



The Massachusetts Council on
GAMING AND HEALTH

January 24, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

We are pleased to present our application for funding in the amount of \$375,000 to build on the momentum gained by this year's efforts. Colorado has easy access to legal opportunities to gamble and game across all areas of the state and the National Council on Problem Gambling estimates that over 100,000 Colorado residents may be impacted by gambling harm. The National Survey on Gambling Attitudes and Gambling Experiences reported that 77% of Colorado residents report past year gambling. Yet only 1/3 of respondents reported knowing where to get help with a gambling addiction. The challenge remains that public awareness about the availability of services for those who struggle is lacking and treatment and recovery resources in the state are few and far between. The Division on Gaming Responsible Gaming Grants are helping change that reality. We are confident that effective education campaigns targeting people who gamble, and a significant increase in providers doing PG screening and identification will increase the number of people accessing services, including treatment and recovery supports. Our proposal consists of 3 parts, along with evaluation plans to measure the impact of each component.

1) Capacity Building Intervention: We will extend our FY23 efforts to continue training Colorado based clinicians in essential skills needed to identify and treat problem gambling and integrate best practices into the behavioral health infrastructure already present in Colorado. We connect clinicians who complete the 30-hour training to the Colorado Council on Problem Gambling so that they can apply for scholarships to apply for certification through ICGGB. Roughly 150 clinicians and other providers are scheduled to complete the trainings for our current funding cycle. We will continue our partnerships building capacity with the Colorado Division of Probation Services as well as the Office of Domestic Violence and Sex Offender Management.

2) Recovery Supports for Those who Self-Exclude: Colorado has recently streamlined the self-exclusion process to reduce the barriers to accessing self-exclusion. Self-exclusion is a critical opportunity to reach someone who is attempting to make a significant behavior change and the decision to self-exclude is often triggered by distress over excessive gambling losses. We propose offering optional recovery supports to those who choose to self-exclude in Colorado. These optional supports include phone or email follow up with customized resources from a trained peer recovery specialist who has lived experience with gambling.

3) Public Awareness Campaign: MACGH, with the support of state regulatory agencies, has successfully targeted digital ads on all digital devices based on the location of the individual. By targeting frequent visitors to casinos and sports betting to promote VSE, helpline & other PG/RG messaging. We also include Audience and Behavioral Targeting, allowing us to have ads shown to people based on specific criteria. We will use evidence informed messaging and our Recovery Advisory Board, a panel of individuals with lived experience of gambling harm will review messaging. Please let us know if you have any additional questions.

Warm Regards,

Marlene Warner, CEO

Colorado Division of Gaming Responsible Gaming Grants

Under the authority of the Colorado Limited Gaming Control Commission (CLGCC), the Division of Gaming administers a grant program that provides support for efforts that impact, improve and support responsible gaming and problem gambling programs and the issues that come with increased gaming and gaming options. The responsible gaming grant program is meant to provide meaningful funding and encourage prevention, education on gambling addiction, additional counselors, public awareness, treatment, recovery, data and research.

Eligibility

- Not-for-Profit Organizations and State Agencies/ Programs directly addressing the issue of problem gambling, addiction treatment, operations of hotlines, educational programs, counseling, research, advocacy efforts, or support services are eligible to apply for program-related funding.
- Applicants are strongly encouraged to ensure they have the resources and the staffing to complete all required reporting and attend all required meetings.
- Requests for capital projects are not eligible under this grant process.
- Automatic Disqualifier: Any organization found to have made purposeful misrepresentations, omissions and/or errors intended to mislead will not be considered and will be disqualified from receiving funding.
- Any previously funded grant recipient who did not complete reporting requirements for any prior grant funding is ineligible to apply for funding in the year following non-compliance and may have to submit required documentation before being re-eligible to apply

Application Period and Submission

Complete applications, including all required supporting documents, must be submitted by the deadline to be considered.

Grant applications must be received by the Division of Gaming, either in person or electronically, by

December 1, 2023 at 5:00 PM MST to be considered for funding in 2024. Grant applications may be dropped off

at the main division offices at 1707 Cole Blvd, Suite 300, Lakewood, CO 80421. Electronic applications should be submitted to DOR_RG_GrantSubmissions@state.co.us.

