



BROADENING THE METRICS

for cGaming

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WHY

- To better understand the IMPACTS of cGaming charities in communities across Ontario
- To better INFORM decisions and conversations about cGaming
- To MONITOR success of the cGaming as it continues to grow

HISTORICAL MEASURES

- Traditionally focused on the NUMBER of charities and non - profits that are participating in relationship to revenues
- Understanding the complexity is challenging
- Not a simple equation between numbers and revenues
- Time for broadening the metrics for success

WHERE WE STAND

- 2,200+ organizations participating
 - over 200 members lost during pandemic years
 - province-wide efforts have recovered those lost
 - 89 added in the last 6 months
 - 100+ currently going through eligibility

IDENTIFYING CHALLENGES

Recruitment

- Attitude towards gambling
- Perception of old bingo halls
- Capacity of charities and non -profits
 - Volunteers
 - Administration
- Where to look?





IDENTIFYING CHALLENGES

Processes

- Varied processes and requirements across Municipalities
- Some limitations to use of proceeds
- Administrative capabilities of organizations

IDENTIFYING CHALLENGES

Participation

- Volunteer retention
- Increased pressures on staff resources
- Changing needs of participating organizations
- Results in the ebb and flow of participating organizations





WHAT WE'RE DOING

OCGA INITIATIVES

Recruitment Tool Kit

- Developed in consultation with Charity Coordinators across the province
- Designed to augment the efforts of Charity Coordinators
- Supporting and encouraging community outreach by Charity Coordinators

MAKING CONNECTIONS
tips for finding potential members

SOCIAL MEDIA
Leverage the power of social media. Follow hashtags or locations on Instagram that are relevant to your area. Take note of who starts to follow your pages. More and more charities are using social media to connect with their communities.

DATABASES
Websites like Canada Helps, or your local library are great places to search for charities in your area. Search for your city or region and reach out to the fundraising departments of these organizations.

PARTNERS
Reach out to your current service club members and are supporting in the Community. Ask your municipality organizations conducting lotteries. Ask your current m

NEWS & EVENTS
Check your local tv news, newspapers, social pages e outlets often feature charities stories that could events happening in your community. Golf tourna lead you to make connections with potential mer Chamber of Commerce events and speak

ocga
ontario charitable gaming association

Charitable Gaming Success Story



NIAGARA REGIONAL LITERACY COUNCIL EDUCATION

St. Catharines, ON

"We are dedicated to increasing literacy in Niagara region through our volunteer tutoring programs that assist adults with improving their reading, writing and numeracy skills. Our aim is to lessen the percentage of adults in our community who do not have the literacy they need for home, work and everyday life. The partnership we have with Charitable Gaming provides us with the resources we need to deliver training and workshops to our tutors, develop our offering of programs and purchase materials that are integral to the success of individuals accessing our services."

In 2023, the Niagara Literacy Council raised over \$20,000 through their partnership with Charitable Gaming, allowing them to make a difference in the lives of individuals in their Community.

www.literacyniagara.org



CALLING ALL CHARITABLE ORGANIZATIONS



Do you know an
organization looking for
new fundraising options
in our community?

Charitable Bingo and Gaming is a unique initiative in Ontario that provides organizations with reliable fundraising opportunities in a fun and energetic sphere. Last year, over \$80 million been raised to support integral programs and services across the province.

We welcome you to learn how to get involved by visiting charitablegaming.ca/contact-us



Working with Municipalities

- Municipal consultations for strategies
- Policy changes for flexibility
- Looking to remove any barriers
- Streamlining admin processes



Together
We Can Achieve the Impossible.

CONTACT US

CHARITABLE GAMING

Charitable Gaming (cGaming) is a partnership initiative between OLG, private sector operators, municipalities and charitable organizations in Ontario. It aims to provide stable, consistent and direct fundraising opportunities for organizations that support programs and services in communities across the province.



