



the sum

BRINGS YOU:



A nonprofit 501c3 in Charlottesville VA
Visit www.thesum.org for more details

The Power of Us GAME: *Prospectus for Founding Supporters*

A game for seeing ourselves — and each other — whole.

The Sum is here to support people (including ourselves!) to go inside and make friends with our blind spots and unconscious patterns: across race, religion, class, culture, gender, disability, sexual orientation, and politics.

■ Purpose

To translate The Sum's 'Power of Difference' model into a creative, communal experience — a conversation disguised as a game — where insight, laughter, and awareness emerge naturally at the table. Topics that can polarize are transformed into a divinely playful and profoundly approachable tabletop experience: we play it, hone skills, power up, light our path, and go after it.

■ Funding Goal: \$20,000 by APRIL/MAY, 2026

■ Investment Tiers & Benefits *(Donations of any size are welcome).*

Supporter	\$100	One copy of the game • Name in Game Booklet • Progress Updates
Collaborator	\$250	All Supporter benefits <i>plus</i> Name highlighted in <i>Collaborator Section</i> • One Power of Difference Assessment with hour-long online consultation
Creator Circle	\$500	All Collaborator benefits • 2 games • Invitation to prototype play test (April/May) • Optional short dedication in the official game booklet
Development Partner	\$1,000	All Creator benefits • 3 games • Logo/name featured in booklet & website • 2 Power of Difference Assessments and consultations
Founding Sponsor	\$2,500	All Partner benefits • Early prototype or preview copy • Recognition on back of the box • 4 Games • 3 Power of Difference Assessments and consultations
Visionary Partner	\$5,000	All Sponsor benefits • Up to five copies of the game • Prominent logo & short message in official game booklet • “Presented in part by...” credit • 1 Group introduction, Group Assessment, and Group Consultation • 5 media/social media acknowledgements

■ 13-Month Timeline *(Jan 2026 – Dec 2026)*

- **Design & Fundraising (Jan–May):** finalize rules, art, quotes; launch campaign.
- **Playtesting (Jun–July):** prototype feedback, refine mechanics.
- **Production (Aug–Sept):** finalize artwork, print run, fulfillment prep.
- **Distribution (Oct–Dec):** deliver to supporters, public launch celebration.

■ Budget Summary

\$20,000 covers design, art, printing, shipping, marketing, and contingency (full breakdown on page 3).

Why It Matters

The Sum Game isn't just entertainment — it's a bridge...a bridge to ourselves. Each playthrough will invite curiosity, humility, and laughter around the patterns that shape us and our world. Investors aren't merely funding a game — they're fueling a new way for people to meet difference with courage and grace.

PARTNER WITH “THE POWER OF US” ...HERE’S HOW!

1. DONATE NOW! Any amount is appreciated!

Crowdfunding campaign on “Zeffy” at the link below or scan the qr code:

<https://www.zeffy.com/en-US/ticketing/the-power-of-us-game-invitation>



2. MISSION CHAMPION - SHARE!

- the campaign,
- social media,
- progress updates

Email info@thesum.org and put “Mission Champion” in the subject line and we will get you what you need.

3. COMMUNITY CHAMPION!

Meet with decision makers and help us connect with key community constituents:

- school administrators,
- faith and business leaders,
- university professors and departments, and
- community organizations.

Email info@thesum.org and put “Community Champion” in the subject line and we’ll get you more info!

4. AMBASSADOR - Volunteer!

- Co-create surveys meaningful to particular groups
- Distribute online surveys and
- Organize the data

Email info@thesum.org and put “Ambassador” in the subject line and we’ll get you more detail



For information and free resources related to The Power of Difference Model and Assessment that underlie the Power of Us GAME visit www.thesum.org.

The Power of Us Game: Proposed Budget 12/3/2025

Elements:

Art Development: Rob Ingle (\$60 per hour-est 12 hours) -	\$720
Production: (2,000 games – HERO TIME GAMES)	\$11,303
Shipping 2000 games (Primeship):	\$3,200
Testing/Authorization (Bureauveritas):	\$564
Game Development/Prototype (The Sum + Hero Time):	\$958
Marketing:	\$2200
Contingency:	\$1055
Total Expenditures:	\$20,000



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Testing/Authorization (Bureauveritas):	\$564
Game Development/Prototype (The Sum + Hero Time):	\$958
Marketing:	\$2,200
Contingency:	\$1,055
Estimated total:	\$20,000
Overall project profit depends on how many donations at what tiers	
Estimated Sale Price for each remaining game (~1700) estimated at \$40.00	
	x 1700=\$68,000