



WWW.ONLINE-GAMERS.ORG

# ESPORTS DEVELOPMENT PROGRAMME

ASSOCIATION FOR ONLINE GAMERS

A Programme Designed To Empower 13 - 16 Year Olds  
To Reach Their Potential in Esports and Life...

In partnership with



Safeguarding training by



Peer mentoring programme from





www.shawmind.org

# ABOUT SHAWMIND

Shawmind was created in 2016 by Sheffield-born UK/US entrepreneur, Adam Shaw and fellow founder Dr James Espey OBE.

The charity became the first ever Mental Health charity to force a Parliamentary debate in 2017 on the issue of children's Mental Health in schools, and since then we have helped thousands of people across the UK with their Mental Health.

Now, we are coming back to our roots, based in Sheffield, UK to help the next generation. Our Mission and Duty of Service is to enhance the Mental Health prosperity, hope and opportunity of children & young people, so that there are no more broken dreams. Our mission and duty is to support and showcase a community that will **'Leave No One Behind'**.

## IMPACT - ACTION - NEXT GENERATION

We are a registered charity in England (1167947), and a registered charitable company without share capital (09921207) in the UK. Shawmind is also registered with the Fundraising Regulator. We are committed to following the Code of Fundraising Practice and the Fundraising Promise. We are an independent charity, not affiliated to any other charitable organisation. [View our page on the Charities Commission website.](#)



# OUR JOURNEY SO FAR...

**2016**  
LAUNCHED  
Shawmind  
Charity began



**2017**  
**103,300**  
SIGNATURES  
Raised **103,300 signatures**  
to have children's mental  
health education debated  
in UK Parliament



**Breathe!**  
Your local wellbeing hub



... **2019**  
Launched **Breathe**  
outreach programme,  
helping 1000's of  
people throughout  
the UK

... **2020**  
Children's  
mental  
health  
education  
made  
compulsory  
in schools



**2022** ...  
Created  
**Focus Zone**  
and Quiet  
Focus Series  
with British  
Powerlifting



... **2020-21**  
Launched our  
**CPD-accredited**  
suite of mental  
health training

... **2023**  
Directly and indirectly **supported**  
**over 8,000 children** and young  
people to date in the UK through  
our programmes





## ABOUT ASSOCIATION FOR ONLINE GAMERS CIC

We are a UK-registered **Social Enterprise**, comparable to a "B Corporation". Our founders are Twitch Partner **Stevan Parkin** and ShawMind Mental Health Charity CEO **Peter Wingrove**. Established in late 2023, our **primary objective** is to enhance the mental well-being and life outcomes of young people by harnessing the transformational potential of the online video gaming sphere.

We are the **first** to initiate a **global esports development** program that integrates mental, emotional and physical wellbeing, designed to **equip** young people with **skills** to **navigate** the **complexities** and **challenges** they will face in life as they grow up.

The Association For Online Gamers **understands** the **importance** of **social interaction**, **connection** and **wellbeing**, and has the ability to **promote and encourage** these in **diverse communities** to help people in ways that are truly **unique and innovative**.

### Mental Health

Promoting positive Mental Health through Online Gaming and supporting gamers who need it most

### Eliminate Stigma

We aim to remove the negative stigma associated with Online Gaming working alongside our valued partners

### Skills Development

Showcasing advice, support and training to perform this safely and responsibly with pathways to formal qualifications

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## ABOUT **ESPORTS**

*“Esports is a form of competition using **video games**. Esports often takes the form of **organised, multiplayer video game competitions**, particularly between **professional players, individuals or as teams**.”*

Esports has **exponentially grown** within the **entertainment industry** and as a **spectator sport**. Matches are usually **live-streamed** on the web, **enabling spectators** to watch from all **over the world**. Currently, it is a **\$1Bn per year** industry, growing at round **8% per year**.

