

# GambleAware<sup>®</sup>

## Summer 2018 Update

### GambleAware's Strategic Delivery Plan 2018-20

Dear all,

With your financial support and generosity, we have achieved £9.4 million in voluntary donations for the 12 months ending 31 March 2018. This total represents a 16% increase on the previous year.

Although the total raised was less than the minimum target of £10 million set by the Responsible Gambling Strategy Board (RGSB), the industry's response has been encouraging and we are now actively raising funds for 2018-19 (year ending 31 March 2019).

As you know, GambleAware is recognised by the Gambling Commission as an independent organisation with a formal commitment to commission research, education and treatment in accordance with the National Responsible Gambling Strategy. Our commissioning plans are developed in collaboration with RGSB and the Gambling Commission, and this month **we have published our updated delivery plans to make clear our strategic priorities for the next two years.**

We are working to double our annual expenditure to £16 million, taking into account recent voluntary settlement payments made by operators following Gambling Commission enforcement actions. Our vision is that fewer people in Britain suffer from gambling-related harms. We work to achieve this by making it our mission to:

- Broaden public understanding of gambling-related harms, in particular as a public health issue;
- Advance the cause of harm-prevention so as to help build resilience, in particular in relation to the young and those most vulnerable to gambling-related harms; and,

- Help those who do develop gambling-related problems get the support that they need quickly and effectively.

A core strategic aim is to collaborate with national partners such as Citizens' Advice, Royal Society for Public Health and others to help maximise the effectiveness and efficiency in the services and activities we commission and fund. Evaluating the impact of our funding will inform future funding decisions.

We welcome the Gambling Commission's review of the current arrangements for funding research, education and treatment (RET). We hope it will lead to an increased and more reliable source of funding for our commissioning of the core elements of the National Responsible Gambling Strategy, and will allow for additional, innovative contributions from other third sector and government bodies.

In the meantime, our priority is to ensure that sufficient core funding is raised through the current voluntary system and is strategically allocated in accordance with the priorities set out in the National Responsible Gambling Strategy.

To achieve this, we ask all those who profit from gambling in Britain to donate annually a minimum of 0.1% of annual Gross Gaming Yield (GGY) directly to GambleAware as this would ensure we raise the money necessary to deliver our spending plans for the next two years.

We do not seek to restrict what donations may be made to other 'safer gambling' initiatives or organisations. The suggested contribution of 0.1% of annual GGY to GambleAware does not, and has never been intended to, indicate the recommended overall contribution that individual operators, or the industry as a whole, should make towards RET. Future funding requirements are likely to increase significantly as we all gain a better understanding of appropriate treatment provision, and of what an effective education and prevention programme looks like.

Full details of how and when donations can be made are available on our [website](#). This year, we have asked all those donating more than £1,000 to pledge their support by **30 June 2018** even if they intend to make the donation later in the year, and for those donating over £250,000 to commit to quarterly payments if they prefer not to make payments in full. This is necessary to ensure our charity has certainty that it can meet its financial obligations to those

organisations it has commissioned, and commit to future investment in research, education and treatment services and activities.

In the last two years, we have demonstrated our independence, strengthened governance arrangements, increased capacity, and sharpened our focus. We now have a solid foundation to deliver our commissioning plans more efficiently and more effectively. The goal is to close the gap between the number of those getting treatment and those who need it by increasing the range, quality and quantity of early interventions and treatment, and by preventing people from getting into difficulty in the first place.

On behalf of all those that benefit from your funding, thank you. We look forward to continuing to work collaboratively to reduce gambling-related harms across Britain.

Best wishes,

**Kate Lampard CBE**, Chair of the Board of Trustees

[Download GambleAware's Strategic Delivery Plan 2018-2020 here](#)

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## **GambleAware announces new £14m 3-year funding arrangement with GamCare**

GambleAware has reached a new agreement with GamCare, covering the period 2018-2021, to fund the National Gambling Helpline and a national network of treatment services for adults experiencing gambling-related harms.

**GambleAware has awarded GamCare a 20% increase in annual funding in the form of a grant totalling £14 million over three years.** This money will fund the delivery of the National Gambling Helpline, provide a national network of talking therapies, and provide remote access help for those who prefer online support. This funding agreement will enable GamCare to continue to develop its delivery capabilities, efficiency and effectiveness of treatment across a broad range of interventions.

As a commissioner, GambleAware works to ensure safe, effective treatment which is tailored to the needs of individuals and which is cost effective. The

substantial increase in funding for GamCare signals GambleAware's determination to increase capacity in the treatment sector and to provide the resources to drive up standards. In addition, **GambleAware intends to commission new aftercare services to prevent relapse, as well as services that offer help for the families of problem gamblers, including bereavement counselling.**

[Click here for further information on this announcement](#)

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## Support GambleAware in 2018-19

We are actively raising funds for 2018-19 (year ending 31 March 2019).

As mentioned in our Chief Executive's '[open letter to the industry](#)' sent in April 2018, and stated in our [new donations FAQs](#), we will be publishing details of the donations received on our website. Also, **we are asking those donating more than £1,000 to pledge their support by 30 June 2018** even if they intend to make the donation later in the year.

These are just some of the actions we are taking to improve transparency and efficiency of the existing voluntary funding arrangements for the core research, education and treatment services required in the [National Responsible Gambling Strategy](#). Only by all operators contributing a minimum of 0.1% of GGY, and doing so promptly, can we ensure the charity has certainty that it can meet its financial obligations to those organisations it has commissioned, as well as commit confidently to future investment.

For further information on how your company can champion the work of GambleAware, please do not hesitate to contact our Director of Fundraising, [Cinta Esmel](#).

How you can support GambleAware

Donations can now be made online

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**BeGambleAware.org logo**

**BeGambleAware.org** is designed to be more than just a short, memorable website, but also as a call to action in its own right, reminding people to be gamble aware. Thus it can stand alone, without the need for additional language around it.

[The 4th edition of the Industry Code](#) for Socially Responsible Advertising introduces a new requirement to include a prominent social responsibility message throughout television adverts from **30 June 2018**. Operators can meet this new industry code requirement simply by displaying the **BeGambleAware.org** logo prominently throughout TV advertisements.

**BeGambleAware.org** logos can be downloaded in a range of technical formats [here](#). A version of the **BeGambleAware.org** logo with the Helpline number included is also available for download. It is recommend that this is used on materials specifically designed to signpost those identified as at-risk towards help, e.g. leaflets in venues or website pages describing “Where to get help”.

**BeGambleAware.org**<sup>®</sup>  
Helpline: **0808 8020 133**

[Click here for further information on the BeGambleAware.org logo](#)

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## **GambleAware Annual Conference 2018**

Please save the date for [GambleAware's 6th Annual Conference](#).

The conference will take place on **Wednesday 5 December 2018** at The King's Fund, 11-13 Cavendish Square, London, W1G 0AN.

Start: 9.30am; Finish: 4pm; Networking drinks: 4pm-6pm

The aim of this year's annual conference will be to discuss 'diversity' in relation to reducing gambling-related harms in Britain, focused on four sessions: health, research, consumers, and business. Further details will be published here soon.

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**For further information**

For further news on invitations to tender (ITT),  
grant-funding announcements and research  
publications, please visit [about.gambleaware.org](http://about.gambleaware.org).

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