

**AGENDA**  
**COLORADO LIMITED GAMING CONTROL COMMISSION**

Meeting of February 20, 2025  
Beginning at 9:15 a.m.  
In-Person & Via Zoom

Division of Gaming  
1707 Cole Blvd., Ste. 300  
Lakewood, CO 80401

In addition to other matters that may properly be considered by the Colorado Limited Gaming Control Commission, the following items are scheduled for consideration and adoption on February 20, 2025. Times contained in the agenda are approximate.

**PUBLIC SESSION**

I. Call to Order

**EXECUTIVE SESSION**

Review of confidential background licensing reports scheduled for consideration during the public session. §§ 24-6-402(3)(a)(III), 44-30-521(1)(a), 44-30-526(1) & 44-30-1507(1), C.R.S.

**PUBLIC SESSION** (reconvened)

II. Consideration of Licensing Actions

**Limited Gaming Licenses**

*Renewal of the Associated Equipment Supplier License for XpertX, Inc.*

*Renewal of the Manufacturer/Distributor and Operator Licenses for Gaming Arts, LLC*

**Sports Betting Licenses**

*Renewal of the Vendor Minor Licenses for Akamai Technologies, Inc. d/b/a Akamai APPSFLYER INC.*

Dillon Companies LLC d/b/a KING SOOPERS, INC. d/b/a City Market  
Lucky Bee Media Ltd

Monterizo Ltd

The Sports Prophets Inc.

Vegas Sports Information Network, LLC d/b/a VSiN d/b/a Vegas Stats & Information Network

Wire Industries Inc. d/b/a WagerWire

III. Opportunity for Public to Address the Commission

IV. Consideration of Division Limited Gaming Financial Statements for December 2024

V. Consideration of Division Sports Betting Financial Statements for December 2024

- VI. Consideration of Order of Summary Suspension in the Matter of Xavier Montoya, Support License No. 58752, Case No. DOG24004478
- VII. Consideration of Involuntary Exclusion for Ellis Quinn
- VIII. Consideration of Limited Gaming Rule 8
- IX. Consideration of Responsible Gaming Grant Applications for FY25
- X. Consideration of Organizational Matters
- XI. Opportunity for Industry Members to Address the Commission on Current Issues and Events
- XII. Adjournment

At the discretion of the Commission, any or all of the above matters may be continued for consideration or adoption at a different time, may be considered out of order, or may be considered at the next meeting of the Commission.

# Public Session

# Item II

## Approval of Licenses



**COLORADO**

**Department of Revenue**

**Specialized Business Group - Division of Gaming**

1707 Cole Blvd Suite 300  
Lakewood CO 80401

142 Lawrence Street  
Central City CO 80427

330 W Carr Avenue  
Cripple Creek CO 80813

February 11, 2025

## **CONSENT AGENDA**

### **For the February 20, 2025, Colorado Limited Gaming Control Commission meeting**

Dear Members of the Colorado Limited Gaming Control Commission,

The Division of Gaming submits this Consent Agenda for review and approval by the Colorado Limited Gaming Control Commission at its February 20, 2025, meeting in accordance with Commission Policy 24-01 (approved March 29, 2024).

Under Commission Policy 24-01, the Commission may consider the listed matters as a group to be voted on and approved in mass upon a single motion. Upon a timely request, a Commissioner or the Director may remove any matter from the consent agenda for any reason. A request is timely if made prior to the vote on the consent agenda. If a matter is removed from this proposed consent agenda, then the Commission will consider and vote on the amended consent agenda before considering and voting on any removed matter(s) separately.

The Division proposes that the Commission approve the following new and renewal license applications for vendor minor sports betting licenses:

#### *Vendor Minor Renewal Licenses for:*

- Akamai Technologies, Inc. d/b/a Akamai
- APPSFLYER INC.
- Dillon Companies LLC d/b/a KING SOOPERS, INC. d/b/a City Market
- Lucky Bee Media Ltd
- Monterizo Ltd
- The Sports Prophets Inc.
- Vegas Sports Information Network, LLC d/b/a VSIN d/b/a Vegas Stats & Information Network
- Wire Industries Inc. d/b/a WagerWire



**COLORADO**  
**Department of Revenue**  
Specialized Business Group - Division of Gaming

1707 Cole Blvd Suite 300  
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142 Lawrence Street  
Central City CO 80427

330 W Carr Avenue  
Cripple Creek CO 80813

Respectfully,

Andrew Fulton,  
Agent in Charge Sports Betting and Fantasy Sports,  
Colorado Division of Gaming

# Item IV

## Limited Gaming Financial Statements December 2024



**STATEMENT OF GAMING REVENUES,  
GAMING TAXES, AND EXPENDITURES**

**(UNAUDITED)**

**FOR THE SIX (6) MONTHS ENDED**

**DECEMBER 31, 2024**





# COLORADO

## Department of Revenue

Specialized Business Group—Gaming

1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

February 20, 2025

State Treasurer and Members of the Colorado Limited Gaming Control Commission:

Pursuant to Section 44-30-203 (i), C.R.S., the Colorado Division of Gaming is required to furnish monthly a, "report which contains a full and complete statement of the division's revenues and expenses."

The attached combined financial statements for December 31, 2024 have not been audited. They contain the most current data available. This information has been collected and recorded in accordance with generally accepted accounting principles.

Respectfully submitted,

*Tseko Ivanov*

Tseko Ivanov  
Division Controller

**COLORADO DIVISION OF GAMING  
FINANCIAL STATEMENTS  
(UNAUDITED)**

**DISTRIBUTION**

|   |  |
|---|--|
| Honorable Jared Polis   | Governor   |
| Representative Julie McCluskie                                    | Speaker of the House of Representatives                            |
| Senator James Coleman   | President of the Senate  |
| Senator Paul Lundeen  | Senate Minority Leader   |
| Representative Rose Pugliese                                      | House Minority Leader  |
| Senator Jeff Bridges  | Chair, Joint Budget Committee                                      |
| Mr. Kevin Armstrong   | Chair, Limited Gaming Control Commission                           |
| Mr. John Tipton   | Vice Chair, Limited Gaming Control Commission                      |
| Ms. Ahilya George   | Limited Gaming Control Commission                                  |
| Mr. Kevin Hyland  | Limited Gaming Control Commission                                  |
| Mr. Phil Workman  | Limited Gaming Control Commission                                  |
| Ms. Heidi Humphreys   | Executive Director, Department of Revenue                          |
| Mr. Michael Phibbs  | Senior Director, Specialized Business Group, Department of Revenue |
| Mr. Christopher Schroder  | Director, Division of Gaming                                       |
| Mr. Scott Koehler   | Accounting Director, Department of Revenue                         |
| Mr. Dustin Hoover   | Deputy Budget Director, Department of Revenue                      |
| Mr. Bob Jaros   | State Controller   |
| Mr. Charles Scheibe   | Chief Financial Officer, Department of the Treasury                |
| Ms. Aly Jabrocki  | State Archivist  |
| Ms. Kerri Hunter  | State Auditor  |
| Ms. Amanda King   | Joint Legislative Library  |
| Mr. Adrian Leiter   | Deputy Director for Budget, Governor's Office                      |
| Colorado State Publications<br>Depository and Distribution Center | State of Colorado Library  |

**DIVISION OF GAMING  
STATEMENT OF REVENUES  
GAMING TAXES, AND EXPENDITURES  
(UNAUDITED)**

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**COLORADO DIVISION OF GAMING  
TAX REVENUES COMPARISON  
DECEMBER 31, 2024 AND 2023**

The Colorado Limited Gaming Control Commission assesses taxes based on adjusted gross proceeds (AGP).

**The tax rates for period ending June 30, 2025 are:**

- 3% on AGP from charitable gaming
- .25% on amounts up to \$2 million
- 2% on amounts over \$2 million and up to \$5 million
- 9% on amounts over \$5 million and up to \$8 million
- 11% on amounts over \$8 million and up to \$10 million
- 16% on amounts over \$10 million and up to \$13 million
- 20% on amounts over \$13 million

The tax rates for year ending June 30, 2025 are the same as they were for year ending June 30, 2024.

**For Periods Beginning July 1, 2023 and 2024 through December 31, 2023 and 2024**

| <b>AGP Comparison</b> |                       |                       |                     |                   |
|-----------------------|-----------------------|-----------------------|---------------------|-------------------|
| Range                 | Prior Year<br>AGP     | Current Year<br>AGP   | Difference          | Percent<br>Change |
| \$0 - \$2 Million     | \$ 1,786,640          | \$ 6,186,339          | \$ 4,399,699        | 246.26%           |
| \$2 - \$5 Million     | \$ 36,934,412         | \$ 27,904,087         | \$ (9,030,325)      | (24.45)%          |
| \$5 - \$8 Million     | \$ 26,141,015         | \$ 38,333,199         | \$ 12,192,184       | 46.64%            |
| \$8 - \$10 Million    | \$ 24,920,152         | \$ 25,535,295         | \$ 615,143          | 2.47%             |
| \$10 - \$13 Million   | \$ 53,884,108         | \$ 68,617,134         | \$ 14,733,026       | 27.34%            |
| \$13+ Million         | \$ 407,876,058        | \$ 394,013,785        | \$ (13,862,273)     | (3.40)%           |
| <b>Total</b>          | <b>\$ 551,542,385</b> | <b>\$ 560,589,839</b> | <b>\$ 9,047,454</b> | <b>1.64%</b>      |

| <b>Tax Comparison</b> |                      |                      |                   |                   |
|-----------------------|----------------------|----------------------|-------------------|-------------------|
| Range                 | Prior Year<br>Tax    | Current Year<br>Tax  | Difference        | Percent<br>Change |
| \$0 - \$2 Million     | \$ 154,467           | \$ 160,466           | \$ 5,999          | 3.88%             |
| \$2 - \$5 Million     | \$ 1,538,688         | \$ 1,598,082         | \$ 59,394         | 3.86%             |
| \$5 - \$8 Million     | \$ 4,872,691         | \$ 5,069,988         | \$ 197,297        | 4.05%             |
| \$8 - \$10 Million    | \$ 2,961,217         | \$ 3,028,882         | \$ 67,665         | 2.29%             |
| \$10 - \$13 Million   | \$ 4,461,457         | \$ 4,738,741         | \$ 277,284        | 6.22%             |
| \$13+ Million         | \$ 60,775,212        | \$ 60,602,757        | \$ (172,455)      | (0.28)%           |
| <b>Total</b>          | <b>\$ 74,763,732</b> | <b>\$ 75,198,916</b> | <b>\$ 435,184</b> | <b>0.58%</b>      |

| <b>Open Casinos Comparison</b> |   |  |            |
|--------------------------------|---|--|------------|
| Range                          | Prior Year No.<br>of Tax Returns<br>Filed<br>by Casinos | This Year No.<br>of Tax Returns<br>Filed<br>by Casinos | Difference |
| \$0 - \$2 Million              | 3   | 4  | 1          |
| \$2 - \$5 Million              | 10  | 7  | (3)        |
| \$5 - \$8 Million              | 4   | 6  | 2          |
| \$8 - \$10 Million             | 3   | 3  | 0          |
| \$10 - \$13 Million            | 5   | 6  | 1          |
| \$13+ Million                  | 8   | 7  | (1)        |
| <b>Total</b>                   | <b>33</b>   | <b>33</b>  | <b>0</b>   |

**COLORADO DIVISION OF GAMING  
COMBINED STATEMENT OF REVENUES,  
EXPENDITURES, AND CHANGES IN FUND BALANCE (UNAUDITED)  
SIX MONTHS ENDED DECEMBER 31, 2024 AND 2023**