Websites

- Contact forms on both www.charitablegaming.com and www.charitablegaming.ca
- Focus on engaging new organizations
- Inquiries are handled by OCGA staff
 - provide information
 - refer to cGaming sites/ municipalities

CGCG BRAND

Recruitment Initiatives

- Ads on YouTube, Facebook, LinkedIn
- Global Heroes Advertorial
 - circulation in Toronto Star, Globe & Mail, National Post
 - web-based version
- Charity Village
 - feature to be circulated to subscribers
- BOOM FM Radio Ads
 - running in several markets

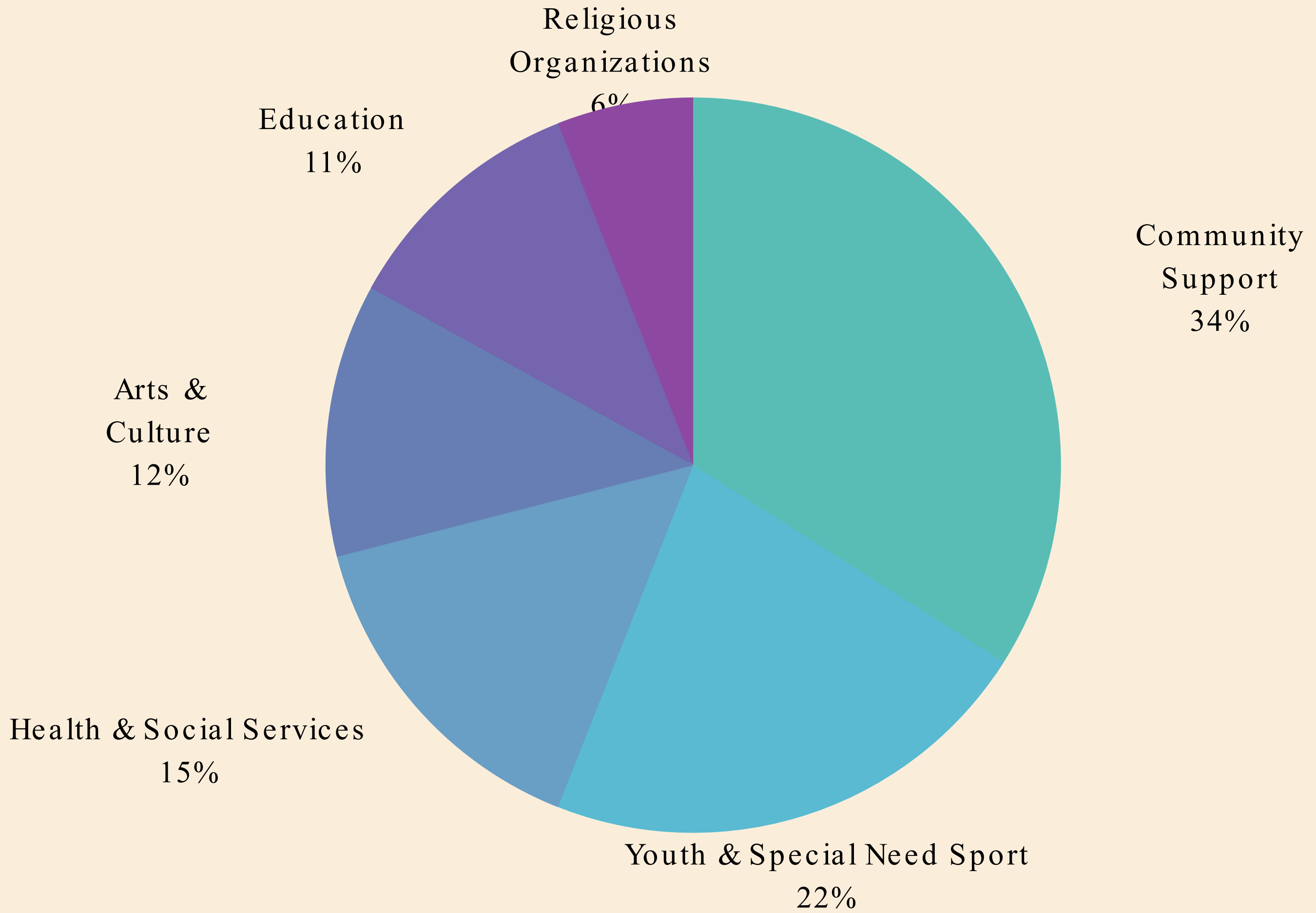




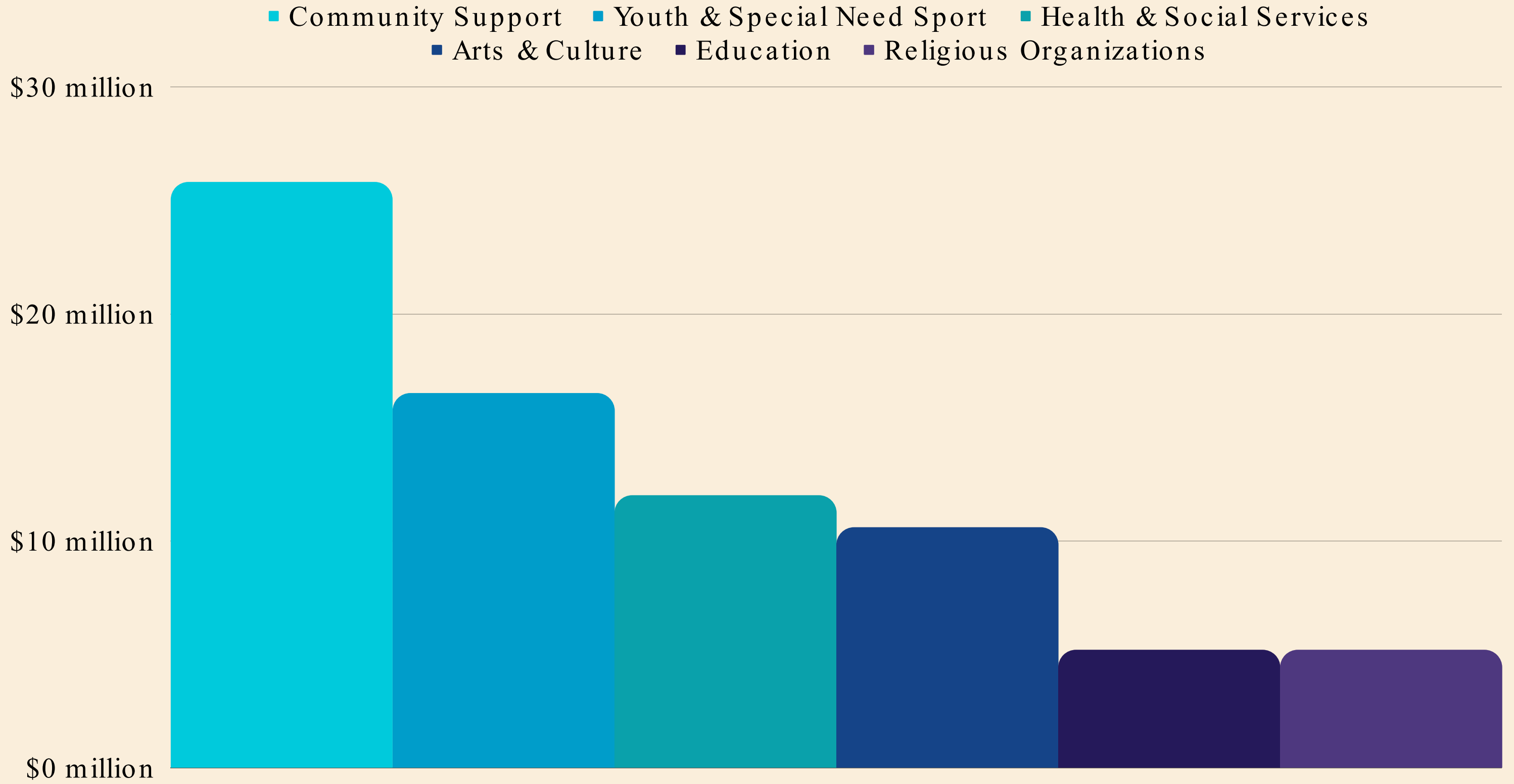
DATA COLLECTION

CATEGORIZATION BY
CHARITABLE PURPOSES

CHARITTABLE PURPOSES



CHARITABLE PURPOSES



DATA COLLECTION

COMMUNITY IMPACT
EXAMPLES



FOOD AND HOUSING SECURITY



\$ 3.5 MILLION



\$ 1.9 MILLION

SERVICE CLUBS



\$ 13 . 1 MILLION



- 381 Service Club organizations currently participating
- research shows on average 8 donations made per year to non-participants using cGaming funds
- extending the impact to an additional 3,200 organizations outside of current membership



DATA COLLECTION

OCGA ONGOING EFFORTS

Recruitment

Semi-annual report on increase to participation, attrition rates, and overall recruitment efforts