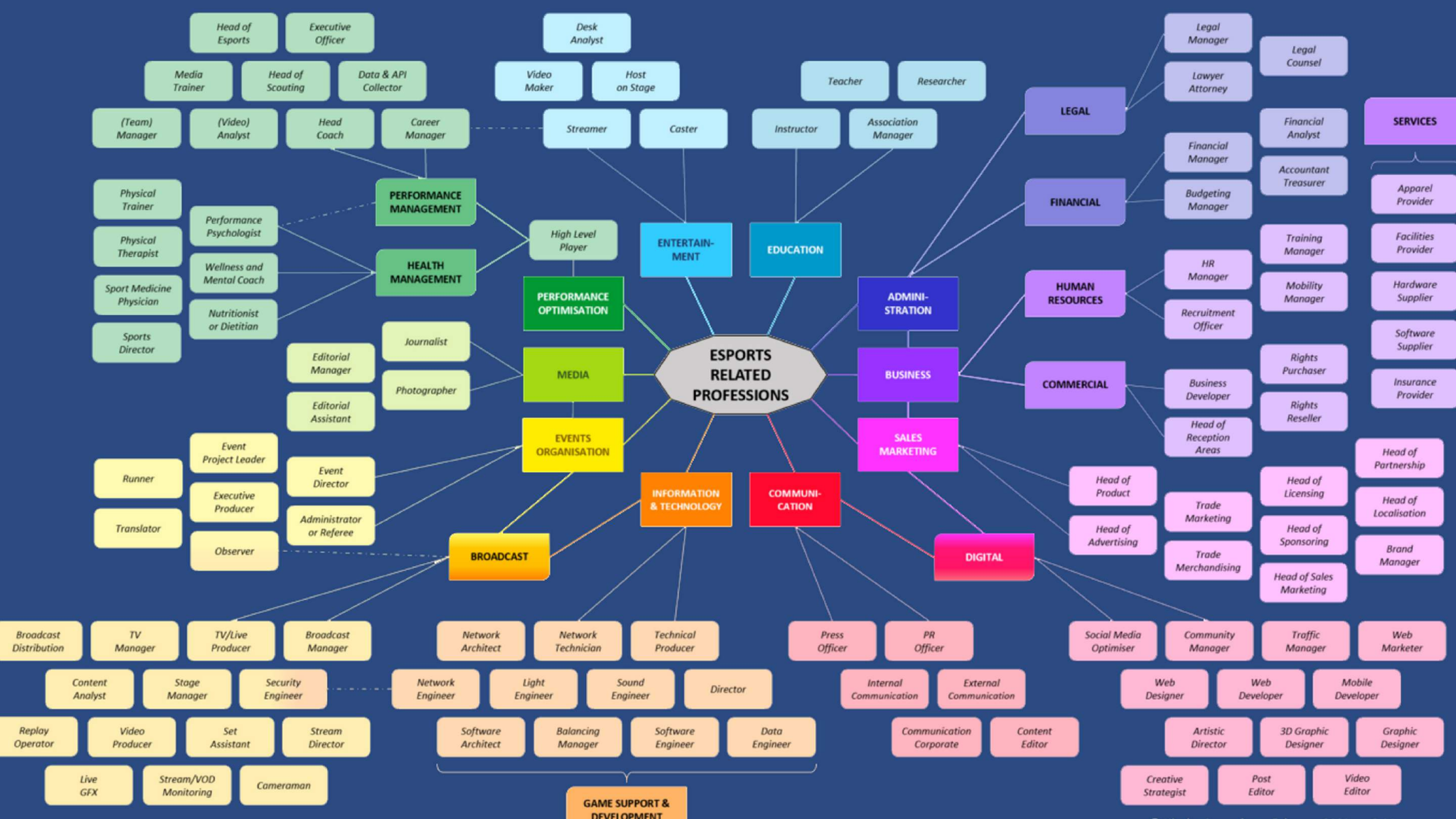
It is especially **popular** with **teens and young adults**, which has led to the **education sector** searching for engaging ways to **implement it into their curriculum**.

Until now, very little has been done in online video gaming about **children’s safety online** and **mental wellbeing...**  
***we are now changing that.***



# CAREER PATH





# THE MISSION

01

To revolutionise adolescent mental health strategies by leveraging online gaming as a transformative tool to enhance the mental fitness, social and technical skills of young people.

02

Recognizing that gaming is a powerful medium for self-expression among young people, we are committed to harnessing its potential to aid in managing mental health issues and developing essential coping skills for real-life challenges.

03

To empower young individuals with the tools they need for personal growth and social integration by using multiplayer gaming environments to cultivate critical social skills, including communication, teamwork, and empathy.





# WATCH: MAX'S JOURNEY TO CONFIDENCE THROUGH GAMING

"We advance **positive mental health** of children and young people through an **education & peer mentoring** programme, building **knowledge and improving social interaction** through the medium of online video gaming in **safe, responsible ways**, to help **build and shape their future success.**"



<https://vimeo.com/908009167?share=copy>



# ESPORTS DEVELOPMENT PROGRAMME

Our global development programme coaches young players between the ages of 13-16 in **professional game play and team management**, as well as **social skills, mental health and physical wellbeing**.

**Games** included in the programme include EAFC, with Rocket League and Fortnite to be added shortly, and more...

Our programme is **fully inclusive**, levelling the playing field for thousands who **dream** of playing physical sports. Now also a Duke of Edinburgh Award approved activity.