|   | FY 2025                    |                                     |                        |                          | FY 2024                    |                                     |                        |                          |
|---|----------------------------|-------------------------------------|------------------------|--------------------------|----------------------------|-------------------------------------|------------------------|--------------------------|
|   | EXTENDED<br>GAMING<br>FUND | RESPONSIBLE<br>GAMING<br>GRANT FUND | LIMITED<br>GAMING FUND | TOTAL<br>GAMING<br>FUNDS | EXTENDED<br>GAMING<br>FUND | RESPONSIBLE<br>GAMING<br>GRANT FUND | LIMITED<br>GAMING FUND | TOTAL<br>GAMING<br>FUNDS |
| <b>REVENUES:</b>                                    |                            |                                     |                        |                          |                            |                                     |                        |                          |
| Gaming Taxes  | \$ 0                       | \$ 0                                | \$ 75,245,365          | \$ 75,245,365            | \$ 0                       | \$ 0                                | \$ 74,770,748          | \$ 74,770,748            |
| License and Application Fees                        | 0                          | 0                                   | 395,066                | 395,066                  | 0                          | 0                                   | 394,347                | 394,347                  |
| Background Investigations                           | 0                          | 0                                   | 100,873                | 100,873                  | 0                          | 0                                   | 84,576                 | 84,576                   |
| Fines   | 0                          | 0                                   | 4,470                  | 4,470                    | 0                          | 0                                   | 504                    | 504                      |
| Interest Income                                     | 167,573                    | 51,625                              | 1,144,865              | 1,364,063                | 168,380                    | 34,402                              | 1,173,986              | 1,376,768                |
| Other Revenue                                       | 0                          | 0                                   | 697                    | 697                      | 0                          | 0                                   | 9,844                  | 9,844                    |
| <b>TOTAL REVENUES</b>                               | <b>167,573</b>             | <b>51,625</b>                       | <b>76,891,336</b>      | <b>77,110,534</b>        | <b>168,380</b>             | <b>34,402</b>                       | <b>76,434,005</b>      | <b>76,636,787</b>        |
| <b>OTHER FINANCING SOURCES / USES:</b>              |                            |                                     |                        |                          |                            |                                     |                        |                          |
| Transfer from Limited Gaming Fund                   | 0                          | 0                                   | 0                      | 0                        | 0                          | 0                                   | 0                      | 0                        |
| Transfer from Hold Harmless Fund                    | 0                          | 758,326                             | 0                      | 758,326                  | 0                          | 489,554                             | 0                      | 489,554                  |
| Insurance Recoveries                                | 0                          | 0                                   | 0                      | 0                        | 0                          | 0                                   | 10,919                 | 10,919                   |
| <b>TOTAL REVENUES &amp; OTHER FIN. SOURCES</b>      | <b>167,573</b>             | <b>809,951</b>                      | <b>76,891,336</b>      | <b>77,868,860</b>        | <b>168,380</b>             | <b>523,956</b>                      | <b>76,444,924</b>      | <b>77,137,260</b>        |
| <b>EXPENDITURES:</b>                                |                            |                                     |                        |                          |                            |                                     |                        |                          |
| Salaries and Benefits                               | 0                          | 60,132                              | 5,087,410              | 5,147,542                | 0                          | 4,735                               | 4,517,847              | 4,522,582                |
| Annual and Sick Leave Payouts                       | 0                          | 0                                   | 12,475                 | 12,475                   | 0                          | 0                                   | 25,861                 | 25,861                   |
| Professional Services                               | 0                          | 0                                   | 23,369                 | 23,369                   | 0                          | 0                                   | 112,931                | 112,931                  |
| Travel  | 0                          | 4,155                               | 16,539                 | 20,694                   | 0                          | 0                                   | 13,760                 | 13,760                   |
| Automobiles   | 0                          | 0                                   | 148,166                | 148,166                  | 0                          | 0                                   | 96,035                 | 96,035                   |
| Printing  | 0                          | 0                                   | 8,866                  | 8,866                    | 0                          | 30                                  | 8,875                  | 8,905                    |
| Police Supplies                                     | 0                          | 0                                   | 84,268                 | 84,268                   | 0                          | 0                                   | 21,633                 | 21,633                   |
| Computer Services & Name Searches                   | 0                          | 0                                   | 45,613                 | 45,613                   | 0                          | 0                                   | 46,016                 | 46,016                   |
| Materials, Supplies, and Services                   | 0                          | 2,177                               | 182,324                | 184,501                  | 0                          | 0                                   | 193,135                | 193,135                  |
| Postage   | 0                          | 0                                   | 3,008                  | 3,008                    | 0                          | 2                                   | 1,064                  | 1,066                    |
| Telephone   | 0                          | 274                                 | 45,021                 | 45,295                   | 0                          | 0                                   | 40,097                 | 40,097                   |
| Utilities   | 0                          | 0                                   | 11,433                 | 11,433                   | 0                          | 0                                   | 13,515                 | 13,515                   |
| Other Operating Expenditures                        | 0                          | 0                                   | 26,990                 | 26,990                   | 0                          | 0                                   | 45,755                 | 45,755                   |
| Leased Space  | 0                          | 0                                   | 69,318                 | 69,318                   | 0                          | 0                                   | 55,598                 | 55,598                   |
| Capital Outlay                                      | 0                          | 0                                   | 0                      | 0                        | 0                          | 0                                   | 10,180                 | 10,180                   |
| <b>EXPENDITURES - SUBTOTAL</b>                      | <b>0</b>                   | <b>66,738</b>                       | <b>5,764,800</b>       | <b>5,831,538</b>         | <b>0</b>                   | <b>4,767</b>                        | <b>5,202,302</b>       | <b>5,207,069</b>         |
| <b>STATE AGENCY SERVICES</b>                        |                            |                                     |                        |                          |                            |                                     |                        |                          |
| Division of Fire Prevention and Control             | 0                          | 0                                   | 95,006                 | 95,006                   | 0                          | 0                                   | 142,620                | 142,620                  |
| Colorado State Patrol                               | 0                          | 0                                   | 2,067,483              | 2,067,483                | 0                          | 0                                   | 1,953,929              | 1,953,929                |
| State Auditors                                      | 0                          | 0                                   | 14,900                 | 14,900                   | 0                          | 0                                   | 13,245                 | 13,245                   |
| Indirect Costs - Department of Revenue              | 0                          | 0                                   | 722,919                | 722,919                  | 0                          | 0                                   | 608,152                | 608,152                  |
| Colorado Department of Law                          | 0                          | 0                                   | 91,832                 | 91,832                   | 0                          | 0                                   | 124,163                | 124,163                  |
| OIT Purchased Services                              | 0                          | 0                                   | 466,328                | 466,328                  | 0                          | 0                                   | 273,079                | 273,079                  |
| <b>TOTAL STATE AGENCY SERVICES</b>                  | <b>0</b>                   | <b>0</b>                            | <b>3,458,468</b>       | <b>3,458,468</b>         | <b>0</b>                   | <b>0</b>                            | <b>3,115,188</b>       | <b>3,115,188</b>         |
| Background Expenditures                             | 0                          | 0                                   | 29,450                 | 29,450                   | 0                          | 0                                   | 41,534                 | 41,534                   |
| <b>TOTAL EXPENDITURES</b>                           | <b>0</b>                   | <b>66,738</b>                       | <b>9,252,718</b>       | <b>9,319,456</b>         | <b>0</b>                   | <b>4,767</b>                        | <b>8,359,024</b>       | <b>8,363,791</b>         |
| <b>Excess of Revenues Over Expenditures</b>         | <b>167,573</b>             | <b>743,213</b>                      | <b>67,638,618</b>      | <b>68,549,404</b>        | <b>168,380</b>             | <b>519,189</b>                      | <b>68,085,900</b>      | <b>68,773,469</b>        |
| FY24 & FY23 Extended Gaming Distr.                  | (46,434,925)               | 0                                   | 0                      | (46,434,925)             | (44,135,150)               | 0                                   | 0                      | (44,135,150)             |
| <b>FUND BALANCE AT JULY 1, 2024 &amp; 2023</b>      | <b>46,434,925</b>          | <b>3,583,759</b>                    | <b>2,706,136</b>       | <b>52,724,820</b>        | <b>44,135,150</b>          | <b>2,550,658</b>                    | <b>2,520,682</b>       | <b>49,206,490</b>        |
| <b>TOTAL FUND BAL. DECEMBER 31, 2024 &amp; 2023</b> | <b>\$ 167,573</b>          | <b>\$ 4,326,972</b>                 | <b>\$ 70,344,754</b>   | <b>\$ 74,839,299</b>     | <b>\$ 168,380</b>          | <b>\$ 3,069,847</b>                 | <b>\$ 70,606,582</b>   | <b>\$ 73,844,809</b>     |

**COLORADO DIVISION OF GAMING  
STATEMENT OF BUDGET TO ACTUAL  
SIX MONTHS ENDED DECEMBER 31, 2024  
(UNAUDITED)**

|  | BEGINNING<br>BUDGET * | SUPPLE-<br>MENTAL<br>CHANGES /<br>ROLLFORWARDS | ANNUAL<br>REVISED<br>ESTIMATED<br>BUDGET ** | 50% OF<br>BUDGETED<br>AMOUNT<br>EXCEPT FOR<br>TAXES *** | YEAR-TO-DATE<br>ACTUAL | OVER /<br>(UNDER)<br>ANNUAL<br>BUDGET | % EARNED<br>% EXPENDED OF<br>ANNUAL BUDGET |
|--|-----------------------|--|---|---|------------------------|---------------------------------------|--|
| <b>REVENUES:</b>                             |                       |  |   |   |                        |                                       |  |
| Gaming Taxes                                 | \$ 174,753,689        | \$ 0   | \$ 174,753,689                              | 73,661,895  | \$ 75,245,365          | \$ (99,508,324)                       | 43.06%                                     |
| License and Application Fees                 | 763,392               | 0  | 763,392                                     | 381,696   | 395,066                | (368,326)                             | 51.75%                                     |
| Background Investigations                    | 864,752               | 0  | 864,752                                     | 432,376   | 100,873                | (763,879)                             | 11.66%                                     |
| Fines and Fees                               | 0                     | 0  | 0   | 0   | 4,470                  | 4,470                                 | 100.00%                                    |
| Interest Revenue                             | 2,477,878             | 0  | 2,477,878                                   | 1,238,939   | 1,144,865              | (1,333,013)                           | 46.20%                                     |
| Other Revenue                                | 0                     | 0  | 0   | 0   | 697                    | 697                                   | 100.00%                                    |
| <b>TOTAL REVENUES</b>                        | <b>178,859,711</b>    | <b>0</b>                                       | <b>178,859,711</b>                          | <b>89,429,856</b>                                       | <b>76,891,336</b>      | <b>(101,968,375)</b>                  | <b>42.99%</b>                              |
| <b>EXPENDITURES:</b>                         |                       |  |   |   |                        |                                       |  |
| Personal Services                            | 12,350,897            | 0  | 12,350,897                                  | 6,175,447   | 5,123,622              | (7,227,275)                           | 41.48%                                     |
| Operating Expenditures                       | 850,828               | 495,500  | 1,346,328                                   | 673,163   | 318,896                | (1,027,432)                           | 23.69%                                     |
| Workers Compensation                         | 29,064                | 0  | 29,064                                      | 14,532  | 14,532                 | (14,532)                              | 50.00%                                     |
| Risk Management                              | 30,775                | 0  | 30,775                                      | 15,388  | 15,388                 | (15,387)                              | 50.00%                                     |
| Licensure Activities                         | 126,078               | 0  | 126,078                                     | 63,039  | 49,989                 | (76,089)                              | 39.65%                                     |
| Leased Space                                 | 469,025               | 0  | 469,025                                     | 234,513   | 69,318                 | (399,707)                             | 14.78%                                     |
| Vehicle Lease Payments - Fixed               | 162,144               | 0  | 162,144                                     | 81,072  | 82,950                 | (79,194)                              | 51.16%                                     |
| Vehicle Lease Payments - Variable            | 83,600                | 0  | 83,600                                      | 41,800  | 65,216                 | (18,384)                              | 78.01%                                     |
| Utilities                                    | 28,925                | 0  | 28,925                                      | 14,463  | 11,433                 | (17,492)                              | 39.53%                                     |
| Legal Services                               | 183,663               | 0  | 183,663                                     | 91,832  | 91,832                 | (91,831)                              | 50.00%                                     |
| CORE Operations                              | 14,605                | 0  | 14,605                                      | 7,303   | 7,302                  | (7,303)                               | 50.00%                                     |
| Payments to Office of Information Technology | 706,628               | 0  | 706,628                                     | 353,314   | 466,329                | (240,299)                             | 65.99%                                     |
| IT Division - MIPC Phones & ISD              | 52,888                | (6,634)  | 46,254                                      | 23,127  | 21,053                 | (25,201)                              | 45.52%                                     |
| Indirect Costs - Department of Revenue       | 1,452,282             | (6,443)  | 1,445,839                                   | 722,919   | 722,919                | (722,920)                             | 50.00%                                     |
| State Agency Services                        | 5,030,021             | 0  | 5,030,021                                   | 2,515,011   | 2,162,489              | (2,867,532)                           | 42.99%                                     |
| <b>Division Expenditures</b>                 | <b>21,571,423</b>     | <b>482,423</b>                                 | <b>22,053,846</b>                           | <b>11,026,923</b>                                       | <b>9,223,268</b>       | <b>(12,830,578)</b>                   | <b>41.82%</b>                              |
| <b>Background Expenditures</b>               | <b>700,000</b>        | <b>0</b>                                       | <b>700,000</b>                              | <b>350,000</b>  | <b>29,450</b>          | <b>(670,550)</b>                      | <b>4.21%</b>                               |
| <b>TOTAL EXPENDITURES</b>                    | <b>22,271,423</b>     | <b>482,423</b>                                 | <b>22,753,846</b>                           | <b>11,376,923</b>                                       | <b>9,252,718</b>       | <b>(13,501,128)</b>                   | <b>40.66%</b>                              |
| <b>EXCESS OF REVENUES OVER EXPENDITURES</b>  | <b>\$ 156,588,288</b> | <b>N/A</b>                                     | <b>\$ 156,105,865</b>                       | <b>78,052,933</b>                                       | <b>\$ 67,638,618</b>   | <b>\$ (88,467,247)</b>                | <b>43.33%</b>                              |

\* Represents original information given to the Commission in May 2024.  
The percent of the fiscal year elapsed through December 31, 2024 is 50%.  
\*\* Amount includes Long Bill items and Supplemental Appropriations.

\*\*\* The original tax projection assumed an AGP increase of 1%, which was then applied to the existing casinos' graduated tax tiers. The \$73,661,895 is this tax projection through December, which is \$1,583,470 less than the actual taxes collected for the same period.

^^ Calculated number is not a sum, rather elapsed percentage of Annual Revised Estimated Budget.



**COLORADO**  
**Department of Revenue**

Specialized Business Group—Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

# Memo

To: Colorado Limited Gaming Control Commission  
From: Tseko Ivanov, Gaming Controller  
Cc: Chris Schroder  
Date: February 20, 2025  
Re: December 2024 Gaming Fund Financial Statement Presentation

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Following are highlights from the Gaming Fund financial statements ending December 31, 2024.

### *Statement of Revenues, Expenditures, and Changes in Fund Balance*

Gaming tax revenues have increased by \$474,617 or 0.6% over last year. Total Revenues for the Limited Gaming Fund as of December 31, 2024, were \$76,891,336, a 0.6% increase compared to December 2023.

Total expenditures for the period ending December 31, 2024, were approximately \$9.3 million. This represents a 10.7% increase over last year. The main reason for the increase is in the Salaries and Benefits line, which increased by \$569,563 or 12.6% over last year. The PERA Direct Distribution expenditure is \$94,272 more this fiscal year compared to last fiscal year. The OIT Purchased Services line increased by \$193,249 or 70.8% over last year. This was expected, as the appropriation is \$160,469 higher than it was in fiscal year 2024. Also, the utilization rate of the appropriation increased in fiscal year 2025 compared to fiscal year 2024. The Automobiles line increased by \$52,131 or 54.3%. That is due to the increased amount of vehicles assigned to Gaming and the increased cost of maintaining the vehicles.

The excess of total revenues over expenditures was \$67,638,618. This is a 0.7% decrease over last year and represents the amount we could distribute as of December 31.

### *Statement of Budget to Actual*

Total revenues collected through December 31, 2024, were 43.0 % of budgeted. Total expenditures were 40.7% of budgeted, which is below the 50.0% of the fiscal year that has elapsed. In addition, the excess of revenues over expenditures was 43.3% of budgeted.

Please feel free to contact me if you have any questions on the Gaming Fund financial statements.

