

# Field Day Learning Games – Funding Opportunities

## Our Vision

At Field Day, we are reimagining what public media can be for today's students. Just as Joan Ganz Cooney and the Children's Television Workshop built *Sesame Street* to reach children through the most powerful medium of the 1970s—television—we're building a new generation of educational media for the internet-connected devices in every student's backpack, chromebooks.

We design and distribute free, high-quality educational games that are as compelling, challenging, and beautifully crafted as the commercial games students already love. Every title is built in collaboration with educators, researchers, and subject-matter experts—from underwater archaeologists (*Legends of the Lost Emerald*) to freshwater scientists (*Wake*) to journalists (*Headlines and High Water*). These are not worksheets in disguise—they are real invitations to explore complex ideas, contemporary disciplines, and the world we live in.

## Why Now?

The institutions that once funded public media and educational research are eroding, even as the need for trusted, rigorous, and inspiring educational content grows. Students face an epistemological crisis: surrounded by misinformation, disengaged by outdated materials, and underserved by market-driven platforms.

We believe schools and libraries should be supported—not treated as customers. That's why every Field Day game is **free to use, forever**, and developed as a **public good**. But sustaining that commitment requires a new kind of funding model.

## Our Model

We've shown that it's possible: Field Day games have reached millions of students, sparked lasting curiosity, and generated rich data to better understand how learning happens across contexts and communities. Every game we make is also a research platform—providing insights that can advance both education and cognitive science.

Now, we are building the infrastructure to scale. Imagine a public education media system for the 21st century—one where students, teachers, and researchers are all part of a shared ecosystem of learning, inquiry, and creation.

# Join Us

We have two categories of need: Developing a sustainable organization and supporting individual projects.

## Sustainability

Our primary goal is to follow in the footsteps of longstanding public institutions and develop an endowment along with a business model that financially supports the development of new products every year.

- **\$500k Milestone:** 2 Years of a community engagement initiative to jumpstart a distributed funding model, partnering with researchers from all disciplines to add Field Day to their projects as a form of public engagement.
- **\$1.5M Milestone:** Endowment the Field Day Director position who will continue to develop the rest of the organization.
- **\$2.5M Milestone:** 2 Years of operational runway for the whole team as a new nonprofit organization. During that time we will run at least four incubator projects to create four new games, launch the community engagement team for distributed funding, and develop research infrastructure..
- **\$5M Milestone:** Endowment to produce 1-2 Games a Year, forever.
- **\$20M Goal:** Long-term financial independence and impact, supporting steady production of 4+ games, outreach and research year after year.

Donors to the endowment can be part of shaping game themes through our game incubator model, offering a meaningful, visible legacy.

## Individual Project

Support the design of a new game from the ground up.

- Donors help **select the theme**—life sciences, civic discourse, water, climate, media literacy, AI, etc.
- We recruit 8–12 researchers from across campus and 4-6 educators.
- The incubator ends with a pitch competition to choose a winning design
- The resulting game goes into production and reaches millions of learners, year after year - powering future research efforts.

This is a direct way for donors to see their values turned into a creative, playable form.

- **\$30K Milestone:** We facilitate an “incubator” event, recruiting researchers and educators to produce a collection of game concepts. These concepts are then used to fundraise toward specific goals.
- **\$250k Milestone:** We run a fully funded incubator. The best concept from the event is groomed and greenlit into production.

## Other Opportunities

We also welcome donors who want to contribute smaller amounts toward:

- Game development seed funding
- Undergraduate and graduate fellowships
- Event and convening sponsorship
- Outreach to rural and underserved schools

Our development team is happy to work with donors to shape named funds, recurring gifts, or other custom opportunities.