The Division of Gaming will review grant applications for eligibility and recommendation for approval by the Colorado Limited Gaming Control Commission. Applicants to be found ineligible for funding will receive notice from the Division of Gaming. A list of recommended grant recipients and funded programs is provided to the Gaming Control Commission for review and approval.

The Limited Gaming Control Commission will release funding to approved grant recipients. Eligible applications are presented to the commission no later than March 1st of each year.

Grant Recipient Requirements

Grant Recipients will submit required reports. On or before September 1, 2023, and on or before September 1, each year thereafter, each grantee shall submit a report to the commission. At a minimum, the report must include the following information:

- An indication of whether the grantee achieved the objectives the grantee described in its application or a grant;
- Evaluation of the results of the grantee's grant-funded project;
- A description of the impact of the grantees use of grant money on the community with regards to responsible or problem gambling;
- Total amount of the grant money received in the total amount of grant money expended by the grantee; and
- Any additional reporting requirements required by the commission when the grant was awarded;
- Prior to any grant money being dispersed once the commission has made its grant decisions, grantees must cooperate to finalize all needed state purchasing contract paperwork.

Grant Recipients will have a designated representative who attends all required Colorado Limited Gaming Control Commission meetings as determined by the Commission. Grant Recipients may be required to make presentations to the Commission on their program and/or grant funds.

Review Criteria

Reviewing responsible gaming grant applications and criteria for awarding grants – when awarding grants commission shall have a process for collaboration with the behavioral health administration. In consideration of awarding grants, the commission shall consider the following criteria:

- (a) the current needs of the state relating to responsible for problem gambling;
- (b) the overall impact that the proposed grant may have on responsible for problem gambling;
- (c) the amount of money in the fund;
- (d) whether the eligible applicant intends to use grant money or any of the following purposes:
 - (i) prevention or education services concerning gambling addiction;
 - (ii) certification of gambling addiction counselors;
 - (iii) public awareness of services concerning gambling addiction;
 - (iv) treatment of gambling addiction disorders;
 - (v) recovery services;
 - (vi) data reporting and data systems;
 - (vii) reimbursement for a portion of the costs associated with the national problem gambling hotline, website or text for service;
 - (viii) research for problem gambling or gambling addiction; and
 - (ix) reimbursement for costs associated with research for problem gaming or gambling addiction.
- (e) when considering the current needs of the state related to responsible for problem gambling, the commission may establish additional purposes for awarding grants;

Application Requirements

- One-page Executive Summary of the grant request on agency letterhead addressed to the Colorado Limited Gaming Control Commission, including the purpose of the grant request and a brief description of how the request provides support for efforts that impact, improve and support responsible gaming and problem gambling programs in Colorado along with the issues that come with increased gaming and gaming options.
- Completed Responsible Gaming Grant Application DR Form 9493
- All required attachments:
 - A detailed Project Budget outlining program expenses for the amount requested.
 - A list of other sources of income supporting the proposed project
 - Marketing or advertising budgets (required for all requested for all proposals, including marketing or advertising activities only)
 - Memorandum of Understanding or Fiscal Sponsor contract (required for organizations operating under a fiscal sponsor)
 - Completed Sources of Income Table for non-profit agencies. Other organizations must submit an organizational budget that outlines sources of income
 - Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)
 - Letters of Support or copies of contracts from any partner organizations or contract agencies named in the grant
 - Up to three additional attachments that provide additional information on the proposed grant request

Responsible Gaming Grant Application Form

[illegible]

List of Board of Directors, including full legal name, position, affiliation, length of time on the board and expiration date.

Mission Statement

Attach supplemental information or supporting documentation if more room is needed.

Geographic Area Served

Attach supplemental information or supporting documentation if more room is needed.

Tax Exempt Status (select): ☐ 501(c)(3) Non-profit ☐ State Government Agency
☐ Local Government Agency ☐ Using a Fiscal Agent or Sponsor
☐ Other

Grant Request And Narrative Section

Amount Requested

Type of Grant Requested (select): ☐ General Operating Support ☐ Program or Project Support☐ Other:**Program Requests Only:** Name of Program or Project

Description of What the Grant Funding will be Used For

Attach supplemental information or supporting documentation if more room is needed.