# Item V

## Sports Betting Financial Statements December 2024





**STATEMENT OF SPORTS BETTING REVENUES,  
SPORTS BETTING TAXES, AND EXPENDITURES**

**(UNAUDITED)**

**FOR THE SIX (6) MONTHS ENDED**

**DECEMBER 31, 2024**

**DIVISION OF GAMING  
STATEMENT OF REVENUES  
SPORTS BETTING TAXES, AND  
EXPENDITURES  
(UNAUDITED)**

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**EXPENDITURES, AND CHANGES IN FUND BALANCE**  
**SIX MONTHS ENDED DECEMBER 31, 2024 AND 2023**  
**(UNAUDITED)**

|   | FY 2025               |                        |                               | FY 2024               |                        |                               |
|---|-----------------------|------------------------|-------------------------------|-----------------------|------------------------|-------------------------------|
|   | HOLD-HARMLESS<br>FUND | SPORTS<br>BETTING FUND | TOTAL SPORTS<br>BETTING FUNDS | HOLD-HARMLESS<br>FUND | SPORTS<br>BETTING FUND | TOTAL SPORTS<br>BETTING FUNDS |
| <b>REVENUES:</b>                                    |                       |                        |                               |                       |                        |                               |
| Sports Betting Taxes                                | \$ 0                  | \$ 16,717,134          | \$ 16,717,134                 | \$ 0                  | \$ 15,223,452          | \$ 15,223,452                 |
| License and Application Fees                        | 0                     | 115,393                | 115,393                       | 0                     | 108,663                | 108,663                       |
| Sports Betting Operations Fees                      | 0                     | 1,622,400              | 1,622,400                     | 0                     | 2,000,700              | 2,000,700                     |
| Background Investigations                           | 0                     | 31,124                 | 31,124                        | 0                     | 112,161                | 112,161                       |
| Fines   | 0                     | 252                    | 252                           | 0                     | 84                     | 84                            |
| Interest Income                                     | 56,778                | 403,073                | 459,851                       | 35,364                | 353,157                | 388,521                       |
| Other Revenue                                       | 0                     | 0                      | 0                             | 0                     | 1,044                  | 1,044                         |
| <b>TOTAL REVENUES</b>                               | <b>56,778</b>         | <b>18,889,376</b>      | <b>18,946,154</b>             | <b>35,364</b>         | <b>17,799,261</b>      | <b>17,834,625</b>             |
| <b>EXPENDITURES:</b>                                |                       |                        |                               |                       |                        |                               |
| Salaries and Benefits                               | 0                     | 1,612,764              | 1,612,764                     | 0                     | 1,376,200              | 1,376,200                     |
| Annual and Sick Leave Payouts                       | 0                     | 4,272                  | 4,272                         | 0                     | 30,481                 | 30,481                        |
| Professional Services                               | 0                     | 40,000                 | 40,000                        | 0                     | 47,955                 | 47,955                        |
| Travel  | 0                     | 13,426                 | 13,426                        | 0                     | 6,158                  | 6,158                         |
| Automobiles   | 0                     | 10,081                 | 10,081                        | 0                     | 8,467                  | 8,467                         |
| Printing  | 0                     | 2,158                  | 2,158                         | 0                     | 1,895                  | 1,895                         |
| Police Supplies                                     | 0                     | 5,771                  | 5,771                         | 0                     | 652                    | 652                           |
| Computer Services & Name Searches                   | 0                     | 7,375                  | 7,375                         | 0                     | 8,311                  | 8,311                         |
| Materials, Supplies, and Services                   | 0                     | 23,823                 | 23,823                        | 0                     | 35,295                 | 35,295                        |
| Postage   | 0                     | 48                     | 48                            | 0                     | 40                     | 40                            |
| Telephone   | 0                     | 7,490                  | 7,490                         | 0                     | 6,866                  | 6,866                         |
| Other Operating Expenditures                        | 0                     | 6,381                  | 6,381                         | 0                     | 12,195                 | 12,195                        |
| Leased Space  | 0                     | 17,333                 | 17,333                        | 0                     | 15,594                 | 15,594                        |
| Capital Outlay                                      | 0                     | 55,000                 | 55,000                        | 0                     | 0                      | 0                             |
| <b>EXPENDITURES - SUBTOTAL</b>                      | <b>0</b>              | <b>1,805,922</b>       | <b>1,805,922</b>              | <b>0</b>              | <b>1,550,109</b>       | <b>1,550,109</b>              |
| <b>STATE AGENCY SERVICES</b>                        |                       |                        |                               |                       |                        |                               |
| State Auditors                                      | 0                     | 14,900                 | 14,900                        | 0                     | 13,245                 | 13,245                        |
| Indirect Costs - Department of Revenue              | 0                     | 115,103                | 115,103                       | 0                     | 78,030                 | 78,030                        |
| Colorado Department of Law                          | 0                     | 43,016                 | 43,016                        | 0                     | 63,107                 | 63,107                        |
| OIT Purchased Services                              | 0                     | 131,042                | 131,042                       | 0                     | 37,055                 | 37,055                        |
| <b>TOTAL STATE AGENCY SERVICES</b>                  | <b>0</b>              | <b>304,061</b>         | <b>304,061</b>                | <b>0</b>              | <b>191,437</b>         | <b>191,437</b>                |
| Background Expenditures                             | 0                     | 1,259                  | 1,259                         | 0                     | 20,773                 | 20,773                        |
| <b>TOTAL EXPENDITURES</b>                           | <b>0</b>              | <b>2,111,242</b>       | <b>2,111,242</b>              | <b>0</b>              | <b>1,762,319</b>       | <b>1,762,319</b>              |
| <b>EXCESS OF REVENUES OVER EXPENDITURES</b>         | <b>56,778</b>         | <b>16,778,134</b>      | <b>16,834,912</b>             | <b>35,364</b>         | <b>16,036,942</b>      | <b>16,072,306</b>             |
| <b>OTHER FINANCING SOURCES (USES):</b>              |                       |                        |                               |                       |                        |                               |
| Sports Betting Distribution                         | 0                     | (28,234,019)           | (28,234,019)                  | 0                     | (23,900,959)           | (23,900,959)                  |
| Transfer to Hold-Harmless Fund                      | 0                     | (1,740,000)            | (1,740,000)                   | 0                     | (1,536,814)            | (1,536,814)                   |
| Transfer from Sports Betting Fund                   | 1,740,000             | 0                      | 1,740,000                     | 1,536,814             | 0                      | 1,536,814                     |
| Transfer to Responsible Gaming Grant Fund           | (758,326)             | 0                      | (758,326)                     | (489,554)             | 0                      | (489,554)                     |
| <b>FUND BALANCE AT JULY 1, 2024 &amp; 2023</b>      | <b>2,398,738</b>      | <b>29,980,188</b>      | <b>32,378,926</b>             | <b>1,271,076</b>      | <b>25,454,129</b>      | <b>26,725,205</b>             |
| <b>TOTAL FUND BAL. DECEMBER 31, 2024 &amp; 2023</b> | <b>\$ 3,437,190</b>   | <b>\$ 16,784,303</b>   | <b>\$ 20,221,493</b>          | <b>\$ 2,353,700</b>   | <b>\$ 16,053,298</b>   | <b>\$ 18,406,998</b>          |

**COLORADO DIVISION OF GAMING  
SPORTS BETTING STATEMENT OF BUDGET TO ACTUAL  
SIX MONTHS ENDED DECEMBER 31, 2024  
(UNAUDITED)**

|   | BEGINNING<br>BUDGET * | SUPPLE-<br>MENTAL<br>CHANGES /<br>ROLLFORWARDS | ANNUAL<br>REVISED<br>ESTIMATED<br>BUDGET ** | 50.0% OF<br>BUDGETED<br>AMOUNT | YEAR-TO-DATE<br>ACTUAL | OVER /<br>(UNDER)<br>ANNUAL<br>BUDGET | % EARNED<br>% EXPENDED<br>OF ANNUAL<br>BUDGET |
|---|-----------------------|--|---|--------------------------------|------------------------|---------------------------------------|---|
| <b>REVENUES:</b>                              |                       |  |   |                                |                        |                                       |   |
| Sports Betting Taxes                          | \$ 32,300,199         | \$ 0   | \$ 32,300,199                               | \$ 16,150,100                  | \$ 16,717,134          | \$ (15,583,065)                       | 51.76%  |
| License and Application Fees                  | 216,624               | 0  | 216,624                                     | 108,312                        | 115,393                | (101,231)                             | 53.27%  |
| Sports Betting Operations Fees                | 3,070,194             | 0  | 3,070,194                                   | 1,535,097                      | 1,622,400              | (1,447,794)                           | 52.84%  |
| Background Investigations                     | 192,984               | 0  | 192,984                                     | 96,492                         | 31,124                 | (161,860)                             | 16.13%  |
| Fines and Fees                                | 0                     | 0  | 0   | 0                              | 252                    | 252                                   | 100.00%                                       |
| Interest Revenue                              | 591,094               | 0  | 591,094                                     | 295,547                        | 403,073                | (188,021)                             | 68.19%  |
| <b>TOTAL REVENUES</b>                         | <b>36,371,095</b>     | <b>0</b>                                       | <b>36,371,095</b>                           | <b>18,185,548</b>              | <b>18,889,376</b>      | <b>(17,481,719)</b>                   | <b>51.94%</b>                                 |
| <b>EXPENDITURES:</b>                          |                       |  |   |                                |                        |                                       |   |
| Personal Services                             | 4,112,793             | 0  | 4,112,793                                   | 2,056,396                      | 1,722,849              | (2,389,944)                           | 41.89%  |
| Operating Expenditures                        | 175,038               | 0  | 175,038                                     | 87,519                         | 52,674                 | (122,364)                             | 30.09%  |
| Workers Compensation                          | 8,174                 | 0  | 8,174                                       | 4,087                          | 4,087                  | (4,087)                               | 50.00%  |
| Risk Management                               | 8,655                 | 0  | 8,655                                       | 4,328                          | 4,328                  | (4,327)                               | 50.01%  |
| Licensure Activities                          | 37,701                | 0  | 37,701                                      | 18,851                         | 7,416                  | (30,285)                              | 19.67%  |
| Leased Space                                  | 50,433                | 0  | 50,433                                      | 25,217                         | 17,333                 | (33,100)                              | 34.37%  |
| Vehicle Lease Payments - Fixed                | 20,324                | 0  | 20,324                                      | 10,162                         | 9,151                  | (11,173)                              | 45.03%  |
| Vehicle Lease Payments - Variable             | 4,200                 | 0  | 4,200                                       | 2,100                          | 930                    | (3,270)                               | 22.14%  |
| Legal Services                                | 86,032                | 0  | 86,032                                      | 43,016                         | 43,016                 | (43,016)                              | 50.00%  |
| CORE Operations                               | 4,108                 | 0  | 4,108                                       | 2,054                          | 2,054                  | (2,054)                               | 50.00%  |
| Payments to Office of Information Technology  | 198,739               | 0  | 198,739                                     | 99,369                         | 131,042                | (67,697)                              | 65.94%  |
| Indirect Costs - Department of Revenue        | 387,109               | 1,300  | 388,409                                     | 194,204                        | 115,103                | (273,306)                             | 29.63%  |
| Division Expenditures                         | 5,093,306             | 1,300  | 5,094,606                                   | 2,547,303                      | 2,109,983              | (2,984,623)                           | 41.42%  |
| Non Personal Services Background Expenditures | 106,551               | 0  | 106,551                                     | 53,276                         | 1,259                  | (105,292)                             | 1.18%   |
| <b>TOTAL EXPENDITURES</b>                     | <b>5,199,857</b>      | <b>1,300</b>                                   | <b>5,201,157</b>                            | <b>2,600,579</b>               | <b>2,111,242</b>       | <b>(3,089,915)</b>                    | <b>40.59%</b>                                 |
| <b>EXCESS OF REVENUES OVER EXPENDITURES</b>   | <b>\$ 31,171,238</b>  | <b>N/A</b>                                     | <b>\$ 31,169,938</b>                        | <b>\$ 15,584,969</b>           | <b>\$ 16,778,134</b>   | <b>\$ (14,391,804)</b>                | <b>53.83%</b>                                 |

\* Represents original information given to the Commission in April of 2024.  
The percent of the fiscal year elapsed through December 31, 2024 is 50.0%.

\*\* Amount includes Long Bill items and Supplemental Appropriations.



**COLORADO**  
**Department of Revenue**

Specialized Business Group—Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

# Memo

To: Colorado Limited Gaming Control Commission  
From: Ryan Golden, Deputy Gaming Controller  
Cc: Christopher Schroder  
Date: February 20, 2025  
Re: December 2024 Sports Betting Fund Financial Statements

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Following are highlights from the Sports Betting Fund financial statements ending December 31, 2024.

## *Statement of Revenues, Expenditures, and Changes in Fund Balance*

Current fiscal year Sports Betting Tax revenue was \$16,717,134 which is an increase of \$1,493,682 or 10% over the prior fiscal year. The current fiscal year increase in Sports Betting Tax revenue is due in part to the year over year increase in Net Sports Betting Proceeds of 20%.

Total Sports Betting Fund revenues through December 2024 increased by \$1,090,115 or 6% over December 2023.

Total Sports Betting Fund expenditures through December 2024 were \$2,111,242 which is an increase of 20% over December 2023. The increase is due primarily to the increase of \$236,564 in salaries and benefits, and the increase of \$93,987 in OIT Purchased Services.

## *Statement of Budget to Actual*

Total revenues collected through December 2024 were about 52% of budgeted. Total expenditures were about 41% of budgeted, which is below the 50% of the fiscal year that has elapsed. Excess of revenues over expenditures was 54% of budgeted.

At the end of December 2024, \$758,326 was transferred from the Sports Betting Hold-Harmless Fund to the Responsible Gaming Grant Fund as outlined in C.R.S. 44-30-1509 (2)(c)(IV). Also, with the passing of Proposition JJ in the November 2024 election, \$1,440,341 from fiscal year 2024's taxes were transferred from the Sports Betting Fund to the Water Plan Implementation Cash Fund.

Please feel free to contact me if you have any questions on the Sports Betting Fund financial statements.

# Item VI

Order of Summary  
Suspension: Xavier  
Montoya, Case No.  
DOG24004478

BEFORE THE LIMITED GAMING CONTROL COMMISSION  
STATE OF COLORADO

Case Report No. DOG24004478

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**ORDER OF SUMMARY SUSPENSION**

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IN THE MATTER OF:

Xavier Montoya  
Support License No. 58752  
Respondent.

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TO: Xavier Montoya

**ORDER OF SUMMARY SUSPENSION**

YOU ARE HEREBY NOTIFIED that your support employee license is summarily suspended, pursuant to subsections 24-4-104 (4) and (5), C.R.S., section 44-30-523, C.R.S., and Regulation 30-512 (1), 1 C.C.R. 207-1, of the Colorado Gaming Regulations. A hearing will be scheduled to consider whether further disciplinary action should be taken against you. The Colorado Limited Gaming Control Commission (Commission) has reasonable grounds to believe and hereby finds that you are guilty of a deliberate and willful violation of the Limited Gaming Act of 1991 and the rules promulgated thereunder. The Commission also hereby finds that the public health, safety, or welfare imperatively requires emergency action to halt your continued operation as a licensed support employee.

Pursuant to section 44-30-523, C.R.S., the Commission may summarily suspend every license granted pursuant to the Limited Gaming Act of 1991, pending a hearing before the Commission, upon such terms and conditions as the Commission shall mandate by rule and regulation. Regulation 30-512 of the Colorado Gaming Regulations provides that where the Commission has reasonable grounds to believe and finds that any person licensed under Article 30 of Title 44, C.R.S. has been guilty of a deliberate or willful violation of any provision of Article 30 of Title 44, C.R.S. or the rules or regulations promulgated thereunder or has been charged with a felony, the Commission may summarily suspend the licensee's license pending disciplinary proceedings to consider whether further sanctions should be imposed.

The specific grounds for these findings and the specific charges to be brought against you at the hearing are set forth in the Notice of Charges below, which are hereby fully incorporated by reference herein. Pursuant to those grounds and the above findings,

IT IS HEREBY ORDERED THAT:

1. The support license of Xavier Montoya, support license number 58752, (hereafter “Respondent”), is summarily suspended effective this date, pending a hearing to determine whether Respondent’s license should be further disciplined under the Colorado limited gaming licensing laws. Such suspension shall terminate upon timely action by the Commission that resolves all issues brought forward in the following Notice of Charges.
2. Respondent shall immediately turn in their gaming support license number 58752, to the Division of Gaming or its agent.

