



ARMISTICE

You Play, So Every child can

Fundraising Kit

**CHILDREN IN
CONFLICT**



JustGiving™

What is Armistice?

Armistice is an annual charity gaming fundraiser encouraging peaceful gameplay in support of children affected by war. Since 2016, it has raised over **\$390,000** and been supported by eighteen of the largest conflict and war themed games in the world.

2018 marks 100 years since the Armistice that ended the First World War, yet more children are affected by war today than at any time in history. Join us in November to raise funds and to support children whose lives have been torn apart by war.

About War Child

War Child is striving for a world where children's lives are no longer torn apart by war. We protect, educate and stand up for the rights of children caught up in conflict.

We aim to reach children as early as possible when conflict breaks out, and stay to support them through their recovery - helping to keep them safe, give them an education, and equip them with skills for the future.

Learn more about War Child by [visiting the official website.](#)



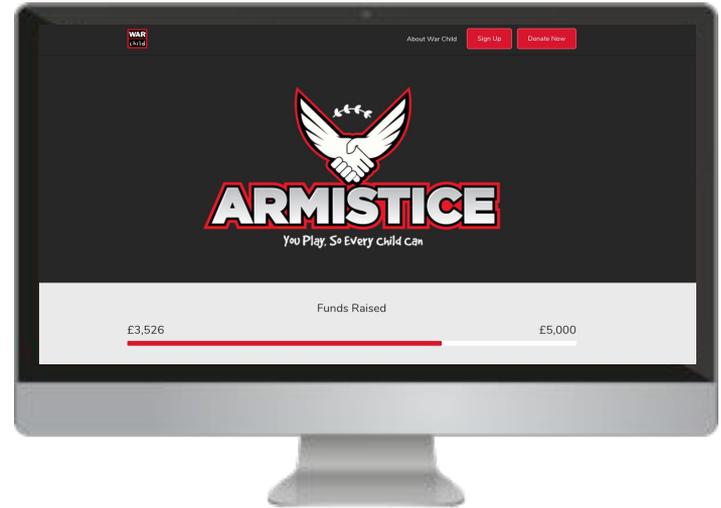
How to get involved: charity streaming

Setting up a JustGiving fundraising page is the easiest way for your friends and family to donate from anywhere in the world.

Just follow these steps:

1. Visit the Armistice campaign website to [sign up!](#)
2. [Integrate your Twitch stream with JustGiving LiveStreaming](#) to enable donation alerts and progress bar overlay
3. Add the overlays to your stream
4. [Add a donate button](#) to your Twitch panels

During your charity stream, play a game with peaceful options or challenge yourself by trying to play through the game without engaging in combat or violence.



Promote your charity stream

Announce your charity stream for Armistice across all of your social media channels.

Tag **@WarChild_Gaming** and **@JustGiving** in your Twitter posts.

Reach out to your community to ask if they can help spread the word and promote your charity stream.



During your charity stream



Thank and acknowledge your donors – don't be afraid to get creative!



Set a fundraising goal and celebrate milestones along the way



Provide incentives for your donors



Talk about Armistice and work War Child does around the world

Key Campaign Messages



2018 marks 100 years since the armistice that ended World War 1. There are, however, more children affected by conflict in the world today than at any point since the World Wars of 1914 and 1933.



War Child's Armistice campaign aims to get gamers to lay down their arms for a short period of time to support these vulnerable children through video games.



Gamers can support by purchasing games and game add-ons that are part of the Armistice campaign, or by fundraising through their own charity streams.

Frequently asked questions

What is Armistice?

This is the third year that War Child UK's Armistice is taking place – working with gamers and the gaming industry to raise funds and awareness for children affected by conflict.

War Child's Armistice is a fundraising campaign, created with its US partner Children in Conflict, that encourages peaceful gameplay to support children affected by conflict.

War Child has teamed up with a host of studios and games who have developed pacifist playthrough options, fundraising downloadable content (DLC) or are donating a portion of their sales during the campaign.

War Child aims to continue to build this peaceful movement as a yearly event where more and more gaming studios and players raise awareness and money for children living with the brutality of war.

Why does War Child have a relationship with gaming?

War Child has a history of fundraising via innovative initiatives in the entertainment sector. Initially this began in music, with the launch of 1993's Help: The Album, featuring previously unheard tracks by Oasis, Blur, Radiohead, Massive Attack and more. After expanding our fundraising efforts into multiple other sectors we came to video games, which had over the years matured from a niche industry to the world's biggest entertainment format.

Drawing millions of players with levels of consumer engagement that remain the envy of those in the world of music and film, the games industry captures the attention of a truly global audience that is passionate, educated and willing to spend where there's a valuable reason.

We saw our chance to educate and engage with players in an innovative way that is simply not possible in other formats and it's something we've seen success in, both in fundraising terms and in simply raising awareness of War Child's vital work supporting children affected by conflict.

Frequently asked questions continued...

What has War Child done before with the gaming industry?

War Child is extremely proud of its relationship with the gaming industry which started with a fundraising partnership with Football Manager and Sports Interactive. In 2016 we launched the first ever War Child games bundle; **Help: The Game**, a collection of original PC games released globally through the games distribution service Steam. 11 studios gave up their time for free - with all profits being donated to the cause.

Each dev studio dedicated six days to creating an original game. The participating studios were: **Bossa Studios, Creative Assembly, Curve Digital, Hardlight, Modern Dream, Rovio Sweden AB, Spilt Milk Studios, Sports Interactive, Sumo Digital, Team 17 and Torn Banner.**

HELP: The Game is also happening this year but will take the form of a free downloadable app containing six games within it, available on iOS and Android. The studios taking part are **Wooga, Rovio, Gameloft, Featherweight, Hardlight and Sports Interactive.**

New in 2018 was our dedicated esports tournament, War Child FC, which saw huge success in uniting esports professionals and celebrities to take part in a FIFA tournament for a good cause. The activity saw support from **GFinity and Nordeus.**

What will the money be spent on?

War Child works in some of the world's most dangerous war zones and supports some of the world's most vulnerable children. Our programmes are rebuilding lives across Afghanistan, Iraq, Jordan, Uganda, the Democratic Republic of Congo and Central African Republic.

We understand children's needs, respect their rights, and put them at the centre of the solution - from supporting Syrian children to access education, to reintegrating child soldiers in the Central African Republic and enabling girls to escape life on the streets in the Democratic Republic of Congo. For more information please visit: <https://www.warchild.org.uk/>

How much money from the sale of these items is going to War Child?

All net profits from the campaign will go to the charity.



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THANK YOU!

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