Timeline for Spending any Awarded Grant Money

Anticipated Program Milestones to be Achieved during the grant period

Attach supplemental information or supporting documentation if more room is needed.

Description of any current or past projects in which the eligible Application has participated that address responsible gaming or problem gaming

Attach supplemental information or supporting documentation if more room is needed.

General Operating Support: Provide information on the organization, organizational Goals and Current Programs

Attach supplemental information or supporting documentation if more room is needed.

Project Requests only:

1) Provide a summary of the plan for the program or project requested.

2) What issue and/or opportunity does this project address?

3) Provide detailed goals and objectives, a list of activities and an anticipated timeline for each project goal or milestone.

Attach supplemental information or supporting documentation if more room is needed.

Describe any collaborations the organization plans to engage within the implementation of the grant funding

Attach supplemental information or supporting documentation if more room is needed.

Explain why the organization is approaching the issue and/or opportunity in this way.

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization measures impact. If this is a program request, describe how the impact is measured for the program that is the subject of this proposal

Attach supplemental information or supporting documentation if more room is needed.

List any prior grant funding received from the Division of Gaming/CLGCC, including amounts and dates.

Attach supplemental information or supporting documentation if more room is needed.

Describe any anticipated challenges facing the implementation of the proposed project and the organization's plan for addressing those challenges.

Attach supplemental information or supporting documentation if more room is needed.

How will the project be sustained after the end of the grant period?

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization plans to evaluate the results of requested funding, project or program

Attach supplemental information or supporting documentation if more room is needed.

Financial Planning	
Attachments	
Submit a detailed Project Budget outlining program expenses for the amount requested. Any partner or contracted agencies listed in the implementation of the project must be included in this section with detailed information on the amount and line item expenses from the funding going to the contracting agency.	
Required Attachments	
<p>Submit a list of other sources of income supporting the proposed project</p> <p>All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.</p> <p>For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.</p>	
Source Income Table	
<p>(a) Government Agencies, Institutions of Higher Education and other applicants not categorized as a 501(c)(3) non-profit organization submit an organizational budget that shows sources of income</p> <p>(b) Complete for 501(c)(3) non-profit agencies: the table below for the organization as a whole, based on the most recently completed fiscal year. Categories may be modified to fit your organization's funding sources.</p>	
Percentage Funding Sources (for 501c3 nonprofit organizations)	
Government grants (federal, state, county, local)	%
Government Contracts	%
Foundations	%
Business	%
Events	%
Individual Contributions	%
Fees/earned income	%
Workplace giving campaigns	%
In-kind contributions	%
Other	%
Total (must equal 100%)	%

Financial Information Section

Organization Budget for fiscal year	Fiscal Year Date	Income	Expenses
For Project/Program Requests:			
Program Budget	Dates of budget period	Income	Expenses
Name of Person Responsible for Financial Reporting		Name of Financial Institution where funds will be deposited	

Attachments

Applicants need to submit the following required documents as attachments to their application:

Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)

(Optional) Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.

List of Attachments

1.	
2.	
3.	

Acknowledgments

By signing below, I acknowledge the following:

The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and

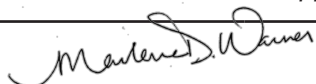
The grant applicant or any associated staff or board members of the grant applicant does not have, to their knowledge, any litigation, or charges against them related to gaming activities; and

The grant applicant or if the applicant is a nonprofit, that the applicant and/or a majority of board members are not affiliated with a person licensed under article 44-30; and

The grant applicant will use grant money only for the purpose for which the grant money was awarded; and

The information contained in this application is true and correct to the best of my ability.

Signature



Date

Social Marketing Campaign with Detail and Budget

MACGH has an experienced internal creative team dedicated to developing impactful, evidence informed responsible gambling and problem gambling campaigns. We have a strong track record of designing award-winning multimedia content and delivering measurable results through targeted digital engagement strategies.

Below is a \$200,000 media budget allotting \$100,000 to an ongoing problem gambling helpline and Self-Exclusion promotion and \$100,000 towards quarterly responsible sports betting education efforts. The budget was developed based on our extensive expertise running large-scale public awareness efforts on related topics over the past decade across major media platforms and local Colorado publishers.