### **NOTICE OF HEARING AND ORDER TO SHOW CAUSE**

Pursuant to section 44-30-524(1), C.R.S., any license granted pursuant to the Limited Gaming Act of 1991 may be suspended or revoked for any cause which would have prevented its issuance or for any violation by the licensee of this article or any rule or regulation promulgated by the Commission. In addition to revocation or suspension, or in lieu of revocation or suspension, the Commission may impose a reprimand or a monetary penalty not to exceed \$2,500.00 dollars for each count charged if the licensee holds a support license.

Pursuant to Regulation 30-501, 1 C.C.R. 207-1, et seq., of the Colorado Gaming Regulations, the Commission may levy a monetary penalty or may suspend or revoke any license issued by it or the Director for any violations by the person holding the license, or such licensee's employees or agents, of any of the provisions of Article 30 of Title 44, C.R.S., or any of the rules and regulations promulgated thereunder. Acceptance of a state gaming license or renewal thereof by a licensee constitutes an agreement on the part of the licensee to be bound by all the regulations of the Commission as the same now are or may hereafter be amended or promulgated. It is the responsibility of the licensee to be informed of the content of all such regulations, and ignorance thereof will not excuse violations.

You are hereby ordered to appear in person at said hearing and answer the charges against you.

1. Right to counsel. You are entitled to have an attorney represent you at the hearing or you may represent yourself. At the hearing, you have the right to present any relevant evidence on your behalf, rebut any evidence presented against you, call witnesses to testify including yourself, and cross-examine any witnesses testifying against you. If you retain an attorney, you shall do so well in advance of the hearing because a continuance is not granted except for good cause shown. If you do retain an attorney, have the attorney enter an appearance with the Commission at least 10 days prior to the hearing.

2. Filing with the Commission and Service on the Attorney General. Whenever you or your attorney corresponds or files documents with the Commission, you must transmit such documents by the United States first class mail or personal delivery to the Lakewood office of



the Colorado Division of Gaming at 1701 Cole Blvd., Suite 300, Lakewood, CO 80401. You must also simultaneously transmit by the United States first class mail or personal delivery a copy of every such correspondence or document to the Assistant Attorney General whose name appears at the end of hereof, at the Department of Law, Ralph L. Carr Colorado Judicial Center, 8<sup>th</sup> Floor, 1300 Broadway, Denver, Colorado 80203.

3. Risk of Default. If you fail to appear at said hearing, your license to act as a support employee for limited gaming may be subject to sanction without further notice. Further, if your hearing is scheduled at any time to arise more than thirty days from the date of this notice, you are required to file an answer to the Charges. Your failure to file such an answer to the charges shall be cause for entry of default judgment against you, which default may be set aside for good cause only.

## **NOTICE OF CHARGES**

### **FACTS**

1. On April 22, 2024, Respondent applied for a Colorado Limited Gaming Support Employee License.
2. As part of the application, Respondent signed and dated a Statement of Understanding that states in-part: “I understand I am responsible for knowing and complying with the state laws and regulations governing limited gaming... I further understand that failure to comply with any law, regulation, or the provisions of this Statement of Understanding may be grounds for disciplinary action, including but not limited to the suspension or revocation of my gaming license and a monetary penalty after an administrative hearing.”
3. On or about April 25, 2024, Respondent received Colorado Limited Gaming Support Employee License 58752.
4. At the beginning of November 2024, Respondent was employed in a gaming support employee capacity at the Horseshoe Casino.
5. On November 16, 2024, the Division of Gaming began investigating a theft of free play and promotional rewards at the Horseshoe Casino, which involved numerous player cards.
6. Division investigators determined a patron with the initials J.R. used multiple player cards that did not belong to him and redeemed the free play and reward credits on those cards.
7. Division investigators also determined employees in Horseshoe Casino’s cashier office changed personal identification numbers (PINs) on player cards for J.R. over the course

of multiple days.

8. Section 16(A) of the Commission’s Internal Control Minimum Procedures, published by the Division of Gaming with an effective date of June 1, 2024, states in-part:

**“Resetting and/or Changing a Patron PIN:** A patron’s PIN may only be changed when the patron is present at the point of the PIN change, (e.g., if the PIN is changed at the Cage, the patron must be present at the Cage at the time of the PIN change). A patron requesting a PIN change must provide official identification verifying his/her identity at the time of the PIN change.”

9. The Guest Services Center Department Policy for Horseshoe Casino and LadyLuck Casino states in-part: “Pin Changes: All pin changes require GSR to see the physical ID of the guest requesting to change the pin. At no time should any representative change any information in a guests account without first verifying the guests ID.”
10. Division investigators identified Respondent as one of the employees who changed PINs for J.R. on other patrons’ player cards without verifying J.R.’s identity as the proper owner of each player card.
11. There were twelve (12) instances during which Respondent in his capacity as a support licensee changed PINs on player cards belonging to other patrons for J.R. The twelve (12) instances include:
  - a. Patron L.L.
    - i. (1) November 10, 2024 at 04:32 - J.R. presented his own driver license (hereafter, “ID”) and Patron L.L.’s player card to Respondent, who accepted L.L.’s player card, but did not verify J.R.’s identity matched L.L.’s name on the player card before changing the pin for J.R. J.R.’s name on the ID did not match Patron L.L.’s name on the player card.
    - ii. (2) November 11, 2024 at 05:51 - J.R. presented his own ID on a phone and Patron L.L.’s player card to Respondent, who accepted L.L.’s player card, but did not verify J.R.’s identity matched L.L.’s name on the player card before changing the pin for J.R. J.R.’s name on the ID did not match Patron L.L.’s name on the player card.
  - b. Patron J.C.
    - i. (3) November 10, 2024 at 00:34 - Respondent swiped J.R.’s ID and Patron J.C.’s player card without verifying J.R.’s identity matched J.C.’s name on the player card before changing the pin for J.R. J.R.’s name on the ID did not match Patron J.C.’s name on the player card.
  - c. Patron J.O.
    - i. (4) November 6, 2024 at 02:30 - J.R. presented his own ID and Patron J.O.’s player card to Respondent, who accepted J.O.’s player card, but

- did not verify J.R.'s identity matched J.O.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron J.O.'s name on the player card.
- d. Patron M.Ma.
    - i. (5) November 6, 2024 at 05:57 - J.R. presented his own ID and Patron M.Ma.'s player card to Respondent, who accepted M.Ma.'s player card, but did not verify J.R.'s identity matched M.Ma.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron M.Ma.'s name on the player card.
    - ii. (6) November 10, 2024 at 03:36 - J.R. presented his own ID on a phone and Patron M.Ma.'s player card to Respondent, who accepted M.Ma.'s player card, but did not verify J.R.'s identity matched M.Ma.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron M.Ma.'s name on the player card.
  - e. Patron N.N.
    - i. (7) November 6, 2024 at 05:44 - J.R. presented his own ID and Patron N.N.'s player card to Respondent, who accepted N.N.'s player card, but did not verify J.R.'s identity matched N.N.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron N.N.'s name on the player card.
  - f. Patron J.A.
    - i. (8) November 9, 2024 at 23:14 - J.R. presented his own ID and Patron J.A.'s player card to Respondent, who accepted J.A.'s player card, but did not verify J.R.'s identity matched J.A.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron J.A.'s name on the player card.
    - ii. (9) November 11, 2024 at 05:55 - J.R. presented his own ID on a phone and Patron J.A.'s player card to Respondent, who accepted J.A.'s player card, but did not verify J.R.'s identity matched J.A.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron J.A.'s name on the player card.
  - g. Patron M.Mu.
    - i. (10) November 12, 2024 at 00:47 - J.R. presented his own ID and Patron M.Mu.'s player card to Respondent, who accepted M.Mu.'s player card, but did not verify J.R.'s identity matched M.Mu.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron M.Mu.'s name on the player card.
    - ii. (11) November 10, 2024 at 03:55 - J.R. presented his own ID on a phone and Patron M.Mu.'s player card to Respondent, who accepted M.Mu.'s player card, but did not verify J.R.'s identity matched M.Mu.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron M.Mu.'s name on the player card.
  - h. Patron Y.L.
    - i. (12) November 9, 2024 at 22:04 - J.R. presented his own ID and Patron

Y.L.'s player card to Respondent, who accepted Y.L.'s player card, but did not verify J.R.'s identity matched Y.L.'s name on the player card before changing the pin for J.R. J.R.'s name on the ID did not match Patron Y.L.'s name on the player card.

12. During each of the twelve (12) incidents, Respondent failed to verify that J.R.'s identity matched the name on the player card before changing each player card's PIN.
13. Division investigators attribute a loss of \$1,734.00 to the eight (8) patrons listed above in free play and promotional rewards on player cards to Respondent's action in changing the PINs for J.R.
14. Division Investigators Katherine Forde and Robb Shimp interviewed Respondent at the Horseshoe Casino interview room on December 8, 2024. The interview was video and audio recorded.
15. During the interview, Respondent admitted that Horseshoe employees are mandated to check IDs before changing a PIN on a player card.
16. Respondent also admitted to Division investigators he was familiar with J.R. and identified him as a "regular customer."
17. Respondent further admitted during the interview that he had changed several PINs on player cards for J.R. without verifying proper identification first.
18. At approximately 8:36 PM, Respondent stated "to be honest I got lazy and I was just doing it" when asked why he would change PINs on player cards without looking at the individual's ID.
19. At the conclusion of the interview, Respondent voluntarily surrendered his support gaming license; however, the Division did not formally accept and process Respondent's voluntary surrender. Respondent subsequently inquired with the Division about withdrawing his surrender, so the Division now recommends summary suspension.

### **CHARGE I**

(1 count)

Pursuant to section 18-4-401 (1), C.R.S., *Theft*, a person commits theft when he or she knowingly obtains, retains, or exercises control over anything of value of another without authorization or by threat or deception and: (a) intends to deprive the other person permanently of the use or benefit of the thing of value; (b) knowingly uses, conceals, or abandons the thing of value in such manner as to deprive the other person permanently of its use or benefit; and/or (c) uses, conceals, or abandons the thing of value intending that such use, concealment, or abandonment will deprive the other person permanently of its use or benefit.

Pursuant to section 18-1-603, C.R.S., a person is legally accountable as principal for the behavior of another constituting a criminal offense if, with the intent to promote or facilitate the commission of the offense, he or she aids, abets, advises, or encourages the other person in planning or committing the offense.

Pursuant to Gaming Regulation 30-502(2), 1 C.C.R. 207-1, the Commission may initiate disciplinary proceedings against a license where it determines that there is probable cause to believe: that the licensee, the licensee's employees, or agents have violated any of the provisions of article 30 of title 44, C.R.S., or the Rules and Regulations thereunder; that the licensee or persons associated with the licensee are of unsatisfactory moral character; or that violations by the licensee, the licensee's employees, or agents, *of laws other than the limited gaming laws make the licensee no longer suitable for licensing* by the Commission or Director. (emphasis added)

The facts and circumstances alleged in paragraphs 1 through 19 above are incorporated by this reference as though set forth fully herein: by changing the PINs on multiple player cards without properly verifying that J.R.'s identity matched the name on each player card before changing the pin, Respondent aided J.R. in the theft of \$1,734 on player cards. By changing the PINs on the player cards for J.R., Respondent deprived the patrons to whom the player cards belonged, access to the money, free play and promotional rewards on those player cards. Respondent could have declined to change the PINs by verifying that J.R.'s ID did not match the name of the patron listed on each player card, but failed to do so. Respondent's actions aided J.R. in his theft, who accessed the patrons' player cards, thereby depriving the patrons to whom the player cards belonged from their money, free play and promotional rewards. Respondent's actions violated section 18-4-401(1)(a), C.R.S., and Gaming Regulation 30-502(2). Respondent's violation of section 18-4-401(1)(a), C.R.S., makes him no longer suitable for licensing by the Commission, and thereby subjects his support license to revocation and discipline in accordance with section 44-30-524, C.R.S., and Commission Rules under 1 C.C.R. 207-1.

**CHARGE II**  
(1 count)

Pursuant to section 44-30-801(2), C.R.S., Respondent must be a person of good moral character, honesty, and integrity, and be a person whose prior activities, criminal record, reputation, habits and associations do not pose a threat to the public interests of this state or to the control of gaming or create or enhance the dangers of unsuitable or illegal practices, methods, and activities in the conduct of gaming or the carrying on of the business incidental to the conduct of gaming. *See also*, § 44-30-514, C.R.S. Further, pursuant to section § 44-30-509(1)(a), C.R.S., Respondent must establish by clear and convincing evidence his continuing qualification, including suitability, good moral character, honesty, and integrity, as set forth in section 44-30-505, C.R.S. Respondent's limited gaming license is a revocable privilege conditioned upon his continuing qualification and affirmative responsibility to provide law enforcement and regulatory authorities necessary assistance and information as set forth in

section 44-30-503, C.R.S.

The facts and circumstances alleged in paragraphs 1 through 19 above are incorporated by this reference as though set forth fully herein: Respondent's conduct reflects poorly on his moral character and suitability to hold a gaming license. By changing the PINs on multiple player cards without properly verifying that J.R.'s identity matched the name on each player card before changing the pin, Respondent aided J.R. in the theft of \$1,734 on player cards. By changing the PINs on the player cards for J.R., Respondent deprived the patrons to whom the player cards belonged, access to the money, free play and promotional rewards on those player cards. Respondent's actions described in the paragraphs above reflect poorly on his moral character and suitability to hold a gaming license and demonstrate a disregard for lawful conduct. Based on the foregoing, Respondent violated sections 44-30-505, -509(1)(a), and -801(2), C.R.S., and thereby subjects his support license to revocation and discipline, including revocation, in accordance with section 44-30-524, C.R.S., and Commission Rules under 1 C.C.R. 207-1.

**CHARGE III**  
(12 counts)

Pursuant to Limited Gaming Regulation 30-1296(12), player information on player cards may only be changed by an authorized, licensed, employee at the request of the patron, or by the patron.

The facts and circumstances alleged in paragraphs 1 through 19 above are incorporated by this reference as though set forth fully herein: Respondent changed the PINs on player cards belonging to Patrons L.L., J.C., J.O., M.Ma., N.N., J.A., M.Mu., and Y.L on 12 separate occasions for J.R. None of those eight (8) patrons requested Respondent to change the PINs/player information on their player cards. Respondent could have declined to change the PINs by verifying that J.R.'s ID did not match the name of the patron listed on each player card but failed to do so.

Respondent's actions violated Regulation 30-1296(12) on twelve (12) separate occasions [12 counts] and thereby subjects his support license to discipline, including revocation, for each count in accordance with section 44-30-524, C.R.S., and Commission Rules under 1 C.C.R. 207-1.

WHEREFORE, the facts alleged in Charges I through III constitute, in whole or in part, a danger to the public health, safety, or welfare and willful and deliberate violations of the law such that you imperatively cannot be allowed to continue doing licensed gaming business.

