



Responsible Gaming Grants

Round 1 Applications Submissions



COLORADO
Department of Revenue

Overview of Applications

- Six Applications from Three Organizations, Five Proposals are Moving Forward for Recommendation for Funding
- Total Amount Requested: **\$1,571,965.00**
- Process Included:
 - Independent Review of Each Applications
 - Scoring Rubric
 - Meetings with Applicants
 - Follow-up Questions and Information Requests
 - Modified Proposals and Budget Submissions
 - Notify Applicants of Option to Attend Commission Meeting to Answer Questions on Proposal

Proposals and Requested Funding Amounts

MA Council on Gaming and Health	Building Capacity in Colorado for a System of Responsible and Problem Gambling-Informed Stakeholders	\$200,000.00
Kindbridge Research Institute	Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado	\$264,265.00
Problem Gambling Coalition of Colorado	Problem Gamingling Center	\$286,880.00
Problem Gambling Coalition of Colorado	Collegiate Education and Prevention Program	\$250,000.00
Problem Gambling Coalition of Colorado	Awareness and Education Project	\$570,820.00

Massachusetts Council on Gaming and Health

- **Project:** *Building Capacity in Colorado for a System of Responsible and Problem Gambling-Informed Stakeholders*
- **Amount Requested:** \$200,000
- **Request Description:** Funding for the development and implementation of a Colorado Problem Gambling Specialist Certificate Program (C-PGS) and capacity initiatives, reimbursement for Community Health and Clinical trainers, implementation of a multifaceted digital marketing campaign reaching Colorado residents engaged in gambling and their friends and family, and materials and distribution to market the C-PGS Program.
- **Division Recommendation for Funding:** Recommended for Full Funding

Kindbridge Research Institute

- **Project:** *Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado*
- **Amount Requested:** \$264,265
- **Request Description:** Funding is requested to conduct a comprehensive analysis of Colorado's mental health treatment disparities in relation to Gambling Disorder and create an implementation strategy for Gambling Disorder treatment across the state. The engagement will employ four researchers and analysts for one year to create a robust population health implementation strategy for the state of Colorado regarding Gambling Disorder. KRI will have one researcher based in Colorado and other staff will be on-site throughout the year across all regions of the state, working with major health systems, universities, VA Facilities, tribal communities, prison populations, and rural residents.
- **Division Recommendation for Funding:** Recommended for Full Funding

Problem Gambling Coalition of Colorado

- **Project:** *PGCC Problem Gambling Center*
- **Amount Requested:** \$286,880
- **Request Description:** Grant funding will be used to expand the current office of the Problem Gambling Coalition of Colorado in Lakewood, CO into a Problem Gambling Center that will provide a safe, non-stigmatizing, and welcoming environment for problem gamblers and their families to gather and seek support. The PGCC Problem Gambling Center will serve as a hub for certified treatment and recovery services targeted towards reducing harm for those at risk or suffering from gambling problem behavior.
- **Division Recommendation for Funding:** Recommended for Full Funding

Problem Gambling Coalition of Colorado

- **Project:** *Collegiate Gambling Education and Prevention Program*
- **Amount Requested:** \$250,000
- **Request Description:** PGCC, in partnership with EPIC Risk Management, will provide education and awareness sessions to college-age students and emerging adults about gambling-related harms and responsible gambling. The program is designed to help any student make better-informed choices, become aware of the impact on mental health, protect them from harm and increase their confidence levels in seeking help if facing problems with their gambling behavior or encouraging fellow students to seek help. The program will be approximately 50 minutes in length and consist of statistics, the risks to college-age students, the growth of sports betting and integrity issues, and personal stories of former athletes who struggled with gambling and the negative impact it had on their respective careers.
- **Division Recommendation for Funding:** Recommended for Full Funding