As an established entity with substantial media buying experience, we can stretch campaign dollars efficiently while accessing premium inventory. This budget can flex upward or downward to match granter funding levels and desired campaign reach. Even at the \$200,000 amount, we are confident we can drive significant progress towards enrollment growth, helpline utilization lift, and measurable gains in responsible gambling participation across the target Colorado populations outlined previously.

This proposal seeks funding to develop and deploy quarterly public awareness campaigns related to problem gambling outreach and responsible betting promotion in Colorado over the next year. The effort would consist of two complementary multimedia campaigns (Problem Gambling & Responsible Gaming) targeting different audience segments each quarter:

Quarter 1

- Continue self-exclusion & helpline promotion (Problem Gambling Campaign)
- Responsible betting education around NBA playoffs (Responsible Gaming Campaign)

Quarter 2

- Promote recovery resources before NFL season (Problem Gambling Campaign)
- Encourage responsible wagering for start of NFL season (Responsible Gaming Campaign)

Quarter 3

- Increase enrollment in self-exclusion leading up to playoffs (Problem Gambling Campaign)
- Responsible betting reminders during NFL playoffs and around other Colorado sporting events (Responsible Gaming Campaign)

Quarter 4

- Promote self-exclusion & problem gambling helpline around Super Bowl
- Educate on responsible Super Bowl betting

MACGH and its seasoned communications team will develop segmented digital audiences and targeted media strategies for each quarterly campaign. We utilize advanced data modeling and media optimization platforms to reach the most relevant consumers across channels.

For channels like Connected TV and online video, we work with demand-side platforms to access premium inventory sources and target audiences by geography, device, browsing behaviors, and real-time contextual signals. Creative is dynamically served to align with content environments.

For display and social tactics, we blend demographics, interest, purchase intent, and other data signals to identify and persuade the audiences most likely to take action based on campaign goals and timing.

Media activations are monitored in real-time to measure engagement rates, optimize towards the best performing platforms/placements, and uncover additional efficient inventory sources. Upon campaign completion, we analyze performance by channel and audience segment to provide recommendations on ideal media mix and budget allocations for future efforts.

Here is a proposed \$200,000 media budget for the quarterly problem gambling and responsible gaming campaigns:

Media Budget by Quarter:

Q1: \$50,000 Q2: \$50,000 Q3: \$50,000 Q4: \$50,000

Problem Gambling Campaign

- Total Quarterly Budget: \$50,000

Programmatic Digital Display - \$20,000 In-App/Mobile - \$10,000 YouTube Video - \$5,000 Native Content - \$5,000 CTV/OTT - \$5,000 Facebook/IG - \$5,000

Responsible Gaming Campaign

- Total Quarterly Budget: \$50,000

Programmatic Digital Display - \$20,000 In-App/Mobile - \$10,000 YouTube Video - \$5,000 Native Content - \$5,000 CTV/OTT - \$5,000 Facebook/IG - \$5,000

(Production Costs included in both campaigns)

Creative Concepting Asset Design & Production Microsite Building Campaign Management Performance Reporting

Total: \$200,000

MACGH's Budget Proposal for Colorado RG/PG Capacity Building Grant Project

Item	Amount
Personnel (Partial Time for staff and consultants)	\$75,000
Digital Advertising (see proposal for breakdown)	\$200,000
2 30-hour Training Programs	\$30,000
Program Materials and Design	\$14,000
Travel/Lodging	\$6,000
Administration and Operations Costs	\$50,000
Total:	\$375,000

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In reply refer to: 0752774442
Dec. 12, 2022 LTR 4168C 0
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THE MASSACHUSETTS COUNCIL ON GAMING
AND HEALTH INC
120 WASHINGTON ST SUITE 202
SALEM MA 01970-3545

Employer ID number: 22-2743890
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Dec. 01, 2022, about your tax-exempt status.

We issued you a determination letter in January, 1987, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

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THE MASSACHUSETTS COUNCIL ON GAMING
AND HEALTH INC
120 WASHINGTON ST SUITE 202
SALEM MA 01970-3545

local time, Monday through Friday (Alaska and Hawaii follow Pacific
time).

Thank you for your cooperation.

Sincerely yours,

Sheralyn C. Hanks

Sheralyn C. Hanks
Ops. Manager, AM Ops. 3005