Therefore, your support employee license is subject to summary suspension pursuant to section 24-4-104(4), C.R.S., section 44-30-523, C.R.S., and Colorado Gaming Regulation 30-512, 1 C.C.R. 207-1.

Therefore, additionally, said license may be subject to suspension, revocation, or monetary penalty pursuant to section 44-30-524, C.R.S. and as the evidence presented at the hearing may support.

Therefore, an administrative hearing against the support employee license of Xavier Montoya, support license number 58752, is required and appropriate. A Notice of Hearing will be issued separately from this Order.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2025

FOR THE COLORADO LIMITED GAMING  
CONTROL COMMISSION

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Kevin M. Armstrong, Chair

APPROVED AS TO FORM:

PHILIP J. WEISER  
Attorney General

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Bradford Jones, #42583\*  
Senior Assistant Attorney General  
Colorado Department of Law  
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Telephone: (720) 508-6355  
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Bradford.jones@coag.gov  
\*Counsel of Record

**CERTIFICATE OF SERVICE**

This is to certify that I have duly served the within **ORDER OF SUMMARY  
SUSPENSION** upon all parties herein named by depositing copies of the same in the United States mail, postage prepaid, at Lakewood, Colorado, this \_\_\_\_ day of \_\_\_\_\_, 2025, addressed as follows:

Xavier Montoya  
(Address of record with the Division of Gaming)

Bradford Jones, Esq.  
Senior Assistant Attorney General  
Colorado Department of Law  
Ralph L. Carr Colorado Judicial Center  
1300 Broadway, 8<sup>th</sup> Floor  
Denver, Colorado 80203

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Breanne Nolan



# Item VII

## Involuntary Exclusion for Ellis Quinn



# Memo

**To:** Colorado Limited Gaming Commission  
**From:** Michael Payne, Table Games Chair  
**CC:** Christopher Schroder, Kirsten Gregg, Kenya Collins and Allen Hiserodt  
**Date:** February 5 , 2025  
**Re:** Ellis Quinn, Potential Addition to the Involuntary Exclusion List

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On February 20, 2025, I will be requesting the Colorado Limited Gaming Control Commission to add Ellis Quinn to the Involuntary Exclusion List in accordance with the Gaming Regulations 30-2907. 1 C.C.R 207-1. I am submitting this memorandum for your consideration in support of that request.

On June 1, 2024, a Division of Gaming Investigator in Blackhawk was dispatched to the Ameristar Casino to meet with a surveillance operator. The surveillance operator identified Ellis Quinn Jr. on surveillance footage based on previous knowledge and experience with Quinn.

The Surveillance Operator reported Quinn had past posted (described below) at the Ameristar Casino on the craps table three times on May 26, 2024 and five times on May 27, 2024. The investigator had received previous reports that Quinn had also past posted on the craps tables at Bally's West Casino and a report was taken by another investigator.

Upon investigation, the Division investigator determined Quinn had perpetrated a cheating scheme, which was similar to a scheme he has committed all around the country. The earliest documented cases of Quinn's scheme was in Missouri in 2007 with the most recent in Ohio in July, 2024.

Based on a surveillance review at the Ameristar on June 1, 2024, Quinn went to the craps table and played for a short time. He waited until the dice were thrown, and as they were, he would throw a single white chip towards the middle of the table where the "Make em all" betting spots are located. He would also have concealed in the same hand he threw the chips with, chips for a wager. He would slowly pull his hand back and watch for the dice to stop rolling and if they land on a number that would pay if he had made a wager, he would put those chips that were concealed in his hand, on the "Field" as a wager.

This action is called past posting and is a violation of C.R.S. 44-30-822(1)(e) Fraudulent Acts, which states, "It is unlawful for a person to place or increase a bet after acquiring knowledge of the outcome of the game or other event that is the subject of the bet, including past-posting and pressing bets". This directly affects the integrity of the game and is a financial loss to the casinos. The casino did provide investigators with video recordings showing Quinn past posting

successfully three times on May 26, 2024 and five times on May 27, 2024. He was paid a total of \$4,675.00 at the Ameristar as a result of past posting.

The investigators also reviewed surveillance at Bally's West Casino and observed similar conduct by Quinn that took place on May 26, 2024. Investigators reviewed video footage showing Quinn past posting four times at craps tables at Bally's West Casino and receiving \$1,325.00 from his past posting fraudulent acts.

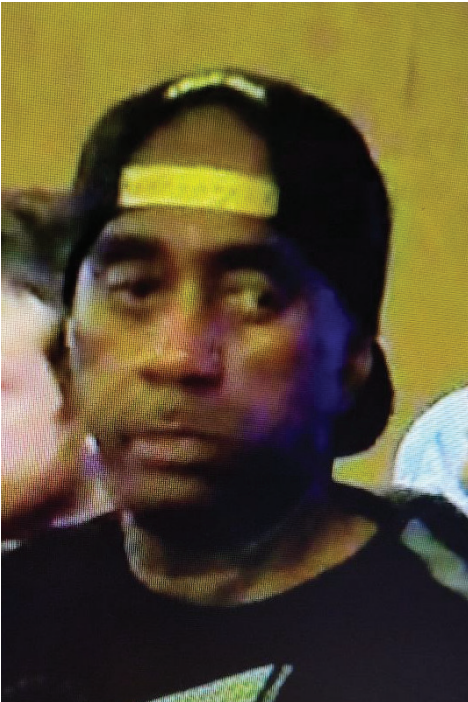
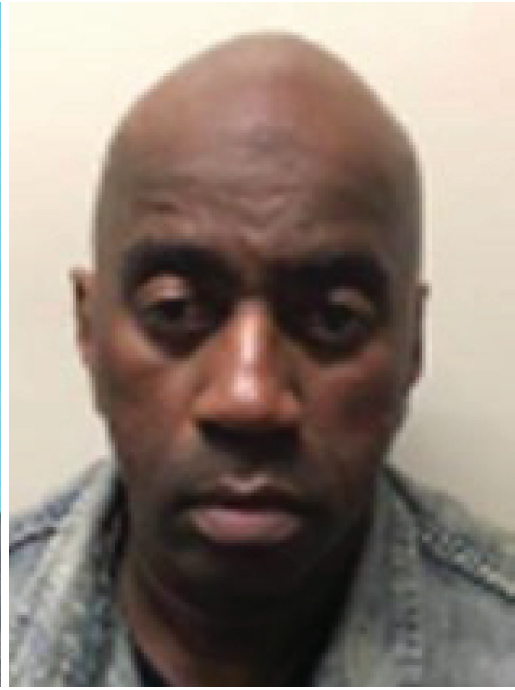
Based on the Division investigator's experience and training, Quinn's actions at the Ameristar Casino and Bally's West Casino, constitute violations of statutory provisions under C.R.S. 44-30-822(1)(e) Fraudulent Acts, and Commission rules and regulations under 1 C.C.R. 207-1. Quinn's actions also threaten the integrity of limited gaming in Colorado and the public's confidence and trust that licensed limited gaming is conducted honestly and competitively.

As a result of twelve instances between Ameristar and Bally's West, Quinn was fraudulently paid \$6,000.00. As a result of Quinn's conduct and the associated investigation, Gilpin County court issued an active felony warrant for his arrest. These incidents are documented in the Division's case reports DOG24001884 and DOG24001980.

During the Division's investigation, investigators learned Quinn had committed this same scheme in several casinos in Pennsylvania, Ohio, Missouri and Nebraska. He is currently on exclusion lists in Pennsylvania, Ohio and Missouri and was labeled a "Serial Cheater" by an Ohio Judge in 2014, based on two cases from the Hollywood Casinos in Toledo and Columbus in February and March 2014.

If the Commission approves the Division of Gaming's request that Ellis Quinn be placed on the Involuntary Exclusion list in accordance with Gaming Regulation 30-2907, 1 C.C.R. 207-1, the Division requests that he be placed on the list within 45 days after the Commission issues a written order.

Per the listed criteria in Gaming Regulation 30-2907, C.C.R. 207-1, Ellis Quinn's alias are Ellis J Quinn, Gerald Miller, Gerald Eugene Miller and Tito Quinn. He has a date of birth of 3/29/1962. He has alias dates of birth of 3/23/1968 and 3/24/1962. He is described as a black male, 6 feet 3 inches, 216 lbs, black hair and brown eyes. Photos of Quinn are at the bottom of this page.



# Item VIII

## Limited Gaming Rule 8



# Memo

**To:** Colorado Limited Gaming Commission  
**From:** Michael Payne, Table Games Chair  
**CC:** Christopher Schroder, Kirsten Gregg, Kenya Collins and Allen Hiserodt  
**Date:** February 7, 2025  
**Re:** Proposed Rule Changes - Summary

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On February 20, 2025, I will be presenting one Rule change to the Commission on behalf of the Division of Gaming. The proposed change will affect Gaming Rule 8.

The change to Rule 8, is for 30-899.09 Buffalo Blackjack Bonus, which is a trademarked blackjack variation game, the rights to which are owned by Galaxy Gaming, Inc. of Las Vegas, Nevada and has been in play in Colorado since approximately 2012.

Present rule states the game will be dealt using a dealing shoe when using six decks, and by hand when using one or two decks. The rule change is to allow licensees the option to deal by hand or a dealing shoe when using one or two decks. This was a request from a licensee and Galaxy Gaming submitted it to me.

The Table Games Committee has reviewed this proposed change, and it is compliant with Rule 8. The Table Games Committee and Galaxy Gaming both ask the rule change be accepted.

## **BASIS AND PURPOSE FOR RULE 8**

The purpose of Rule 8 is to establish playing rules for blackjack and procedures for conducting blackjack games in compliance with section 44-30-302 (2). The statutory basis for Rule 8 is found in sections 44-30-201, C.R.S., 44-30-203, C.R.S., 44-30-302, C.R.S., 44-30-816, C.R.S., and 44-30-818, C.R.S.

## **RULE 8            RULES FOR BLACKJACK**

### **30-899.09        The play – Buffalo Blackjack Bonus.**

Buffalo Blackjack Bonus is a trademarked blackjack variation game, the rights to which are owned by Galaxy Gaming, Inc., of Las Vegas, Nevada and which may be transferred or assigned. Buffalo Blackjack Bonus shall be dealt and played following the standard rules of blackjack, except as follows:

- (1) Buffalo Blackjack Bonus may be played only on tables utilizing a Buffalo style table layout. The game shall be played using one, two or six standard 52 card decks and is dealt from a dealing shoe when using six decks. **OPERATORS MAY CHOOSE TO HAVE THE GAME DEALT FROM A DEALING SHOE OR AND** hand dealt when using one or two decks.

# Item IX

## Responsible Gaming Grant Applications FY25





# Division of Gaming Responsible Gaming Grants

2025 Grant Application  
Submissions

DMV • LOTTERY • MARIJUANA • NATURAL MEDICINE • SPECIALIZED BUSINESS GROUP • TAXATION



# Summary of 2025 Grant Applications



## **Colorado Division of Gaming** - Combating Illegal Gambling in Colorado

Amount Requested - \$ 500,000.00

## **FREE Recovery Community Corporation** - Problem Gambling Awareness and Support for Coloradans Battling Addiction

Amount Requested - \$150,000.00

## **International Problem Gambling and Gaming Certification** - International Responsible Gaming Industry Certification (Professionals)

Amount Requested - \$263,350.00

## **Kindbridge Research Institute**

- Colorado APT-itude Program: Awareness, Prevention, Telehealth  
Amount Requested - \$848,9250.00
- Colorado Military Stigma Reduction Program: Stigma Stand Down  
Amount Requested - \$886,550.00
- Colorado Athlete Wellbeing Program: Phase 3  
Amount Requested - \$194,260.00
- Healthy Gaming Education Program: Phase 2  
Amount Requested - \$176,000.00

## Summary of 2025 Grant Applications - Continued



### Massachusetts Council on Gaming and Health

- Implementing a Digital Therapeutic Supported Peer Support Program  
Amount Requested - \$550,000.00
- Survey on the Success and Impact of Colorado's Self-Exclusion Program  
Amount Requested - \$200,000.00

### Problem Gambling Coalition of Colorado

- Problem Gambling Center Programs and Services  
Amount Requested - \$471,500.00
- Colorado Schools (K-12) Gambling and Gaming Education Project  
Amount Requested - \$205,850.00
- Education and Awareness Digital Campaign  
Amount Requested - \$287,500.00
- Therapist Certification Sustainability Project  
Amount Requested - \$134,550.00
- Colorado Collegiate Education and Support Project  
Amount Requested - \$284,625.00

# 2025 Grant Application Requests Total



| Organization  | Project or Purpose   | #  | Amount Requested |
|---|--|----|------------------|
| Colorado Division of Gaming                             | Combating Illegal Gambling in Colorado                                   | \$ | 500,000.00       |
| FREE Recovery Community Corporation                     | Problem Gambling Awareness and Support for Coloradans Battling Addiction | \$ | 150,000.00       |
| International Problem Gambling and Gaming Certification | International Responsible Gaming Industry Certification (Professionals)  | \$ | 263,350.00       |
| Kindbridge Research Institute                           | Colorado APT-itude Program: Awareness, Prevention, Telehealth            | \$ | 848,925.00       |
| Kindbridge Research Institute                           | Colorado Military Stigma Reduction Program: Stigma Stand Down            | \$ | 886,550.00       |
| Kindbridge Research Institute                           | Colorado Athlete Wellbeing Program: Phase 3                              | \$ | 194,260.00       |
| Kindbridge Research Institute                           | Healthy Gaming Education Program: Phase 2                                | \$ | 176,000.00       |
| Massachusetts Council on Gaming and Health              | Implementing a Digital Therapeutic Supported Peer Support Program        | \$ | 550,000.00       |
| Massachusetts Council on Gaming and Health              | Survey on the Success and Impact of Colorado's Self-Exclusion Program    | \$ | 200,000.00       |
| Problem Gambling Coalition of Colorado                  | Problem Gambling Center Programs and Services                            | \$ | 471,500.00       |
| Problem Gambling Coalition of Colorado                  | Colorado Schools (K-12) Gambling and Gaming Education Project            | \$ | 205,850.00       |
| Problem Gambling Coalition of Colorado                  | Education and Awareness Digital Campaign                                 | \$ | 287,500.00       |
| Problem Gambling Coalition of Colorado                  | Therapist Certification Sustainability Project                           | \$ | 134,550.00       |
| Problem Gambling Coalition of Colorado                  | Colorado Collegiate Education and Support Project                        | \$ | 284,625.00       |
|   |  | \$ | 5,153,110.00     |





## Colorado Division of Gaming



Project: Combating Illegal Gambling in Colorado

Amount Requested - \$500,000.00

Request Description: The grant funding will be used for local government and law enforcement agencies in investigating illegal gambling by identifying and managing "gray", non-regulated, or illegal websites, machines, and applications.

