



ESG Gaming 25 Club: Thought paper

This thought paper has been written to stimulate a debate among the ESG Gaming Board and some trusted colleagues about how we might secure c£125,000 income into ESG Gaming to help us (i) diversify our funding income and (ii) engage with high-net-worth individuals who share our values around digital technology for good.

To give purpose, relevance and accountability, I would propose that all revenue raised through the proposed *ESG Gaming 25 Club* be spent exclusively on the Web3 (Metaverse) and esports proposition for older people in collaboration principally with Mishcon de Reya LLP / MDRx / Fraser Esports / Esports Insider / Sweet Cabin and other partners.

I purposely kept this paper to two pages and organised my initial thinking below about the *ESG Gaming 25 Club* and our initial next steps. I am seeking (i) input into the papers' content to tweak and update as necessary and (ii) practical offers of help to execute as detailed below.

Who

I propose we create what we might call the *ESG Gaming 25 Club*. We would seek up to 25 wealthy or high-net-worth individuals and ask them to consider donating £5,000 annually to ESG Gaming to become a member of the Club.

What

Up to 25 key supporters who have an interest in and personal connection to gaming or dementia and see Web3/esports as a vehicle to reduce loneliness and social isolation among older people and help those who have dementia.

The key supporters would recognise the value of philanthropy as a long-term and strategic investment and welcome the opportunity to become 'hands-on' and a friend to ESG Gaming. We would position the *ESG Gaming 25 Club* for people who want to donate and leverage their networks to help us develop positive social change in the United Kingdom initially.

We would organise lunches and social events for our supporters and allow them to network with other members to develop a collective sense of philanthropy. Our supporters would also organise lunches and events for ESG Gaming, leveraging their networks to attract more supporters to help us reach the figure of 25 initially. We would thank supporters publicly on our website and in our annual accounts or keep their support confidential if that was their preference.

Why

The proposed theme to engage heart and mind and build upon our authenticity and uniqueness would be to focus the *ESG Gaming 25 Club* around our Web3 (Metaverse) and esports projects as positive platforms to reduce social isolation and loneliness and improve outcomes for individuals with dementia. We know the United Kingdom is becoming an ageing population, driven by improvements in life expectancy and declining fertility. The Census 2021 results confirm that there are more people than ever in older age groups. Over 11 million people – 18.6% of the total population – were 65 years or older, compared with 16.4% at the time of the previous census 2011. This included over half a million (527,900) people at least 90 years of age. The average (median) age in England and Wales rose from 39 years in 2011 to 40 years in 2021, reflecting the changing age structure of the population.



There is a lot to celebrate with living longer, but Dementia UK states that 1 in 11 people over 65 have dementia in the United Kingdom. This number is increasing because people are living longer.

Symptoms of dementia include experiencing memory loss, poor judgment, and confusion. Difficulty speaking, understanding and expressing thoughts or reading and writing. Focusing on this would present a purposeful opportunity to make a real-world difference to a very much 'hidden' population and also as a way to build a cross-generational understanding of ageism by bringing together families around the common interest in the metaverse and esports.

Initial help needed

Being a tiny organisation means that our supporters would have full access to our founder and non-executive directors, and being agile, the work of the *ESG Gaming 25 Club* would have an immediate impact for all to see.

I would propose the first thing we need to consider is finding a well-connected Chair who would be willing to be the face of the *ESG Gaming 25 Club* alongside our founder and NED Directors / principal partners. The chair would help us to develop a top-level plan for this Club, then open up their network to enable us to start the work to build up to 25 supporters. I would need help to headhunt this person.

Proposed initial work of the Chair

The Chair's role would be voluntary or a small honorarium can be offered. They, along with the ESG Gaming Founder, would be asked to consider a £5,000 donation, so they are modelling what they are asking others to consider. After the top-level plan (literally no more than two pages) has been co-written and agreed upon by all principal partners, we would envisage the role taking no more than four - six hours per month. The top-level plan would guide the work of the *ESG Gaming 25 Club*, but the two priorities are likely to be (i) attract membership to reach 25 members initially; and (ii) help to organise two events annually for members.

I would propose it would be for individual members to decide how visible their support of ESG Gaming would be and collectively, members would agree on any key marketing messaging or communications in respect of the *ESG Gaming 25 Club*.

ESG Gaming is registered with the Fundraising Regulator and following best practice we (or our accountants) would need to see evidence of the source of funding for Anti Money Laundering purposes and identity evidence for all membership donations.

The Chair's appointment would be subject to a meeting with the ESG Gaming board and one external reference would be required to ratify the position. The term of the appointment would be an initial 24 months, which could be extended by a further 24 months. Once appointed an ESG Gaming email address and mobile phone can be provided, if required, and an agreement would be put in place



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