Distribution

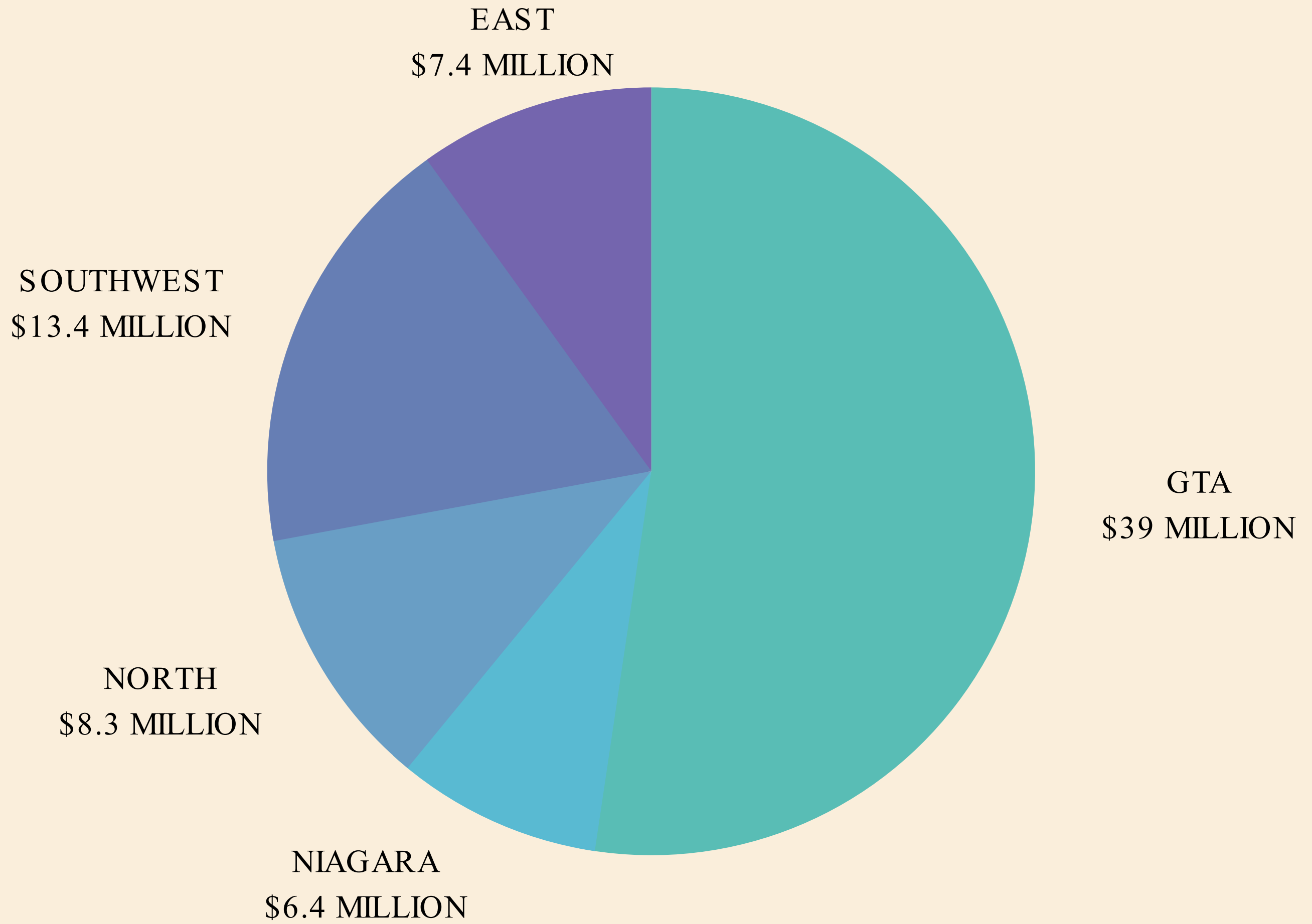
OCGA collecting monthly distribution reports to feed data



