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Annex 11

FINANCIAL SELF-SUFFICIENCY

Initially, the *Educachess* project considers three avenues for generating financial resources: the sale of books, the *Educachess crowdfunding* campaign, and the **Educachess School Contest** (see Annex 2). In the latter, all funds will be allocated entirely to the selected charitable causes, which in turn facilitates the involvement of media figures. Therefore, the first two options will be the ones contributing both to the development of the project and to the support of those causes, depending on the sponsors or patrons backing it.

BOOK SALES

All materials will be available in free PDF format, in order to guarantee access from anywhere in the world.

At the same time, in many schools, due to methodological reasons, students will also use printed books. This will make it possible to generate sufficient funds to contribute to the financing of:

- Future updates of the materials.
- The *Educational Chess Innovation Awards*.
- The logistical infrastructure that supports the *Educachess* project, whether through a UNESCO Chair of Chess or through collaborating foundations or entities.
- Causes supported by partner organizations

Sales Logistics

One option is to use Amazon KDP or a similar platform to ensure global sales and transparent royalty distribution.

Optionally, in each country, a charitable association linked to a media ambassador could be responsible for book sales to schools, in order to generate greater revenues.

Crowdfunding Educachess

The *Educachess* crowdfunding campaign is structured around **64 unique collections of lithographs** depicting world chess champions (men and women), numbered and signed by the artist Nistal Mayorga (Ana Belén González). These collections serve as the exclusive **reward** for contributors.

The funds raised will serve two main purposes:

- **Fairly compensate** the authors' work, enabling all previously published materials to be released as free PDF downloads and allowing the development of the remaining unpublished content.
- **Support charitable causes**, either shared by all contributors or individually selected by each donor.

Each of the 64 contributions—which symbolize the sponsorship of the squares on the board—will have an established amount between €15,000 and €30,000.

This amount will depend on whether agreements exist with sponsors or patrons who previously help cover part of the release of materials, so that the proportion allocated to the solidarity causes can increase.

Patrons, whether entities or public figures, may assume the role of ambassadors, representing *Educachess*'s commitment to education, solidarity, and the international promotion of chess as a social tool. As ambassadors, they can also help boost registrations for the *Educachess School Contest*.

Likewise, if the patron wishes, they may organize a raffle of the collection of lithographs received as a reward—to which they may add a personalized dedication—among their followers, inviting them to make a micro-donation to a solidarity cause of their choice.

In this way, these collaborations can generate an even greater impact, multiplying the resources allocated to solidarity initiatives.