GambleAware

GambleAware
7 Henrietta Street• London • WC2E 8PS

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info@gambleaware.org
about.gambleaware.org

Dear Supporter,

GambleAware, formerly known as the Responsible Gambling Trust, is the leading charity in Great Britain committed to minimising gambling-related harm.

We are responsible for delivering many of the priority actions set out in the National Responsible Gambling Strategy 2016-19, published by the Responsible Gambling Strategy Board and endorsed by the Gambling Commission.

Our aim is to stop people getting into problems with their gambling, and ensure that those who do develop problems receive fast and effective treatment and support.

Our new five-year strategy, available on our website, renews our commitment to providing evidence-based research to identify what causes gambling-related harm, how best to minimise it, and which forms of treatment are most effective for problem gamblers.

The new strategy includes stretching targets for GambleAware, such as:

- Tripling the number of people benefiting from the national network of treatment services funded by GambleAware.
- Doubling the investment in harm-minimisation, particularly through the promotion of the GambleAware website as a source of advice and access to counselling.
- Increasing the research budget by 50%, spending £1.5m annually by 2018.
- Raising £10m a year from all those who profit from the gambling industry, including licence-holders, broadcast and online advertisers, and professional sports.

In order to raise £10million each year GambleAware is asking all organisations deriving an income from commercial gambling to **donate a minimum of 0.1% of their annual gross gambling yield (GGY)**. We ask all smaller gambling businesses with a GGY of less than £250,000 per annum to donate **a minimum of £250 per venue/activity**. We believe that this is a fairly modest request and one that all operators might accept is both reasonable and affordable.

Gamble**Aware** receives no public funding and relies on voluntary contributions from those who profit from the gambling industry in Great Britain. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice.

According to section 3.1.1 (2) of the Gambling Commission's revised Licence Conditions and Codes of Practice, which came into force on 8 May 2015, all *"licensees must make an annual financial contribution to one or more organisation(s) which between them research into the prevention and treatment of gambling-related harm, develop harm prevention approaches and identify and fund treatment to those harmed by gambling"*. In the event that this voluntary system fails to generate sufficient funds, the Gambling Act 2005 provides for a levy to be introduced on licensed operators.

As Gamble**Aware** funds education, prevention and treatment services, and commissions research to broaden public understanding of gambling-related harm, **an annual donation to our charity will fully discharge you from your obligations under section 3.1.1 (2) and provide you with a clear audit trail detailing your contribution**.

On receipt of your donation, Gamble**Aware** will send you a letter of confirmation and a receipted invoice. Please note that for donations of £250 and above you will also receive a 2016/17 donor certificate and the opportunity to use the Gamble**Aware** logo.

Donations to Gamble**Aware** can be made either by cheque or bank transfer:

- Donate by cheque: Please make your cheque payable to Gamble**Aware** and send it, with your donation/pledge form, to: Gamble**Aware**, 7 Henrietta Street, London WC2E 8PS.
- Donate by bank transfer: Please fill your donation/pledge form and email it to us at alexander@gambleaware.org. Make your bank transfer using the bank details provided in our donation/pledge form.

For further information on our charity and how your support will make a difference, please do not hesitate to email my colleague Alexander Källman at alexander@gambleaware.org or call 020 7287 1994.

We look forward to partnering with you to address the evolving challenge of minimising gambling-related harm.

Yours faithfully,

Cinta Esmel
Director of Fundraising

GambleAware Donation/pledge form 2016/17

Please complete this form using BLOCK capitals and return it to:
GambleAware, 7 Henrietta Street, London WC2E 8PS or alexander@gambleaware.org

1. Confirm/update your company details in the box below:

	CURRENT DETAILS	REQUIRED AMENDMENTS
Contact Name:		
Contact Job title:		
Company Name:		
Full Address, including postcode:		
Email:		
Tel No:		

GambleAware Donor Ref:		Gambling Commission Ref:	

2. Complete this section if you are enclosing a cheque made payable to GambleAware, or advising us that you have made your donation via bank transfer:

Total amount donated for 2016/17:	£	Payment Method:	Cheque enclosed ☐ Paid by bank transfer ☐
What rate is your donation based on?	GGY exceeds £250,000 - 0.1% of gross gambling yield ☐ Small gambling business - £250 per venue/activity ☐		

DEFINITION: **"Gross Gambling Yield" (GGY)** means all gross gambling related income, gross win or gross gambling profit. If you are unsure about how to calculate your annual GGY, please visit: http://www.gamblingcommission.gov.uk/for-gambling-businesses/Apply-for-a-licence/How-to-calculate-your-gross-gambling-yield-GGY.aspx

Our Bank Details:

Bank	Bank of Scotland		
Bank Address	Pentland House, 8 Lochside Avenue, Edinburgh, EH12 9DJ		
Account Name	GambleAware		
Account No	00577790	Sort Code	12-20-29
BIC	BOFSGB21281	IBAN	GB38 BOFS 1220 2900 5777 90
Your Reference	*Gambling Commission Licence Number (if applicable) + Your Company Name*		

3. OR, complete this section if you want to pledge or to request an invoice in advance of making your donation:

Total amount pledged for 2016/17:	£	I require an invoice in advance of payment ☐

Please indicate when you want to donate to GambleAware:

Feb 2017	Mar 2017
£	£

4. Please tick if you give GambleAware permission to:

- publish your Company Name on the supporters section of our website ☐
- be included on our e-mail distribution list ☐
- confirm the quantum of your donation to the Gambling Commission ☐

5. Authorisation

Signature _____ **Date** _____

GambleAware internal use only:

Received		Amount	£	Format	CHQ ☐ EFT ☐
Banked		Acknowledged		Certificate	
PIB		Inv No		A/C	