

### • HOW MUCH SHOULD I DONATE TO GAMBLEAWARE?

GambleAware is 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 (RGSB) and endorsed by the Gambling Commission.

We estimate that the implementation of the National Responsible Gambling Strategy requires GambleAware to raise a minimum of £10million annually. In order to raise this amount, we ask all those who profit from the gambling industry in Britain to donate **a minimum of 0.1% of their annual Gross Gambling Yield (GGY)** to GambleAware. We ask operators with a GGY of less than £250,000 per annum to donate **a minimum of £250**. We believe that this is a modest request and one that all operators ought to accept is both reasonable and affordable.

### • HOW DO I CALCULATE MY GROSS GAMBLING YIELD (GGY)?

**Gross Gambling Yield (GGY) means all gross gambling related income, gross win or gross gambling profit.**

The annual gross gambling yield is calculated in accordance with the following formula: A+B-C

- ❖ 'A' is the total of any amounts that will be paid to the licensee by way of stakes in the relevant period in connection with the activities authorised by the licence
- ❖ 'B' is the total of any amounts (exclusive of value added tax) that will otherwise accrue to the licensee in the relevant period directly in connection with the activities authorised by the licence
- ❖ 'C' is the total of any amounts that will be deducted by the licensee in respect of the provision of prizes or winnings in the relevant period in connection with the activities authorised by the licence

For further information on how to calculate your GGY, please contact the [Gambling Commission](#).

### • HOW WILL GAMBLEAWARE INVEST MY DONATION?

With your support, GambleAware will fund education, prevention and treatment services across Great Britain and commission research to broaden public understanding of gambling-related harm. Our aim is to stop people getting into problems with their gambling, and ensure those that do develop problems receive fast and effective treatment and support.

For further information on how your donation will make a difference, please read the [GambleAware Strategy 2016-21](#).

### • HOW CAN I DONATE TO GAMBLEAWARE?

Donations to GambleAware can be made by cheque or bank transfer:

- If you decide to donate by cheque: Please make your cheque payable to GambleAware and send it, with your donation form, to: GambleAware, 7 Henrietta Street, London WC2E 8PS.
- If you prefer to donate by bank transfer: Please fill your donation form and email it to us at [alexander@gambleaware.org](mailto:alexander@gambleaware.org). Make your bank transfer using the following bank details:

Bank and Address	Bank of Scotland 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	<i>Gambling Commission Licence Number + Your Company Name</i>				

- **WILL A DONATION TO GAMBLEAWARE FULLY DISCHARGE ME FROM MY SOCIAL RESPONSIBILITY OBLIGATIONS UNDER SECTION 3.1.1 (2) AS PRESCRIBED BY THE GAMBLING COMMISSION'S LCCP?**

**Yes. An annual donation to GambleAware will fully discharge you from your obligations under section 3.1.1 (2) and provide you with a clear audit trail detailing your contribution.**

GambleAware 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 we fund education, prevention and treatment services, and commission research to broaden public understanding of gambling-related harm, a donation to GambleAware for the period 2017/18 will fully discharge you from your obligations under section 3.1.1 (2) between 1<sup>st</sup> April 2017 and 31<sup>st</sup> March 2018.

As a contribution towards Research, Education and Treatment is an operating licence condition we may share details of this donation (and any historical donations you have made) with the Gambling Commission (amount and date received).

If you are (i) a member of a relevant professional and trade association, (ii) have a parent company or (iii) make donations on behalf of other licence holders, we may also share details of your donation (and any historical donations you have made) with those parties to confirm compliance with the licence condition.

- **HOW WILL GAMBLEAWARE ACKNOWLEDGE MY DONATION?**

Licensed operators that return their donation form indicating that they are making the recommended contribution to GambleAware will receive by e-mail a thank you letter, a receipt and a donor certificate each stating the quantum of their donation.

Donations may be acknowledged on our website, annual report and other published materials – if you would prefer us not to do so, please contact [info@gambleaware.org](mailto:info@gambleaware.org) within 14 days of making your donation.

- **CAN I DONATE VOLUNTARY SETTLEMENTS, DORMANT ACCOUNTS OR UNCLAIMED WINNINGS?**

Yes. If you are considering including a donation to GambleAware as part of a settlement offer to the Gambling Commission, or donating dormant accounts or unclaimed winnings, please contact our Fundraising Director, Cinta Esmel, at [cinta@gambleaware.org](mailto:cinta@gambleaware.org).

- **CAN I USE THE GAMBLEAWARE LOGO?**

Licensed operators who donate the recommended contribution to GambleAware can use the trademark logo once they accept the terms of the licence. Please find further information here: <http://about.gambleaware.org/fundraising/gambleaware-logo/>

- **I NEED ASSISTANCE FILLING THE DONATION FORM, CAN YOU HELP ME?**

Of course. For further information on how to fill the donation form, please send an email to [info@gambleaware.org](mailto:info@gambleaware.org) or call 020 7287 1994.

Please complete this form using BLOCK capitals and return it to:

GambleAware, 7 Henrietta Street, London WC2E 8PS or [alexander@gambleaware.org](mailto:alexander@gambleaware.org)

### 1. Your company details:

Company Name:			
Website:			
Gambling Commission Ref:		GambleAware Donor Ref:	
Full Address:			
If your company is part of a group, please state the name of your parent company:			
If your company is donating on behalf of other organisations, please provide us with their names, Gambling Commission references, and a breakdown of their individual contributions*: <small>(*Please note that this information will be necessary in order to process your donation)</small>			
If your company is donating via a different organisation, please provide us with its name and Gambling Commission reference:			
If your company is a member of a relevant professional or trade association, please state its name (e.g. ABB, BACTA, BBPA, Bingo Association, FRB, Lotteries Council, NCF, RCA, RGA, etc.):			
Contact Name:		Job Title:	
E-mail*: <small>(*Please note that this information will be necessary in order to process your donation)</small>			
Telephone Number:			

### 2a. Complete this section if you are **DONATING**:

<b>Total amount donated:</b>	£* *Minimum of £250	Payment Method:	Cheque enclosed <input type="checkbox"/> Paid by bank transfer <input type="checkbox"/>
What rate is your donation based on*? <small>(*Please note that this information will be necessary in order to process your donation)</small>	Based on your GGY as defined by the <a href="#">Gambling Commission</a> : • GGY above £250,000 pa – 0.1% of your Gross Gambling Yield • GGY below £250,000 pa – minimum of £250		<input type="checkbox"/> <input type="checkbox"/>

### 2b. Complete this section if you are **PLEDGING**:

Please note that we can only accept pledges and provide invoices for donations over £250

<b>Total amount pledged:</b>	£* *Minimum of £250	I require an invoice in advance of payment <input type="checkbox"/>			
What rate is your pledge based on*? <small>(*Please note that this information will be necessary in order to process your donation)</small>	Based on your GGY as defined by the <a href="#">Gambling Commission</a> : • GGY above £250,000 pa – 0.1% of your Gross Gambling Yield • GGY below £250,000 pa – minimum of £250		<input type="checkbox"/> <input type="checkbox"/>		
Please indicate when, and how much, you want to donate to GambleAware: <i>Please note that only donations over £5,000 can be paid in up to four instalments:</i>					
May'17	Jul'17	Sep'17	Nov'17	Jan'18	Mar'18

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**3. Signature and Date**    Signature \_\_\_\_\_ Date \_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**

GambleAware internal use only:



Received		Amount	£
Banked		Thanked	
PIB		Inv No	