The local government and/or law enforcement agency will apply to the Division of Gaming for funds based on the investigation of the presence of the "gray", non-regulated, or illegal websites, machines, and applications. The local government and/or law enforcement agency will submit a project description along with a budget to combat the presence of the illegal gaming source. The Division would notify the Commission of the issuance of funds and track fund spending.

Funding requests may include forensics, evidence storage, expert witnesses, and procurement of equipment and vehicles.

The funding will also be used for educating the public via public service announcements, social media posts, and print advertisements regarding illegal gaming.



## FREE Recovery Community Corporation



Project: Problem Gambling Awareness and Support for Coloradans Battling Addiction

Amount Requested - \$150,000.00

Request Description: FREE Recovery Community, in six years, has become Denver's largest recovery community. FREE's mission is to Break the Silence of Addiction while creating space for Healing, Recovery, and Spiritual Connection. FREE's campus in Denver is home to thirty-seven weekly recovery meetings, conducts two Saturday night recovery focused services, and welcomes an average of over 200 people per day through its doors. Meetings held inside FREE include many 12-step and other recovery meetings and support groups in support of those suffering from substance use disorder, their families and loved ones.

FREE Recovery Community seeks to address the growing need for problem gambling awareness, prevention education, and recovery support in Colorado. FREE staff has seen the impact that gambling has had on many of its attendees who are struggling and are in recovery from substance use. Although the explosion of gaming and gambling opportunities in Colorado (and elsewhere) does not necessarily lead people to become problem gamblers, FREE staff has encountered, and there are many studies citing, the co-occurrence of Gambling abuse and Substance abuse.

This program will focus on three primary goals:

- Raising public awareness - social media public health campaign
- Providing critical recovery services - establish 1-2 Gamblers Anonymous (GA) or Gam-anon support groups
- Fostering community conversations - series of educational events and discussion addressing problem gambling.



## International Problem Gambling and Gaming Certification



Project: International Responsible Gaming Industry Certification (Professionals)

Amount Requested - \$263,350.00

Request Description: Grant funding will be utilized to create an International Responsible Gaming Industry Certification for professionals working in the gambling and gaming industry who are committed to promoting Responsible Gambling best practices. This Certification will focus on areas such as prevention, education, awareness, and regulatory compliance. Grant funding will be utilized for the development, execution, and promotion for the Responsible Gaming Industry Certification as a first-of-its-kind endeavor to ensure a healthier gambling and gaming industry ecosystem. As well as Certification development, our project aims to launch the Certification process across organizations throughout Colorado. To support the expansion of this novel Certification, we have established relationships with crucial Colorado stakeholders as part of the grant application process - including but not limited to the Problem Gambling Coalition of Colorado and the Colorado Gaming Association.

The International Responsible Gaming Industry Certification (IRGIC) is designed to provide a comprehensive, industry-standard training curriculum aimed at promoting Responsible Gaming practices among professionals working in gaming, gambling, and related sectors. This initiative will create a certified training program that serves as a benchmark for responsible gaming education and equips industry professionals to better protect consumers, promote fairness, and contribute to the overall integrity of the gaming industry.



## Kindbridge Research Institute



Project: Colorado APT-itude Program: Awareness, Prevention, Telehealth

Amount Requested - \$848,925.00

Request Description: The Colorado APT-itude Program aims to solidify and build upon Kindbridge Research Institute's (KRI) groundwork over the past two years, focusing on addressing gambling-related mental health concerns across Colorado. This program blueprint targets populations at elevated risk of harm by providing direct telehealth access for those impacted by gambling behaviors, builds a state operator and regulator RG certification program, and implements statewide community training modules for clinicians and physicians.

### Proposed:

- Telehealth Access Expansion - Free access to a statewide care network for all Colorado residents impacted by gambling related mental health issues.
- Employee Benefit Program for Casino Operators - No-cost telehealth access specifically for employees of casino operators, a high-risk group due to the gambling-centric environment they work in.
- Operator and Regulator RG Certification Program - Propose the build of an Operator and Regulator RG Certification module.
- Training Resource Availability - Distribute our clinical training modules through the DBHA, Second Wind, and other care organizations.
- Comprehensive Community Outreach Campaign - A multi-faceted awareness campaign that combines traditional marketing and affiliate marketing strategies.

By making our materials publicly accessible, providing enhanced access to trained providers, and introducing innovative AI resources, we aim to expand Colorado's support network for gambling-related mental health issues. This holistic approach will empower populations at elevated risk of harm, enhance community awareness, and lay a foundation for sustainable, long-term impact in gambling-related mental health care across the state.





## Kindbridge Research Institute



Project: Colorado Military Stigma Reduction Program: Stigma Stand Down

Amount Requested - \$886,550.00

Request Description: The "Stigma Stand Down" Program aims to address stigma related to the impact of unhealthy gambling behaviors on mental health, financial stability, and acute depression among military and veteran personnel in Colorado. Building on the work completed in the previous two years, this initiative will provide education, resources, and telehealth services tailored to active duty members, veterans, and their families. The program focuses on fostering understanding and encouraging help-seeking behaviors within the military community through a comprehensive statewide approach. Our 50x4 Vets Project with UNLV, NMU, and the VA in Cleveland highlights the number one reason this population does not access care is stigma, which this project aims to overcome.

### Proposal:

- Stigma Reduction and Education Resources - deliver tailored content addressing the unique challenges military personnel face with mental health, financial habits, and gambling.
- Military Research and Education Hub - provide a centralized, user-friendly resource featuring evidence-based tools, training materials, and interactive elements for military leaders and personnel.
- Expanded Access to Care - Broaden telehealth services with Kindbridge's TRICARE-paneled providers, offering free, confidential support for mental health and gambling-related issues.
- Targeted Outreach and Program Promotion - launch a dedicated website, develop comprehensive promotional materials, targeted advertising, printed material, statewide awareness program, marketing strategy to reach healthcare providers, community leaders, educators, and military personnel.



## Kindbridge Research Institute



Project: Colorado Athlete Wellbeing Program: Phase 3

Amount Requested - \$194,260.00

Request Description: The Colorado Athlete Wellbeing Program will have a transformative impact on the state's colleges and their athletes, fostering a robust foundation of sports integrity while delivering specialized mental health and peak performance training. For 2025, the program will enhance its offerings based on lessons learned from the past two years, integrating feedback from athletic directors and coaches statewide.

### Enhancements and Scope:

- Colorado Athlete Wellbeing App upgrade
  - upgraded to provide athletes with streamlined access to mental health resources, video courses, mindset coaching, and an expanded content library.
  - a push-button reporting system for online sports wagering harassment,
- Educational Resources - Address critical topics and will keep athletes engaged and informed about the risks posed by harassment and the psychological toll of external pressures.
- Targeted "Train the Trainer" Webinars - Athletic directors, coaches, and sports psychologists will receive specialized training to foster psychologically informed environments.
- Athlete-Focused Webinars - Anonymous, interactive webinars led by trusted sports psychologists will tackle stress management, resilience, and self-confidence, with a dedicated session for women in sports.
- Specialized Intelligence and Investigative Support - Building stronger partnerships with Colorado investigation resources and the FBI, the program will provide critical support to address online harassment and protect athletes.



## Kindbridge Research Institute



Project: Healthy Gaming Education Program: Phase 2

Amount Requested - \$176,000.00

Request Description: The Kindbridge Research Institute aims to expand its Healthy Gaming Education Program by introducing new educational modules to complement the modules from phase 1. This will ensure that the program is well rounded and brings a multi-faceted approach to healthy gaming in children.

- Clinician's module: This module will focus on guiding healthcare professionals in understanding, communicating, and addressing healthy gaming habits in children. The aim is to equip clinicians with comprehensive knowledge and tools to engage effectively with young patients and their families about gaming behaviors, ensuring these activities remain beneficial rather than detrimental. One of the key reasons for developing this module is the observed need for more specialized knowledge in this field among some therapists and clinicians. By addressing this gap, the program seeks to enhance the overall competency and confidence of healthcare providers in managing gaming-related discussions and treatments.
- Youth Module: A second module is being developed for children aged 12-16, focusing on healthy gaming habits, resilience-building strategies as well as addressing developmental and social challenges. The module promotes positive gaming habits, peer interaction, and healthy boundaries, bridging the gap between childhood and young adulthood to support mental health and balanced development.
- The Parent module from phase 1 will have further content added to it and will include tips and talking points to help guide conversations on responsible gaming and financial awareness with older children.



## Massachusetts Council on Gaming and Health



Project: Implementing a Digital Therapeutic Supported Peer Support Program

Amount Requested - \$550,000.00

Request Description: The MACGH proposes to modernize Colorado's approach to reducing gambling related harm by offering its constituents free access to a best-in-class digital therapeutic (Evive), with an integrated Peer Support Network designed to meet gamblers where they are. At a time when access to traditional interventions are limited, we propose to use technology to make effective help more accessible and approachable to a larger audience than traditional treatment approaches or community-based support groups. This is especially important now that we are witnessing larger numbers of young adults with gambling issues related to online sports betting. To amplify this impact, we propose to integrate the existing GRIN Peer Support Network directly within Evive's Community Platform, enabling Coloradans to seamlessly connect with a best-in-class group of peer support specialists, enabled by world-class technology.

Evive is the only digital health platform developed for anyone along the gambling continuum. Evive offers a prevention track for those not experiencing gambling harm, a moderation track for those looking to reduce or better control their gambling, and a "stop" track for those looking to quit gambling and/or maintain their recovery from a gambling disorder. Deploying Evive within Colorado's gambling harm reduction system offers key advantages for moving our system forward: Lowers barriers, Validated Support, and Amplifies Existing Programming.



## Massachusetts Council on Gaming and Health



Project: Survey on the Success and Impact of Colorado's Self-Exclusion Program

Amount Requested - \$200,000.00

Request Description: Our proposal outlines a structured, data-driven approach to gather valuable information directly from individuals who have engaged with or are considering the VSE program. The goal of the survey is to evaluate how well the program is supporting participants in managing their gambling behaviors, identify challenges faced by participants, and assess long-term outcomes for those who self-exclude. We aim to track key factors such as awareness of the program, participation drivers, barriers to engagement, and the program's overall effectiveness.

### Survey Goals and Objectives

- Assess the effectiveness and reach of the VSE program by measuring participant awareness, engagement, and the perceived effectiveness in reducing gambling behaviors.
- Identify barriers to engagement, including accessibility issues, stigma, and technological challenges, while evaluating the adequacy of support services available to participants.
- Track long-term outcomes for participants who self-exclude, including their ability to manage gambling behaviors and re-engagement with gambling over time.

The results of this survey will provide valuable insights into how Colorado's VSE program is functioning and where improvements can be made. By measuring the effectiveness of the program and identifying participant barriers, the survey will guide future efforts to enhance the program's accessibility and success. Furthermore, it will contribute to data-driven decision-making to improve outreach and support services for those most in need.



## Problem Gambling Coalition of Colorado



Project: Problem Gambling Center Programs and Services

Amount Requested - \$471,500.00

Request Description: The requested grant funding will be used to support and enhance vital programs and services operated by the Problem Gambling Center in Lakewood, CO. Specifically the funds will be directed toward expanding our capacity to offer comprehensive treatment, prevention, and education services to individuals affected by problem gambling, as well as strengthening our community outreach initiatives.

### Programs:

- Treatment Reimbursement - fund a minimum of 800 therapy sessions
- Support Groups and Informational Meetings - increase overall engagement by 25%
- Therapist Training and Support (ICGC) - provide 4 trainings for certified therapists or seeking certification
- Financial Planning and Education - provide financial planning and support services to at least 35 individuals
- Helpline (1-800-GAMBLER) - continue funding and reporting statistics
- Sober Communities - fund at least 12 sober events
- Food and Resource Bank - provide food and other resources to at least 50 people in need
- Program Evaluation, Data Tracking, and Reporting - provide a detailed report to the Division of Gaming on program outreach, effectiveness, data tracking, and recommendations.



## Problem Gambling Coalition of Colorado



Project: Colorado Schools (K-12) Gambling and Gaming Education Project

Amount Requested - \$205,850.00

Request Description: The Problem Gambling Coalition of Colorado (PGCC) is proud to propose the Colorado Schools (K-12) Gambling and Gaming Education Project, a comprehensive initiative aimed at addressing the escalating challenges of gambling and gaming addiction among Colorado's youth. To support this vital work, PGCC seeks funding of \$205,850 to provide essential training, education, and resources to educators, school staff, parents, and students statewide, fostering awareness and promoting proactive measures to combat these issues.

In collaboration with the Colorado Office of School Safety, PGCC will work with Regional Training Consultants to deliver tailored workshops and support for educators, school staff, and parents. These trainings will focus on recognizing and addressing the risks and warning signs of gaming and gambling addiction, empowering communities to take proactive measures.

Therapists participating in the I-Matter Program, which provides six free therapy sessions to Colorado students, will have the opportunity to earn the International Gaming Disorder Certificate (IGDC) at no cost. This certification, offered by the International Gambling Counselor Certification Board (IGCCB), will enable therapists to address gambling and gaming-related issues with greater expertise and confidence.

PGCC will collaborate with the Colorado High School Activities Association (CHSAA) to create impactful messaging and training. These efforts will include trainings and public speaking events, informational materials, digital media, embedded messaging in order to raise awareness about gambling and gaming risks while promoting healthy habits and open discussions.



## Problem Gambling Coalition of Colorado



Project: Education and Awareness Digital Campaign

Amount Requested - \$287,500.00

Request Description: The Problem Gambling Coalition of Colorado (PGCC), in partnership with Captiv Content, is requesting \$287,500 to support the Education and Awareness Digital Campaign an innovative initiative employing digital media to address the growing challenges associated with gambling in Colorado. As gambling opportunities expand, so do the risks, making education and prevention critical components of public health. This campaign aims to enhance awareness, promote responsible gambling practices, and equip individuals and professionals with the tools to effectively address gambling-related challenges.

### Campaign Goals:

- **Raise Awareness:** Highlight the risks associated with gambling and educate the public on recognizing problematic behaviors.
- **Promote Responsible Gambling:** Provide engaging and accessible content to encourage healthy gambling habits.
- **Build Professional Capacity:** Equip treatment professionals with advanced knowledge and resources for assessing and treating gambling disorder.
- **Connect Struggling Individuals to Resources:** Ensure accessible pathways to support services for individuals and families affected by gambling issues.

Key Components of the Campaign: Social Media Campaigns, Professional Development Webinars, User-Generated Content and Mentorship, and Podcast Creation





## Problem Gambling Coalition of Colorado



Project: Therapist Certification Sustainability Project

Amount Requested - \$134,550.00

Request Description: The proposed program will establish a partnership between the University of Denver Graduate School of Social Work (GSSW) and the International Gambling Counselor Certification Board (IGCCB) to integrate competencies for the International Certified Gambling Counselor (ICGC-I) into the social work curriculum. This dual-focused course will embed gambling counseling competencies within broader social work practices, addressing the growing need for professionals trained to handle problem and gambling addictions.

