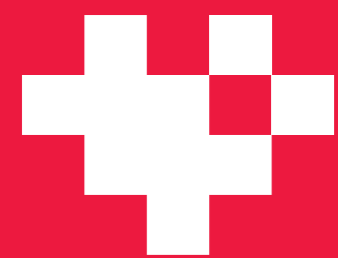
✚ “It was awesome to see how just 3 weeks of summer with like-minded peers and a supportive team has a huge impact on girls who dream of being more. **The smile on the face of a girl who now believes that there is no such thing as “a boy’s thing” is priceless.**”

✚ “**A camp like this helps to boost the confidence in young girls in technology.** I want my daughter to know that she could do anything. Thank you for creating a camp that caters to the under-represented girls in technology. Way to go!”

✚ “I was unsure how a virtual camp would work. I’m a HS teacher, and I know that teaching during the pandemic has been super challenging. **Everything about this camp exceeded my expectations.**

My daughter’s camp leader was so kind, excited, and engaging. Guest speakers’ depth of knowledge of the industry and willingness to engage with the girls was amazing. Camp tech support was always prompt and happy to help. I can’t wait for her to attend GMG in years to come!”





# GMG Fellows Testimonials



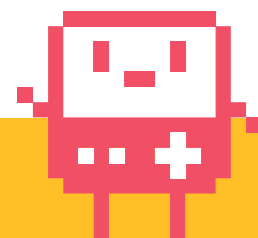
✦ “The most organized and color-coded organization I’ve ever worked for. Everything was very straightforward and easy to follow. The morning check-ins helped me mentally check in for camp and keep me accountable for showing up on time. Very fast and effective communication. You all run a very tight ship, I don’t know how you do it. Everyone was super friendly, and approachable.”

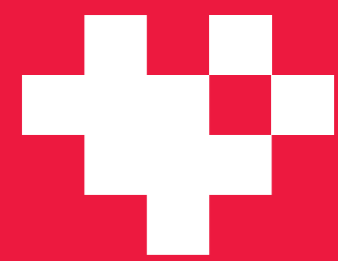
— **Steph Nguyen, 28, Full Sail ‘16, 2021 GMG Fellow**



✦ “I plan on coming back to GMG next summer and jump at any chance I get to help out because I really liked seeing the impact GMG has on these young kids! I had such a fun time meeting my campers as well as working and hanging out with the other fellows. I can’t wait to see what more GMG does and hope it continues to expand and reach more kids across the world.”

— **Kaylah Derilus, 20, William Peace University ‘23, 2021 GMG Fellow**





# GMG Fellows Testimonials



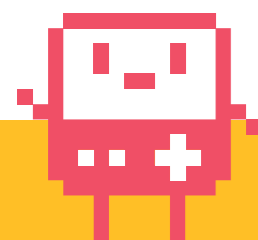
✦ “Having been a counselor/instructor at many kids camps (both IRL and virtual), GMG has been the most enjoyable for me and probably ran the smoothest. Great people, great games, and lots of fun. 😊”

— **Amanda Sharkey, 19,**  
**University of Southern California ‘24, 2021**  
**GMG Fellow**

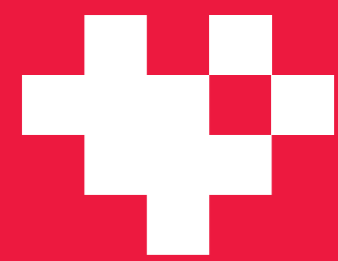


✦ “What an amazing experience with such talented, brave, and intelligent campers! With all the game time and “bugs”, my squad definitely made the most of camp. 😊”

— **Ixel Camacho, 22,**  
**University of California Santa Cruz ‘21, 2021**  
**GMG Fellow**







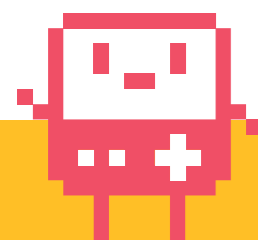
# GMG Fellows in the Spotlight

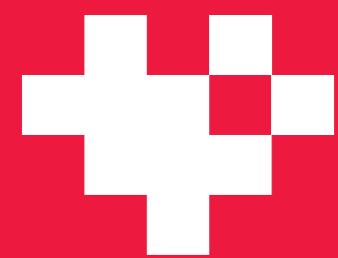


**Meet Reva Sathe and Dylan Clauson, two GMG alumni who joined us this year as junior counselors. Both Reva and Dylan have previously attended GMG as students, and were excited to return in a mentoring capacity. We're so proud of them both being amazing role models and for giving back to the GMG community!**

“From being mentored as a camper at Girls Make Games, learning the basics of game design, to being a jr. counselor and being that mentor for others, GMG has led me on a path of learning, friendship, and confidence. It has taught me values of teamwork and reminded me that I have strength and value worth sharing with the world. Girls Make Games has not only educated me and many others on the fascinating world of games, but it has built us up and prepared us for life outside as well.”

**— Dylan Clauson, 17, Holy Names Academy '22, Seattle, 2021 GMG Jr. Counselor/Fellow**





# GMG Fellows in the Spotlight

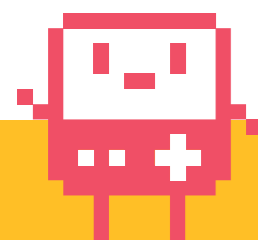


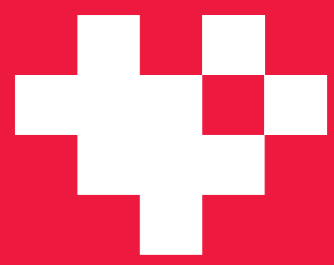
“Going into my first summer at Girls Make Games, I did not know what to expect. I thought that it would be just another coding camp, that at the time I had grown tired of. Although this perception was shattered as soon as I walked into the conference room where the camp was held. I walked into a room filled with other girls playing and discussing video games. This was the first time that I was in a place of learning related to technology without the stress of being one of the only girls.

The three weeks at GMG that summer zoomed by, I remember after just the first day begging my mom to sign me up for the next year. The next year I returned once again as a camper, my second summer there allowed for me to grow my passion for game development by both exploring on my own and being surrounded by the incredibly supportive community GMG fosters. That summer I even made it to Demo Day with my team with a psychological horror game.

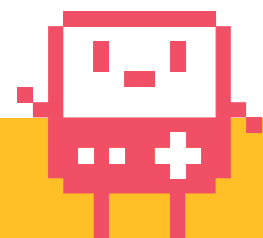
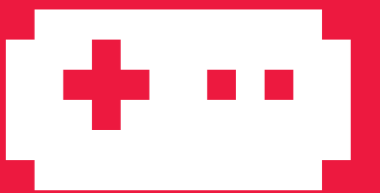
After all that GMG had given me from introducing me to what I want to pursue to all the amazing friends I have met, I wanted to help to create a similar experience for other girls. This led me to reach out and return to GMG once again, not as a camper but as a junior counselor. Over the summer of 2021, I was able to do just as I had set out to, it was amazing to be able to meet so many girls from all around the world and work with them to be able to create video games. GMG changed my life and I am extremely grateful to have been with them for so long!”

— **Reva Sathe, 17, San Mateo High School '22, San Mateo, 2021 GMG Jr. Counselor/Fellow**





# Thank you to our partners for making this program possible!



GIRLS MAKE GAMES

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THANK YOU  
FOR ANOTHER AWESOME YEAR