All of our coaches are **enhanced DBS** checked and comply with robust **safeguarding** procedures to ensure the **safety** of all our students on in both our online and offline communities.



Peer mentoring programme from



Safeguarding training by



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## OUR **LONG TERM** VISION

Our vision for **long-term impact** on local communities' centres around getting thousands of children and young people to socially interact **comfortably** in **real-world contexts**.

This also aims to get young people away from purely sitting at home alone gaming, and involved in sports management (online and offline), giving them a **safe space to build on their confidence** and **social skills**.

We are providing them with the **knowledge and understanding** they need should they wish to pursue a career within eSports / sports management, media and **social influencing**.

# EAFC EXPLAINED

11 V 11

Moves, looks and plays like football. EA SPORTS FC™ 24 brings you closer to football than ever before, powered by a trinity of technologies driving gameplay realism in every match.

See <https://www.ea.com/games/ea-sports-fc/fc-24/game-offer-and-disclaimers> for details.





# STUDENT CONTROL

Each circle represents one human player (Each individual student)

Each student has the responsibility of this player and must work together with other students to win a match. They will be given the skills to work as a team, communicate effectively and develop competency & skills to make important game winning decisions.

This is the closest comparison to the physical sport of football.

# CUSTOMISATION



90  
OVR

LVL 100

74

92

91



Edit Avatar



01 Player Customisation

02 Skills and Play Styles

03 Team tactics and Formations

# PLAY STYLES



Each student will need to develop their players.

The students will gain "Skill Points" throughout the programme they can use to increase the skill level and attributes of their individual player.

They can train and gain skill points through competing online, offline skill based training packs and drop-in play games when solo.

The categories are split into 7 sections:

- Physical
- Defending
- Dribbling
- Passing
- Shooting
- Pace
- Goalkeeping

Focusing on an attribute line will unlock special play styles for your character. E.g. Incisive pass, power shot, first touch, etc.



# PLAYER CUSTOMISATION

Each student will need to create their own player.

This will be unique to each student and allows them to express their creativity through club design (Badge, Logo and Kit), player design and player profile.

This allows the students to customise the players height, weight, running style, positions and even their celebrations when they score!

The students can change their appearance and unlock different customisable items (hair styles, outfits) throughout the programme.

Your height and weight has a impact on your players performance in game. The students will need to work together to understand the ideal distributions of players and design.







# PRE-MATCH LOBBY

Students can work together to discuss the teams:

- Formation
- Free Kick Takers
- Each individual position for each student
- Tactics
  - Attacking tactics
  - Defence tactics
  - Quick actions, such as offside trap and high press
- Penalty Takers
- Corner Takers
- Play Styles

# SOCIAL SKILLS NURTURED

## PEER MENTORING

Using a **tried-and-tested** peer mentoring model, our coaches are all trained **peer mentors, mental health aware, Enhanced DBS-checked** and **Safeguarding trained**.

Woven into the programme are many opportunities for **peer mentors** to showcase and discuss with the students the behavioural aspects of **interacting with others, attitude** towards **success and setbacks**, how to connect with others to get the best from them, and much more.

The programme also includes **physical / real-world** meet-ups in esports competitions - **safeguarded** settings where students will learn to practice their **interpersonal skills** with friends and colleagues that they have been **interacting with online**.

The idea is to **encourage** those who are **isolating** themselves from the world to build the **skills to interact** in the **physical** world with people they learn to know and **compete with online**, thereby **building skills** they can use in other walks of life.



# MENTAL WELL- BEING BUILT IN

## MENTAL FITNESS

ShawMind is a mental health charity which **pioneered compulsory mental health education** for children and young people in schools by **forcing a Parliamentary debate** on this important issue in 2017, ultimately resulting in it becoming **law in 2021**.

Since then, ShawMind has **helped thousands** of people to **better understand** their mental health, and has now **partnered with Association For Online Gamers** to address mental health **early intervention** in the online video gaming space where there currently is **very little provision**.

Working with other organisations including the NSPCC, MIND, and others, ShawMind brings **best practice knowledge** and **experience into this programme**, training students, for example, in **mental resilience, understanding their brain chemistry, understanding neurodiversity and the creativity is can unleash, the intersection of physical and mental wellbeing**, and much, much more... all in ways that are interesting and thought-provoking and get young people to engage with the topics.



# COURSE COSTS

42-WEEK PROGRAMME

**£485 + VAT PER  
STUDENT**

This covers all costs, with the only exception being, school staff time which would be minimal.

The school will be responsible for signing students up.

