



MISSION

Child's Play Charity delivers therapeutic games and technology directly to pediatric hospitals to improve patients' lives through the power of play.

HISTORY

Child's Play Charity is rooted in the healing power of play. Endowed by the gaming community, Child's Play is devoted to improving the lives of children and teens in children's hospitals. Child's Play was born in 2003 when Mike Krahulik and Jerry Holkins of Penny Arcade wanted to change the negative perception of gaming and gamers in the media. In response, they challenged their fans to support Seattle Children's Hospital through an Amazon Wishlist. In less than one month, they raised over \$250,000 in cash and toys.

Since then, Child's Play has expanded to 190+ network hospitals across the globe, and contributions reach far beyond just games and technology. In 2015 Child's Play debuted the therapeutic video game guide, enabling Child Life to be intentional when choosing specific games to provide a child. In 2017 Child's Play funded the first Pediatric Gaming and Technology Specialists within children's Hospitals. This new career field brings dedicated gaming experts into the hospitals to support therapeutic gaming and technology integration, provide gaming system support and play games with kids to improve the pediatric patient experience. With community support, Child's Play Charity will continue to improve the lives of pediatric patients and find new ways to help children Play Games, Feel Better™.

IMPACT GLANCE

- Over 190+ network hospitals
- Over \$67 million raised
- Pediatric Gaming and Technology specialists are now in over 50 hospitals
- Child's Play supports hospitals and programs in 14 different countries.





Child's Play

Play Games. Feel Better.™

HOSPITAL SUPPORT

[VIEW MAP >](#)

Annual Support: Since 2003 Child's Play has partnered with children's hospitals all across the globe. Network hospitals receive an annual monetary contribution and in-kind donations celebrating Christmas in July. Where available, partner hospitals have Amazon Wishlists tailored to their specific needs. Child's Play also supports hospitals by providing resources like The Therapeutic Video Game Guide and acting as a hub of knowledge where gaming and technology are concerned in the children's hospital setting.

Capacity Building Grants: Capacity building grants are given to pediatric hospitals to strengthen and expand their Child Life center. This grant provides funding for Pediatric Gaming and Technology Specialists, as well as funding for long-term investments in Child Life.

Equipment Grants: Equipment grants are awarded to pediatric hospitals and other child welfare organizations to help them update the games and technology they have, to continue to improve what they have to offer to the kids they care for.

Therapeutic Video Game Guide: Child's Play understands that not all Child Life Specialists are gamers. This guide was developed to help them be more intentional about the games they offer to patients. In collaboration with market research experts at Circana, and mental health professionals at the University of California San Diego, the Therapeutic Video Game Guide helps children in hospitals cope with pain, sadness, anxiety, and boredom. This resource is gifted to network hospitals to further support the use of therapeutic gaming and helping children to Play Games, Feel Better™.

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