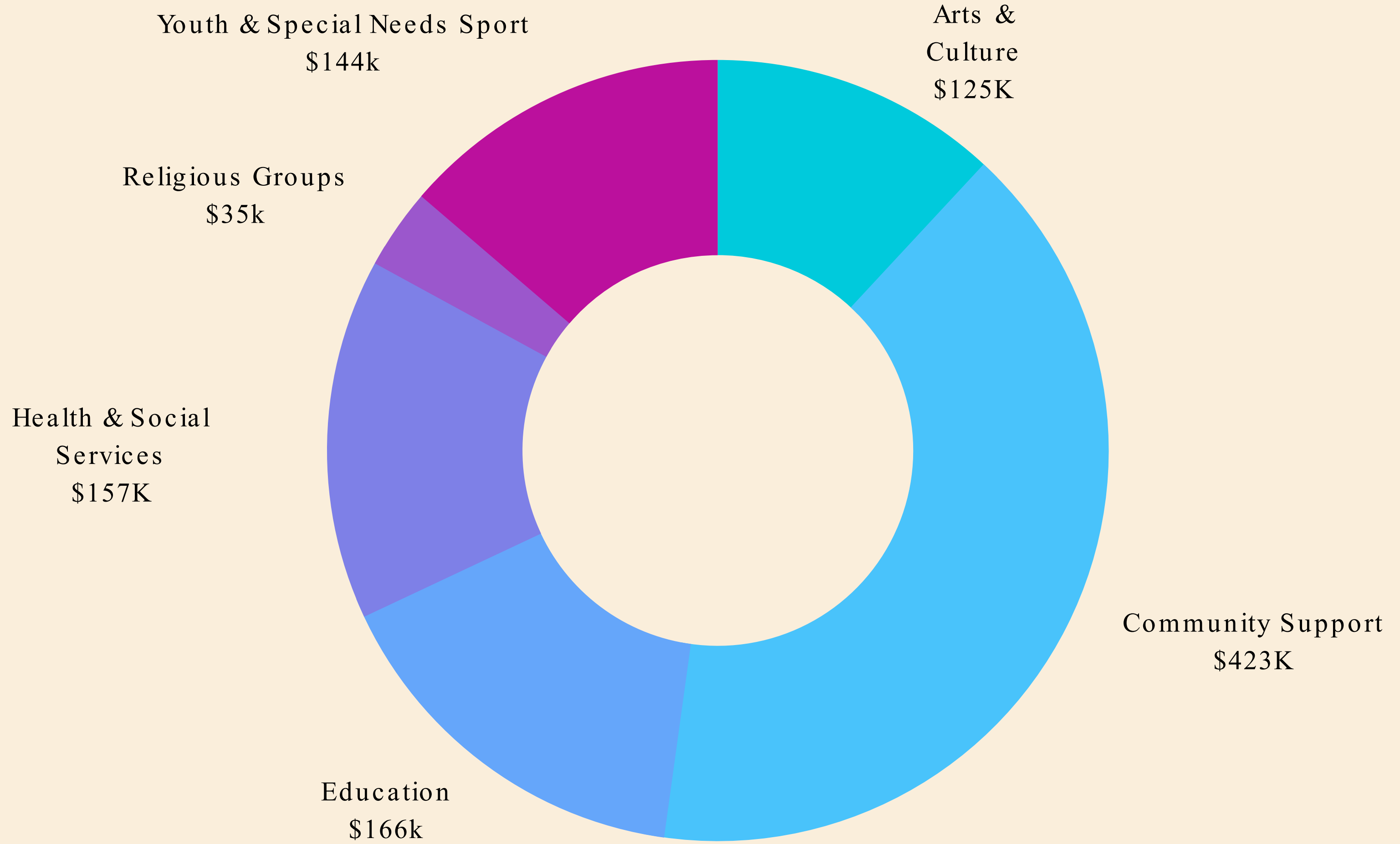


- Data can be pulled to show regional, municipal or operator figures
- ongoing updates will reflect real time changes
- ability to monitor trends

REGIONAL DISTRIBUTION



MUNICIPAL DISTRIBUTION



WHAT'S NEXT

EXPANDING THE IMPACT



Working Together

- Collective efforts of OCGA, Charity Coordinators, local association Boards, and municipalities to grow participation
- OCGA is expanding the metrics by collecting data
- OCGA continued support for successful volunteer training
 - feature to be circulated to subscribers
- Ongoing review and changes to policies to remove barriers and increase flexibility
- **A TEAM EFFORT FOR SUCCESS**

