

THE FIRST ANNUAL

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PARTY

MINE! CRAFT! EXPLORE!

Help raise funds for Hi-Tech Tools for Philly Schools & PCCY

Saturday, September 16<sup>th</sup> & Sunday, September 17<sup>th</sup> 2017

*Using Minecraft to Imagine a Better World  
and Build It Together*

*Become a sponsor of this fun, creative and  
unique chance to engage children and families*



public  
citizens for  
children + youth

Organized by and proceeds benefiting  
Public Citizens for Children and Youth

# WHO IS PCCY?

We are Public Citizens for Children and Youth - a 37 year old nonprofit child advocacy organization that is dedicated to helping improve the lives and life chances of children, youth and families in Southeastern Pennsylvania.

We know that childhood is fleeting and that there are no do-overs. That's why PCCY offers direct help to children while mobilizing citizens to apply pressure to government officials to persuade them to do what is necessary to give every child the basic ingredients for a lifetime of success.

Our job as parents, neighbors and members of society, is to make sure every child has the fundamental building blocks for success including consistent health care, high-quality education from pre-k through high school, proper nutrition, and a dependable support network to help them grow into healthy, able and confident adults.

Our direct service projects, aimed at children who are under-insured or uninsured but open to all children, include: Give Kids A Smile Day (free dental exams and cleanings); Give Kids Sight Day (free eye exams and free eye-glasses); Child HealthWatch Helpline (getting those under or uninsured families with children the resources they need to keep their children healthy. Our Picasso Project, provides resources to Philadelphia Public Schools so that children can have hands on experiences in the arts and express their individual creativity.

The tough challenges children face today do not lend themselves to simple solutions. That's why PCCY combines direct service initiatives with comprehensive research and the tools of advocacy to mobilize partner organizations and citizens across the region to change the lives of children for the better. Time and time again, PCCY has demonstrated that we can create positive change for children to address their urgent needs.

***Now isn't this an organization that your company  
would be proud to partner with?***



# WHAT IS THE BLOCK BY BLOCK PARTY



***The First Annual Block By Block Party*** builds on the area tradition of family fun on their block and gives it a 21st century definition. This two day gaming event, on **Saturday, September 16<sup>th</sup> and Sunday, September 17<sup>th</sup> 2017**, is for children ages 17 and under who love to “mine” and “craft” on the amazing game platform known as Minecraft. Over the two days, we expect 1,500 children plus their parents and siblings to build, create, collaborate and help PCCY raise funds to help kids and boost technology access in Philadelphia Public Schools.

PCCY and The University of the Sciences in West Philadelphia is hosting a two day Party where children will have the chance to participate in gaming and engage in myriad of science and STEM exploration activities. A full day of activities is planned for each day including three hours of hands-on guided gaming where together, with other children, they create new worlds and construct great ideas. Gamers will have the chance to win prizes for their designs and ideas. They and their families will enjoy pop-up experiments, coding workshops, LEGO builds, dress up as scientists, Minecraft karaoke and dozens of other fun activities that build the brains of young children and inspire them to pursue the worlds of science and technology.

This terrific new event will raise funds to support the region’s most respected child advocacy organization, Public Citizens for Children and Youth. PCCY has led some of the most successful advocacy efforts to improve the lives of children including the campaigns for Pre-K for Pa, Cover All Kids, and the regional efforts to improve the funds available for public schools.

In addition to raising funds for its work, PCCY will be donating thousands of dollars to the School District of Philadelphia as grants to schools to help them improve their technology based instruction.