### Program Goals:

- Dual-Focused Curriculum Development - Create a Master's-level course that allows students to earn credit towards their Master of Social Work (MSW) degree while simultaneously working toward their ICGC-I certification.
- Hands-On Internship Experience - Secure formal partnerships with Birches Health, Kindbridge Behavioral Health, and other local treatment centers for student internships.
- Toolbox formation - Create and distribute the toolbox for other universities, providing resources and guidelines for replicating the program including curriculum integration strategies, internship placement models, and support materials for students.
- Advancing the Field of Gambling Addiction Counseling - Ensure a steady pipeline of qualified professionals to meet the increasing demand for these specialized services.



## Problem Gambling Coalition of Colorado



Project: Colorado Collegiate Education and Support Project

Amount Requested - \$284,625.00

Request Description: The Problem Gambling Coalition of Colorado (PGCC) and Integrity Compliance 360 (IC360) propose a \$284,625 grant initiative to expand their successful partnerships with Colorado colleges and universities. Building on the 2023-2024 Collegiate Gambling Education and Prevention Project, this effort aims to enhance statewide gambling education and prevention, fostering healthier collegiate environments. The project goal is to reach at least 5,000 students, 1,000 staff, and 20 institutions of higher learning.

- Comprehensive Campus Education and Support - Deliver campus-wide educational campaigns designed to raise awareness about the risks of problem gambling and the resources available. Accomplished through workshops, interactive sessions, and multimedia campaigns.
- Targeted Support for Collegiate Athletics Departments - Offer specialized training for athletics staff and athletes. Focus areas include pressures related to performance, betting trends, and the risks of gambling. Key tools such as Prohibit, Integrity Monitoring, and Alert 360 will be integrated into the project to enhance prevention and detection efforts within athletics departments.
- Enhanced Training for Counseling and Wellness Centers - Specialized training to help staff identify, prevent, and address problem gambling behaviors among students. This component will strengthen the capacity of campus wellness resources to address gambling-related challenges comprehensively.
- A Holistic Approach to Prevention and Education - By enhancing education, fostering preventive measures, and increasing access to resources across campuses, athletic departments, and wellness centers, the initiative will contribute to healthier collegiate environments.

# **Colorado Division of Gaming - Combating Illegal Gambling in Colorado**

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                  |                                |          |
|--|----------------------------------|--------------------------------|----------|
| Legal Name of Organization   |                                  | Division of Gaming             |          |
| Department (if applicable)   |                                  | Colorado Department of Revenue |          |
| Mailing Address  |                                  |                                |          |
| 1707 Cole Blvd., Suite 300   |                                  |                                |          |
| City   |                                  | State                          | ZIP Code |
| Lakewood   |                                  | CO                             | 80241    |
| Phone  | Website                          |                                |          |
| 303-205-1300   | sbg.colorado.gov                 |                                |          |
| EIN  | Organization Email Address       |                                |          |
|  | dor_gamingweb@state.co.us        |                                |          |
| Application Contact  |                                  |                                |          |
| Christopher Schroder   |                                  |                                |          |
| Application Title  |                                  |                                |          |
| Combating Illegal Gambling in Colorado   |                                  |                                |          |
| Contact Phone  | Contact Email                    |                                |          |
| 720-249-9905   | Christopher.Schroder@state.co.us |                                |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                  |                                |          |
| Colorado Department of Revenue   |                                  |                                |          |
| Heidi Humphreys<br>Executive Director<br>heidi.humphreys@state.co.us   |                                  |                                |          |
| Meghan Tanis<br>Deputy Executive Director<br>meghan.tanis@state.co.us  |                                  |                                |          |
| Michael Phibbs<br>Senior Director<br>Specialized Business Group<br>michael.phibbs@state.co.us  |                                  |                                |          |
| Christopher Schroder<br>Director<br>Colorado Division of Gaming<br>Christopher.Schroder@state.co.us  |                                  |                                |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                  |                                |          |

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

N/A

Mission Statement

The Division of Gaming works to ensure honesty and integrity in the Colorado gaming industry.

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

Geographic Area Served

The state of Colorado

*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

\$500,000.00

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Combating Illegal Gambling in Colorado

Description of What the Grant Funding will be Used For

The grant funding will be used for local government and law enforcement agencies in investigating illegal gambling by identifying and managing "gray", non-regulated, or illegal websites, machines, and applications.

The local government and/or law enforcement agency will apply to the Division of Gaming for funds based on the investigation of the presence of the "gray", non-regulated, or illegal websites, machines, and applications. The local government and/or law enforcement agency will submit a project description along with a budget to combat the presence of the illegal gaming source. The Division would notify the Commission of the issuance of funds and track fund spending.

Funding requests may include forensics, evidence storage, expert witnesses, and procurement of equipment and vehicles.

The funding will also be used for educating the public via public service announcements, social media posts, and print advertisements regarding illegal gaming.

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



Anticipated Program Milestones to be Achieved during the grant period

Milestone 1: Program creation

Milestone 2: Advertisement of available funds

Milestone 3: Application for funding

Milestone 4: Fund distribution

Milestone 5: Progress reporting

Milestone 6: Assess the contribution to the area of illegal gambling in Colorado

Milestone 7: Assess the impact of the program in regards to the citizens of Colorado

Milestone 8: Identify needs in the area of illegal gambling not addressed

*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  
Play Legal, Play Responsible, Play Safe - Play Legit campaign - 2023 Responsible Gaming Grant process  
\$330,000.00

The funding secured an advertising agency to execute a marketing and advertising campaign to increase awareness of legal gambling in Colorado and responsible gaming practices.

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

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

The Division of Gaming ensures the honesty and integrity in the Colorado gaming industry. Illegal gaming targets the Colorado population which may or not understand these platforms are not legal and unregulated.

The goal of the program is to assist local government and law enforcement agencies to identify, investigate, and ultimately prosecute those platforms that are not in compliance with Gaming and Sports Betting rules and regulations and are not covered in current statute.

The project will attempt to protect the vulnerable population that may not differentiate between "online sports betting" and online casino games that are on social media, app stores, and advertised in Colorado as well as illegal devices in the state.

The Play Legit campaign is a current media campaign that used out of home advertising in businesses, trains, billboards, malls, and mobile billboards along with internet ads to spread the message that not all gambling is legal and regulated.

*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.

Upon grant funding the Division will create a program for local government and law enforcement agencies to apply for funds to combat illegal gambling. The Division will send a press release to notify qualified applicants of the available funding and they will apply by meeting predetermined criteria.

Once the funds are distributed, the entity will provide timely updates on the progress of the funded project. The Division would notify the Commission of the issuance of funds and track fund spending.

As stated previously funding requests may include forensics, evidence storage, expert witnesses, and procurement of equipment and vehicles.

Once the project applications start to come in, the Division can access the communities that are impacted by illegal gambling and create a strategic plan to combat it with the funded agencies. The Division may also identify further needs in communities that may be impacted by illegal gambling.

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

This project will address illegal gaming in Colorado and how it impacts Colorado residents and visitors to the state. The Division will gain more knowledge on the operations of illegal gaming entities and will have an opportunity to address the solutions.

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

Milestone 1: Program creation

\*Upon approval of grant

Milestone 2: Advertisement of available funds

\*Upon approval of grant

Milestone 3: Application for funding

\*Within one month of approval of grant

Milestone 4: Fund distribution

\*Determined by application, gathering of information, and procurement timelines

Milestone 5: Progress reporting

\*Monthly until the issue is resolved

Milestone 6: Access the contribution to the area of illegal gambling in Colorado

\*The Division will gather pertinent information from the applicant to further knowledge of illegal gambling in CO

Milestone 7: Access the impact of the program in regards to the citizens of Colorado

\*The Division will identify those impacted by illegal gambling by addressing the issue of the illegal gaming entity.

Milestone 8: Identify needs in the area of illegal gambling not addressed

\*The Division will use the approved application information to address any needs in the affected community.

*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

The funding will be distributed to local government and law enforcement agencies that apply for funding. The collaborations are unknown at the time of application for the grant.

*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.

Illegal gambling in Colorado targets Colorado citizens. Illegal gambling often serves as a front door for major crimes, particularly fraud, human and drug trafficking and burglary. Security is not a consideration with illegal gaming sites which could lead to compromising personal and financial information of Colorado citizens and visitors to the state. Unregulated gaming operators will not guarantee payouts for winners. Colorado citizens and visitors to the state run a serious risk of getting ripped off with scams and rigged games. Just by participating in illegal gambling could lead Colorado citizens and visitors to the state to be fined and even spend prison time as law enforcement will prosecute illegal operations.

*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

The impact of illegal gambling is currently measured on a case by case basis by the Division. By offering this assistance to local government and law enforcement agencies, the Division becomes more aware of the issues of illegal gambling and how it affects Colorado residents and visitors.

Once the Division receives more information on illegal gambling in Colorado it will assist to create more programs based on the number of people in Colorado. The Investigations section will be able to determine the number of criminal investigations as a result of illegal gambling along with the number of charges filed and end results of both.

The Division would notify the Commission of the requested funds, the issue(s) surrounding illegal gambling, and a proposal on a solution.

*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.

Colorado Division of Gaming

- Project: Play Legal, Play Responsible, Play Safe Marketing Campaign
- Award - \$330,000.00 - July 2023

*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.

Some of the current challenges are prosecuting the illegal gambling entities and those responsible due to the District Attorney's decision in each jurisdiction. These challenges may still be present for the duration of this grant, but the hope is to bring more awareness to the illegal gaming entities as being a threat to the safety of its citizens in regard to major crimes, particularly fraud, human and drug trafficking and burglary.

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

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

The project will end after the funding period. Any remaining funds will be returned to the Responsible Gaming Grant program fund.

*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

Verify if any major crimes, particularly fraud, human and drug trafficking and burglary occur in conjunction with illegal gambling. Identify how to circumvent these issues.

Assess how compromising personal and financial information of Colorado citizens and visitors to the state occurs. Research protections for consumers.

Unregulated gaming operators will not guarantee payouts for winners. Construct a plan to hold unregulated gaming operators financially accountable.

Colorado citizens and visitors to the state run a serious risk of getting ripped off with scams and rigged games. Just by participating in illegal gambling could lead Colorado citizens and visitors to the state to be fined and even spend prison time as law enforcement will prosecute illegal operations.

Spreading awareness of the risks associated with illegal gambling operations and how they threat to the safety of its citizens in regard to major crimes, particularly fraud, human and drug trafficking and burglary.

Once the Division receives more information on illegal gambling in Colorado it will assist to create more programs based on the number of people in Colorado affected.

The Investigations section will be able to determine the number of criminal investigations as a result of illegal gambling along with the number of charges filed and end results of both.

The Division will notify the Commission of the requested funds, the issue(s) surrounding illegal gambling, and a proposal on a solution. The Division will gain more knowledge on the operations of illegal gaming entities and will have an opportunity to address the solutions.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**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   | %        |
| <b>Total (must equal 100%)</b>                    | <b>%</b> |

| <b>Financial Information Section</b>   |                               |   |                  |
|--|-------------------------------|---|------------------|
| Organization Budget for fiscal year<br>appropriated by CLGCC   | Fiscal Year Date<br>2025-2026 | 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 |                  |
| <b>Attachments</b>   |                               |   |                  |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |                               |   |                  |
| <b>List of Attachments</b>   |                               |   |                  |
| 1.   |                               |   |                  |
| 2.   |                               |   |                  |
| 3.   |                               |   |                  |
| <b>Acknowledgments</b>   |                               |   |                  |
| <p><i>By signing below, I acknowledge the following:</i></p> <p><i>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</i></p> <p><i>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</i></p> <p><i>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</i></p> <p><i>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</i></p> <p><i>The information contained in this application is true and correct to the best of my ability.</i></p> |                               |   |                  |
| Signature  |                               |   | Date<br>11/28/24 |

**FREE Recovery Community  
Corporation -  
Problem Gambling Awareness  
& Support for Coloradans  
Battling Addiction**



***Breaking the Silence  
of Addiction***

2122 S. Lafayette St.  
Denver, CO 80210  
[www.freespiritualcommunity.com](http://www.freespiritualcommunity.com)

December 1, 2024

To: Members of the Colorado Limited Gaming Control Commission

FREE Recovery Community, in six years, has become Denver's largest recovery community. FREE's mission is to Break the Silence of Addiction while creating space for Healing, Recovery, and Spiritual Connection.

FREE's campus at 2122 S. Lafayette St. in Denver is home to thirty-seven weekly recovery meetings, conducts two Saturday night recovery focused services, and welcomes an average of over 200 people per day through its doors. Meetings held inside FREE include many 12-step and other recovery meetings and support groups in support of those suffering from substance use disorder, their families and loved ones.

FREE does not currently have a program to address those impacted by Gambling and Gaming addictions, but FREE staff has seen the impact that gambling has had on many of its attendees who are struggling and are in recovery from substance use. Although the explosion of gaming and gambling opportunities in Colorado (and elsewhere) does not necessarily lead people to become problem gamblers, FREE staff has encountered, and there are many studies citing, the co-occurrence of Gambling abuse and Substance abuse. The increased opportunities and "normalization" of gaming opportunities has exacerbated this problem.

We believe that FREE's welcoming and supportive environment, experienced by those in substance abuse recovery, would be a natural and logical extension to those in need of support from gaming addiction issues.

We are confident that a partnership between FREE Recovery Community, and its many collaborators, along with the Colorado Limited Gaming Control Commission, would provide excellent support for those in need of help from Gaming problems. We hope that you will provide us the opportunity to participate in developing solutions to this growing problem.

Respectfully submitted,

Ryan Canaday

Executive Director

FREE Recovery Community

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                 |                                |                   |
|--|---------------------------------|--------------------------------|-------------------|
| Legal Name of Organization   |                                 | FREE Recovery Community, Corp. |                   |
| Department (if applicable)   |                                 |                                |                   |
| Mailing Address  |                                 |                                |                   |
| 2122 S. Lafayette St.  |                                 |                                |                   |
| City   |                                 | State<br>Co                    | ZIP Code<br>80210 |
| Denver   |                                 |                                |                   |
| Phone  | Website                         |                                |                   |
| 303-944-5061   | FREERecoveryCommunity.com       |                                |                   |
| EIN  | Organization Email Address      |                                |                   |
| 84-3608531   | BeTheWagon@Gmail.com            |                                |                   |
| Application Contact  |                                 |                                |                   |
| Lance Willoughby   |                                 |                                |                   |
| Application Title  |                                 |                                |                   |
| FREE Recovery Community and Problem Gaming Awareness   |                                 |                                |                   |
| Contact Phone  | Contact Email                   |                                |                   |
| 720-660-7747   | Lance@FREERecoveryCommunity.com |                                |                   |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                 |                                |                   |
| Executive Director: Rev. Ryan Canaday Ryan@FREERecoveryCommunity.com 303-944-5061  |                                 |                                |                   |
| Assoc.Executive Director: Karie McMullen Karie@FREERecoverycommunity.com 818-383-2077  |                                 |                                |                   |
| Finance Director: Robin Peterson Robin@FREERecoveryCommunity.com 303-358-7912  |                                 |                                |                   |
| Fund Raising and Donor Relations: Lance Willoughby Lance@FREERecoveryCommunity.com 720-660-7747  |                                 |                                |                   |
| Community Outreach: Jerome Eickstaedt Jerome@FREERecoveryCommunity.com 815-975-4575  |                                 |                                |                   |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                 |                                |                   |

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

Ryan Canaday - FREE Executive Director; Ordained Elder in the United Methodist Church  
Six years (since inception); no expiration date

Elizabeth Graves - FREE Board Chair; Founder of GRAANTED  
Six months; June 2026

Eric Arnoldy - Solutions Architect, Amazon Corp  
Six years; June 2025

Ryan Nuss - Business Development Consultant  
Five years; December 2025

Lance Willoughby - Retired  
Five Years; June 2025

Kourtney O' Connor - Founder, The Recovery Department  
3 months; June 2026

Julie Hoelsken - Retired  
6 months; June 2026

Mission Statement

FREE is a recovery community for Addicts, Loved Ones of Addicts, and Spiritual Refugees.

