



Supporting Extra Life at Work

What is Extra Life?

Extra Life is a program of Children's Miracle Network Hospitals that unites gamers from across the globe to play games to change kids' health to change the future. Extra Life is also a global digital community that engages passion-fueled fundraisers within the gaming and live-streaming interest groups and industries.

Funds stay local to benefit pediatric patients at 170 Children's Miracle Network Hospitals in the U.S. and Canada. Since 2008, Extra Lifers have raised more than \$100 million for member hospitals. For several years, Extra Life has remained one of the top 30 peer-to-peer fundraising programs in the U.S. Extra Life is a movement, formed by gamers bonded by their passion and commitment to change kids' health to change the future.

What benefits will supporting Extra Life give your company?

Employees say their sense of purpose is largely defined by work. This signals a clear opportunity for employers & leaders to create a supportive environment that encourages employees to live their purpose at work.



MOST EMPLOYEES WILL PARTICIPATE IF YOU ASK

71% of employees said they would participate or volunteer for a partner or event if they were asked by their employer.



A GREAT WAY TO BOOST MORALE

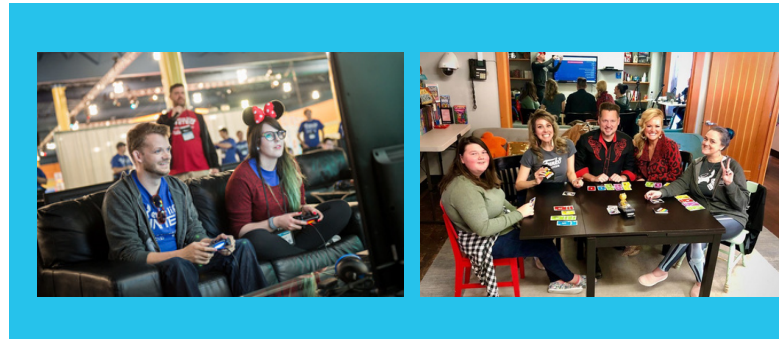
74% of employees say their job is more fulfilling when they are provided an opportunity to make a positive impact at work.



INTERNAL COMMUNITY = LOYALTY

60% of employees have a higher level of respect and loyalty for their employer if they support a cause.

*Sources: Rutgers University & Taleo Research & Catalyst/Accelerist Employees Are King Survey, McKinsey Individual Purpose Survey, The NDP Group, Statista



What can your company do?

Employee Gaming Day

Organize a way for employees to take a 1/2 day off of work and build comradery through playing games. If an employee raises \$100, give them a reward by letting them play board games & video games with co-workers for the rest of the day!

Tabletop Game Night

Utilize your space to be a place where board game and tabletop games can thrive. Feel free to use online board game simulators to play games too. Extra Lifers always celebrate tabletop games during the third weekend of August, but feel free to play tabletop games whenever you'd like.

Personal Fundraising

By creating an Extra Life team, you're enabling the community to fundraise with you. This can be at your company, but it doesn't have to be. If you can get commitments from people to help fundraise and sign-up, they can support by selling cookies, asking for donations on social media, or more traditional fundraising tactics.

Host a Community Event

Take a page out of Imgur's book! They hosted a community event that was an American Ninja Warrior-style park and invited 600 community members to join. The fee to enter was part of the donation and other activities, like an auction, were featured throughout the night.