# WHY MINECRAFT?

**Kids love Minecraft and respected educational researchers do to!** A year ago, the Atlantic Magazine reported that Minecraft is the best selling computer game of all time. But they reported on much more than that... *“With more than 18 million downloads to date, the game’s free-form structure has made it popular with kids and adults alike. But little by little, teachers, parents, and students have discovered that the game can be used for educational purposes, too. Former teacher Joel Levin and his colleagues founded a startup called TeacherGaming that aims to bring Minecraft into classrooms everywhere, helping students and teachers of all disciplines use their creativity to design projects, free from the kinds of limitations they would face using traditional methods.”*



**Respected education researchers echo these findings:** *“We see the popular sandbox game, Minecraft as providing these opportunities. Like the “good” online video games we have described, collaboration and collective knowledge production are a large part of Minecraft’s popularity. However, Minecraft is a unique game that promotes a very different type of learning scenario—especially in comparison to the games that others have focused on”* (Gee, 2007; Ito, 2008; McGonigal, 2008).” (Dr. Catherine C. Schifter, Maria Cipollone and Frederick Moffat paper presented at the IADIS International Conference on Cognition and Exploratory Learning in Digital Age)

## **Some of the skills that Minecraft can help build:**

- **The Art of Not Getting Lost:** Minecraft is a great way to develop the skills that help children understand their relation to other objects, the distance from “Point A” to “Point B,” or which way is “North.” Being able to recognize one’s location based upon landmarks — natural or player-made — can mean the difference between success and failure, and help players return to their home base if they stray too far.
- **Plan Ahead:** A child can learn just how important it is to figure out what their goals are and how to get there, which can be translated into real-life situations. Plans can take the form of blueprints for a build, or even a general idea of how they intend to get from one step of gameplay to a more advanced state — such as from relying on wood and stone tools, to using metals and diamonds.



- **Problem Solving:** Minecraft is all about solving problems. Children encounter many situations in which they’ll have to decide how they’re going to deal with a problem. This becomes especially important in figuring out how to get the intended result of the game. This is a game that encourages critical thinking because, for many things, there is a certain way that they will work and a good portion of the fun is making that happen.

# PARTNERSHIP OPPORTUNITIES

## Supporting Children and Families in Our Region

Becoming a partner with PCCY is more than just your name on a banner. It's about supporting an organization that has worked tirelessly over the past 37 years to help improve the lives of children and families. It's about making sure our children have the resources they need to grow up healthy and well educated. Learn more at [www.pccy.org/blockbyblock](http://www.pccy.org/blockbyblock).



## Good Corporate Citizenship

Join companies from across the region that are stepping forward to make sure children are eager to be part of emerging STEM opportunities. From health care, to communications, from financial services to logistics and shipping, our children must be prepared to take the helm in STEM professions. Your sponsorship will make this event more exciting, more hands on and make it possible for children who can't afford the ticket price to participate.



## Kids Helping Kids

Like the inspiring work of UNICEF, PCCY will engage children from across the region in raising funds so that other children can go to good schools and have a better life. Children will be encouraged to ask their neighbors and friends to sponsor their participation in the gaming event and by doing so, they will earn prizes, learn how to ask for help and help others and make a real difference.



# BENEFITS OF PARTNERSHIP WITH PCCY



## Employee Engagement

Your company has a unique opportunity to provide leadership and volunteer support for the day of the event. We need over 500 volunteers per day to make this event a success. We have the knowhow and track record to effectively put volunteers to work. Your company can join as a team and take on a whole program area or we can integrate them with other volunteers for different opportunities. Sign up your corporate volunteers today by going to: [www.pccy.org/corporatevolunteer](http://www.pccy.org/corporatevolunteer)



## Reach

1,500 kids gaming means at least 1,500 parents attending and probably more than that! We estimate that over 3,000 people will attend our event over two days. Your company will have the opportunity to get out in front of these thousands of people you likely haven't reached before.



## Imagining A Better World

Imagine your company's name being associated with an educational opportunity that's brand new to our area. Imagine your company being associated with the nearly four decade old child advocacy organization that's a leader in our region. Imagine thousands of people attending our event and seeing your company's name on banners, event guides and signage. Imagine building a better world for kids with us.