Problem Gambling Coalition of Colorado

- **Project:** *PGCC Problem Awareness and Education Project*
- **Amount Requested:** \$570,820
- **Request Description:** Grant funding for this project will be used to expand PGCC's current education and outreach efforts with existing partners, and a subcontracted marketing company that focuses on social marketing to increase public awareness through multi-faceted traditional and non-traditional marketing strategies. The intent is to usher in a first-of-its-kind campaign, comprehensive in its scope, to create and expand awareness of problem gambling and to educate a workforce capable of treating those individuals who are at risk of our presently struggling with a gambling addiction. The campaign will include static, digital, audio, and video messaging to reach our target audiences through TV, web-based, and direct marketing applications. The efforts to inform and implement this campaign will be implemented in Four Phases during a 24-month period, each building upon the other.
- **Division Recommendation for Funding:** Recommended for Full Funding for Phase One and Two



Responsible Gaming Grants

Round 2 Applications Submissions

April 27, 2023



COLORADO
Department of Revenue

Overview of Applications

- Total Amount Appropriated for awards per statute: **\$2,500,000.00**
- Total Amount Awarded in 2023 Round 1: **\$1,571,965.00**
- Total Amount remaining for 2023 Round 2 awards: **\$908,089.00**
- Total Amount Requested: **\$1,078,089.00**
- Three Applications from Two Organizations,
- Process Included:
 - Independent Review of Each Applications
 - Scoring Rubric
 - Notifications to Applicants of Option to Attend Commission Meeting to Answer Questions on Proposal

Proposals and Requested Funding Amounts

Kindbridge Research Institute	Colorado Athlete Wellbeing Program	\$215,389.00
Kindbridge Research Institute	Colorado Military Problem Gaming Research, Education and Recovery Program	\$362,700.00
Colorado Division of Gaming	Play Legal, Play Responsible, Play Safe Marketing Campaign	\$500,000.00

2023 Award Budget Breakdown

Amount Appropriated	\$2,500,000.00
Previously Awarded Round 1 Total	\$1,571,965.00
<i>Kindbridge Request 1</i>	<i>\$215,389.00</i>
<i>Kindbridge Request 2</i>	<i>\$362,700.00</i>
<i>DOG Request Recommended Amount</i>	<i>\$330,000.00</i>
Admin Costs To Date	\$14,100.00
<i>Anticipated Remain Admin Costs</i>	<i>\$5,846.00</i>

Kindbridge Research Institute

- **Project:** *Colorado Athlete Wellbeing Program*
- **Amount Requested:** \$215,389.00
- **Request Description:** This funding will be used to establish the Colorado Athlete Wellbeing program to protect athlete wellbeing by providing them with educational-based resources, a Colorado Athlete Wellbeing app combined with a mental health assessment as part of the 'pathway to treatment', and specialized intelligence and investigative support to combat online sports wagering harassment. Colorado's Athlete Wellbeing program will provide the state of Colorado a tiered and proactive approach to combat the growing trend of online harassment by sports bettors. If an athlete receives online harassment, he/she will be able to report the abuse via a Colorado Athlete Wellbeing app. We will leverage our network of global investigators and intelligence resources to determine who is behind the abuse then report the information to the proper authorities.
- **Division Recommendation for Funding:** Recommended for Full Funding

Kindbridge Research Institute

- **Project:** *Colorado Military Problem Gaming Research, Education and Recovery Program*
- **Amount Requested:** \$362,700.00
- **Request Description:** Funding is requested to establish the following responsible and disordered gambling programs in the State of Colorado to assist active Military personnel and Veterans: 1) Veteran's Recovery Program, 2) CO Military Research Fellowship, 3) ROTC Education and Awareness Program.
- **Division Recommendation for Funding:** Recommended for Full Funding

Colorado Division of Gaming

- **Project:** Play Legal, Play Responsible, Play Safe Marketing Campaign
- **Amount Requested:** \$500,000
- **Request Description:** The FY23-24 educational marketing campaign will be a multi-faceted marketing campaign primarily focused on increasing public awareness around legal gambling options in Colorado (introducing a seal to identify legal machines, tables, and apps) and incorporating responsible gaming messages with the objective to raise awareness of illegal machines and where legal gambling can occur in Colorado/ In an effort to reach Coloradans all over the state, the campaign includes a variety of mediums, including online advertising, radio advertising, television advertising, outdoor (billboards) advertising and social media advertising, both paid and organic.
- **Division Recommendation for Funding:** Recommended for Partial Funding at Amount \$330,000.00 for nine months of marketing planning and advertising