PER CLASS

**10 Students\***

\*MINIMUM 10X STUDENTS PER ENRICHMENT CLASS  
UNLESS AGREED IN SLA

# STUDENT JOURNEY

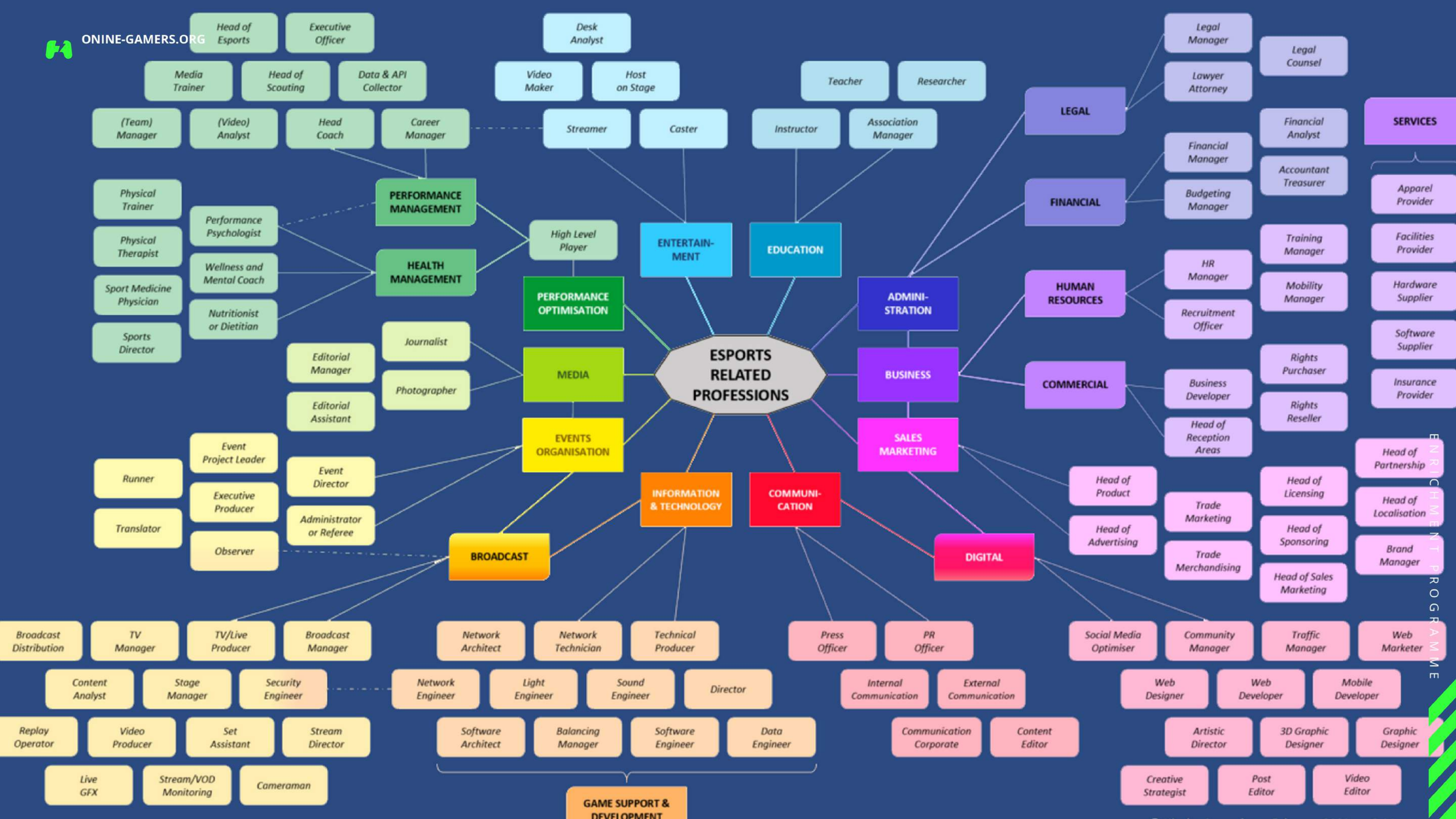
**STRUCTURED  
GAMING**



**ONLINE SAFETY  
ENCOURAGING SOCIAL DEVELOPMENT  
TACKLING MENTAL WELLBEING  
TRAINING AND SUPPORT  
GUIDANCE  
PEER MENTORING  
ESPORTS SKILLS  
COMMUNICATION  
CONFIDENCE  
RESILIENCE**

# THEIR CAREER







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# JOIN OUR JOURNEY

Promoting, Protecting and Educating Online Gamers

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[contact@online-gamers.org](mailto:contact@online-gamers.org)