# PARTNERSHIP OPPORTUNITIES

## Presenting Sponsor (Co-Branding of the event) – \$10,000

- Your company will receive top billing and your logo will be on all promotional materials, on our website and we will offer you a photo opportunity for your corporate communications.
- Your company will receive up to 30 tickets to the event to give out to young people.
- Exhibit/vendor space with prime location at the event.
- Banners with your company's name/logo will be displayed prominently at the event.
- Your company will be invited to engage your employees as volunteers at the event.
- Eblast to our 14,000 supporters saying your company made it possible for children to work together in aspects of STEM.

## Mining Sponsor – \$5,000

- Your company will be listed as a “Block Party” sponsor. This is the non-gaming activities area of the event.
- Your company will receive up to 20 tickets to the event to give out to young people.
- *Includes other opportunities listed under Crafting Sponsor.*

## Build Sponsor – \$2,500

- Your company will be listed as a Build Sponsor on promotional materials and signage.
- Your company will receive up to 10 tickets to the gaming event to give out to young people.
- *Includes other opportunities listed under Crafting Sponsor.*

## Crafting Sponsor – \$1,000

- Your company will be listed as a Crafting Sponsor on all promotional materials and on signage at the event.
- Your company will receive up to 5 tickets to the gaming event to give out to young people.
- Exhibit/vendor space provided for your company and logo placement opportunities.
- Your company will be invited to engage your employees as volunteers at the event.
- Eblast to our 14,000 supporters acknowledging your support.

## InKind/Direct Support - Items your company can purchase to support the event.

- |                                    |  |
|------------------------------------|--|
| • Arts & Crafts Supplies @ \$2,000 | • Lanyards with Badge Holder @ \$2,000 |
| • Bouncy Houses @ \$1,500          | • Meet the Characters @ \$1,000        |
| • Contest Support @ \$500          | • Minecraft Giveaways @ \$1,000        |
| • Custom Backyard Games @ \$2,000  | • Photography @ \$4,000                |
| • EarBuds @ \$2,500                | • Professional Photo Booth @ \$2,000   |
| • Event T-Shirt Sponsor - \$8,000  | • Snacks @ \$5,000                     |
| • Music Supporter                  | • Volunteer Meals @ \$5,000            |
| • Minecraft Karaoke @ \$500        |  |
| • Local Bands @ \$500              |  |

*We can offer your company customized sponsorship opportunities.*

# AN INVITATION TO INVEST

Our kids are growing up in a different world than we did. Technology is everywhere and should be welcomed as an educational tool. Minecraft is such an extremely popular game and is a fun one for kids to play, and with some simple limits and expectations, kids can play, enjoy and build safely in a creative environment with their friends and on their own.

Now more than ever, PCCY's work is needed to push for and build public support to wisely invest in kids. We believe things can be better for children and we have the know-how to make that happen. Our nearly 40-year track record of success fuels our positivity and helps us continuously increase our impact. ***We are relying on the support of corporate partners to help us continue to be a positive force for change in the lives of our region's children.***



*"If ever there was an organization working for and watching over children, it's PCCY."*

HELEN CUNNINGHAM,  
FORMER PRESIDENT,  
SAMUEL S. FELS FUND



*"This history of using one hand to protect our kids while the other applies pressure to legislators is what sets PCCY apart. It's what makes them a true champion for our children"*

ANNE MORRISSEY  
FORMER PRESIDENT & COO  
AMERIHEALTH CARITAS



*"PCCY has shown they are a skilled intermediary that can troubleshoot issues which may arise and cut through red tape."*

RHONDA COHEN, VICE CHAIR  
LUDWICK FOUNDATION



# BLOCK BY BLOCK PARTY

*A unique gaming event on Saturday, September 16<sup>th</sup>  
and Sunday, September 17<sup>th</sup> 2017, based on the  
popularity of Minecraft*



**To Join The Fun or More Information, Contact: Public Citizens for Children and Youth**

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[www.pccy.org/blockbyblockparty](http://www.pccy.org/blockbyblockparty)