FREE's mission is to Break The Silence of Addiction by Creating Space for Healing, Recovery, and Spiritual Connection.

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

Geographic Area Served

FREE's campus is located at 2122 S. Lafayette St. in Denver Colorado. FREE's meetings and Saturday night service attracts people from the Denver Metro area and from along the Front range from Boulder to Colorado Springs.

More than 200 people come through the doors daily to attend the 37 weekly recovery meetings, attend the Saturday night services, and to meet with sponsors/sponsees or just gather in community with like-minded persons in the FREE Café.

The live-streaming and recordings of our weekly Saturday service receives over 2000 views weekly, and is seen throughout Colorado and in many locations throughout the United States and globally.

*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

**\$150,000**

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Problem Gambling Awareness and Support for Coloradans Battling Addiction

Description of What the Grant Funding will be Used For

FREE Recovery Community seeks \$150,000 to address the growing need for problem gambling awareness, prevention education, and recovery support in Colorado. This program will focus on three primary goals: raising public awareness, providing critical recovery services, and fostering community conversations to combat problem gambling and its effects.

**1. Raising Public Awareness**

A significant portion of the funding will go toward public education campaigns aimed at building awareness about problem gambling and promoting responsible gaming practices. The campaigns will:

- a) Be conducted both in-person, within the Denver area, and statewide via FREE Recovery Community’s extensive social media platforms and website, which reach tens of thousands annually.
- b) Highlight the warning signs of problem gambling, its impact on families, and actionable steps individuals can take to seek help.

**2. Providing Recovery Services**

FREE Recovery Community will establish one to two Gamblers Anonymous (GA) and/or Gam-anon support groups at its facility, which already sees 1400 individuals weekly seeking help for addiction or supporting loved ones in recovery. These support groups will:

- a) Offer a safe, inclusive space for individuals to share their experiences and find guidance toward recovery.
- b) Provide resources for families and loved ones affected by problem gambling, recognizing that addiction is not an isolated issue but one that impacts entire households.
- c) Be part of FREE Recovery Community’s broader strategy to address addiction holistically, focusing on both substance-related and behavioral addictions like gambling.

**3. Fostering Community Conversations**

FREE Recovery Community plans to initiate a series of educational events and discussions with key stakeholders, including clinicians, industry professionals and community leaders, to address problem gambling. These conversations will:

- a) Explore the root causes of problem gambling and its intersection with other addictions.
- b) Develop actionable solutions to support individuals in recovery, including better integration of resources across the state.
- c) Provide an open forum for community members to share concerns, ask questions, and learn about available resources.

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

Timeline for Spending any Awarded Grant Money

75% of awarded funds will be spent in the first 6 months, with 25% spent in the final 6 months

Anticipated Program Milestones to be Achieved during the grant period

**February-March 2025 (Pre-Grant Preparation Phase)**

1. Develop a comprehensive plan for content creation, outreach campaigns, and stakeholder engagement.
2. Schedule panel discussions and coordinate logistics for panelists, including airfare, accommodations, stipends, and keynote speakers.
3. Begin outreach to local clinicians and recovery communities to build partnerships and initiate conversations about problem gambling.

**Quarter 1: April-June 2025**

1. Official launch of the program, with a focus on:
  - a) Content creation, including video production for social media platforms (Instagram, Facebook, YouTube).
  - b) Development of educational materials and resources for problem gambling awareness.
  - c) Building a dedicated resource page on FREE's website to house tools, educational materials, and local referral information.
2. Host the first in-person and live-streamed panel discussion at FREE's physical location near Denver University, with four panelists and streaming technology for statewide reach.

**Quarter 2: July-September 2025**

1. Launch digital advertising campaigns, including Facebook Ads, YouTube campaigns, and Google Ads, to promote awareness of problem gambling resources.
2. Finalize and promote the problem gambling resource page.
3. Conduct a mid-year evaluation to assess campaign performance, audience engagement, and participant feedback from the first panel discussion.

**Quarter 3: October-December 2025**

1. Host the second in-person and live-streamed panel discussion, expanding outreach and engaging additional partners in problem gambling awareness.
2. Increase outreach during peak gambling seasons (holidays and sports periods).

**Quarter 4: January-March 2026**

1. Conduct a final awareness campaign, utilizing remaining advertising dollars to maximize visibility.
2. Submit the required annual report by September 1 as required, summarizing outcomes, impact, and sustainability strategies.

*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

FREE Recovery Community is a leader in the addiction recovery space with over six years of experience creating safe, inclusive spaces for individuals and families affected by addiction. While FREE currently does not offer programming or resources specifically related to gambling addiction, it is uniquely positioned to bridge the gap between problem gambling and co-morbidity with numerous other substance use disorders in the existing recovery community in Colorado.

### **Current Projects and Resources**

FREE Recovery Community has a strong foundation of success in addiction recovery, including:

1. Weekly Reach: Over 1,400 people walk through FREE's doors every week, engaging in recovery support groups, educational events, and individual counseling.
2. Support Groups: FREE hosts over 37 support groups weekly at multiple times of the day, catering to various needs within the recovery community. FREE is committed to expanding these groups to include specialized sessions for individuals impacted by problem gambling.
3. Community Hub: The onsite FREE Café provides an inviting environment for recovery conversations, sponsor meetings, and peer-to-peer connections, reducing shame and isolation for those battling addiction.
4. Digital Reach: FREE's digital platforms, including social media and the weekly Recovery Focus Saturday service, extend its impact with tens of thousands of views annually, engaging over 2,000 people weekly throughout Colorado, nation-wide and globally with its weekly online broadcasts and recordings.

### **The Need for Problem Gambling Solutions**

Problem gambling is often overlooked within recovery spaces, leaving many individuals and families without adequate resources or support. FREE's proposed initiative intends to bridge this gap by raising awareness and providing solutions where they are most needed and can be particularly effective.

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

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

### **Information about FREE Recovery Community**

FREE Recovery Community, founded in the spring of 2018, is a nonprofit organization dedicated to addressing the challenges of addiction and recovery. Located in a 12,000-square-foot facility near the Denver University campus, FREE serves as a central hub for addiction recovery and support in the Denver area. The organization's mission is to eliminate shame, foster community, and provide hope for individuals and families impacted by addiction.

#### **Organizational Goals**

1. **Reduce Shame and Isolation:** Create safe spaces for individuals and families to share their experiences and connect with others in recovery.
2. **Foster Community:** Build a network of recovery support groups, partners, and resources to empower individuals battling addiction.
3. **Expand Access to Recovery Services:** Reach diverse populations through in-person support, digital platforms, and partnerships with local organizations.
4. **Educate and Advocate:** Raise awareness about addiction, promote recovery solutions, and engage stakeholders in meaningful conversations about the challenges and impacts of addiction.

#### **Current Programs**

FREE Recovery Community provides a variety of programs and resources that impact thousands of lives annually:

1. **Weekly Support Groups:** Hosting over 37 recovery support groups each week, FREE serves more than 1,400 people in person weekly.
2. **Recovery Café:** A seven-day-a-week Café that fosters recovery conversations, provides a welcoming environment for sponsor meetings, and serves as a gathering space for the community.
3. **Digital Recovery Platform:** Through social media channels and the weekly Recovery Focus Saturday service, FREE engages over 2,000 people online weekly, reaching audiences in 52 countries and building a global recovery network.
4. **Partnerships with Recovery Organizations:** FREE collaborates with influential recovery organizations such as Sober AF Entertainment, Phoenix Multisport, Colorado Artists in Recovery, and the Hornbuckle Foundation. These partnerships extend FREE's reach and impact, creating a robust recovery ecosystem.
5. **Licensed Addiction Counselor Services:** FREE has an onsite licensed addiction counselor available for individual support, providing a critical resource for those seeking guidance and recovery solutions.

#### **Future Vision**

FREE Recovery Community aims to expand its impact by addressing unmet needs, including problem gambling awareness and resources. With its established reach, trusted community presence, and strong partnerships, FREE is uniquely positioned to lead conversations and solutions for under-served populations in recovery.

*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.

FREE Recovery Community seeks to bridge the gap between SUD recovery and problem gambling awareness by leveraging its dual strengths: a robust in-person recovery network and an extensive digital reach. This project will address the growing issue of problem gambling by creating impactful educational campaigns, fostering meaningful conversations through in-person events and panel discussions, and launching targeted outreach efforts to engage individuals and families affected by gambling addiction.

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

Problem gambling is a growing concern in Colorado, amplified by the explosive rise of legalized sports betting and online gambling. Despite its prevalence, the issue remains under-addressed in the recovery community, leaving many individuals and families without the awareness, resources, or support they need. FREE Recovery Community is uniquely positioned to tackle this issue by leveraging its well-established relationships within the SUD and mental health sectors.

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

1. Develop and Launch Problem Gambling Awareness Campaigns (Digital and Print)

- a) Create engaging video content, educational materials, and digital ads to raise awareness.
- b) Timeline: Content development in Q1 (April - June 2025); launch campaigns in Q2 (July - September 2025).

2. Host Two Panel Discussions

- a) In-person and live-streamed events featuring licensed professionals, clinicians, and individuals impacted by problem gambling.
- b) Timeline: First panel in Quarter 1 (June 2025); second panel in Quarter 3 (October 2025).

3. Expand Recovery Services

- a) Launch one or two Gamblers Anonymous (GA) and/or Gam-Anon support groups at FREE's physical location.
- b) Timeline: Groups launched by Quarter 3 (July - September 2025).

4. Build Collaborative Partnerships

- a) Work with SUD treatment centers, sober living homes, and recovery organizations to integrate problem gambling awareness into existing programs.
- b) Timeline: Ongoing throughout the grant period.

*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

FREE Recovery Community has cultivated a wide network of partnerships within the recovery and mental health sectors in Colorado. These organizations have not been formally approached for collaboration within the scope of this proposal, but we believe FREE's strong relationships with them will provide strong collaborations which will be integral to the success of this project.

These anticipated key partnerships include:

1. Problem Gambling Coalition of Colorado:
  - o Collaborate on outreach efforts and host educational events addressing problem gambling.
2. Colorado Artists in Recovery:
  - o Incorporate creative outreach and storytelling to amplify the voices of those affected by problem gambling.
3. Hornbuckle Foundation:
  - o Support the integration of problem gambling education into its existing recovery-focused programs.
4. Sober AF Entertainment:
  - o Promote problem gambling awareness among youth through sober events and outreach efforts.
5. Phoenix Multisport:
  - o Engage active recovery communities with education about responsible gaming and problem gambling.
6. Colorado Professional Liaison Association (CPLA):
  - o Sponsor CPLA's monthly meeting to lead conversations about problem gambling and responsible gaming.
7. SUD Treatment Centers and Sober Living Homes:
  - o Work with Colorado's existing recovery network to expand the conversation on problem gambling.

*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.

## **Organizational Approach**

FREE Recovery Community's approach to addressing problem gambling is rooted in its proven expertise in fostering recovery-focused communities and leveraging its extensive in-person and digital reach. FREE is uniquely positioned to lead efforts in this area due to its established relationships within the recovery and mental health sectors, its deep understanding of addiction recovery, and its ability to adapt and respond to unmet needs in the community.

FREE's approach focuses on awareness, education, and support, integrating problem gambling solutions into existing addiction recovery frameworks. The organization recognizes that problem gambling often intersects with substance use disorder (SUD) and believes the SUD recovery community is a critical partner in addressing this issue. FREE's strategy involves engaging both individuals impacted by gambling addiction and professionals within the recovery space to drive meaningful change.

## **Why This Approach?**

### 1. Addressing an Unmet Need:

Problem gambling is often overlooked within the recovery community, leaving many individuals and families without adequate resources or support. FREE's initiative bridges this gap by raising awareness and providing solutions where they are most needed.

### 2. Leveraging Existing Strengths:

FREE has cultivated a trusted recovery community with over 1,400 in-person weekly participants and over 80,000 annual views of its online content. Its digital platforms extend the conversation to 52 countries and over 2,000 weekly online participants. This dual reach positions FREE to effectively raise awareness and engage diverse populations.

### 3. Collaborative Model:

FREE's partnerships with organizations such as the Problem Gambling Coalition of Colorado, Sober AF Entertainment, Phoenix Multisport, and others will amplify its impact. By integrating problem gambling education into existing networks, FREE ensures a more comprehensive and sustainable approach to the issue.

### 4. Proven Community Expertise:

FREE is a leader in reducing shame and isolation among individuals battling addiction, fostering safe spaces for recovery. Its established methods for creating community-driven solutions can be seamlessly adapted to support those impacted by problem gambling.

### 5. In-Person and Digital Outreach:

FREE's approach combines the power of physical connection through its 12,000-square-foot facility and in-person events with the expansive reach of its digital platforms. This hybrid model allows FREE to reach individuals where they are, whether in recovery groups, at community events, or online.

*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

### **Measuring Impact**

The measurement of FREE's impact is challenging and often qualitative rather than quantitative, as is the measurement of the short and long term impact on those in recovery is complicated.

To measure the immediate impact of this initiative FREE will use a combination of quantitative metrics and qualitative feedback to evaluate this program's success. The organization's approach to impact measurement focuses on tracking awareness, engagement, recovery outcomes, and community feedback.

### **Key Metrics**

1. Campaign Engagement:

- o Digital metrics: Track impressions, clicks, and engagement rates on social media platforms (e.g., Instagram, Facebook, YouTube) and Google Ads campaigns.
- o Website analytics: Measure visits, page views, and time spent on the problem gambling resource page.

2. Event Feedback:

- o Panel discussions: Collect attendance data for in-person and live-streamed events, as well as participant feedback through surveys to evaluate the value and impact of the discussions.

3. Support Group Participation:

- o Track attendance and retention rates in newly created Gamblers Anonymous (GA) support groups.

4. Stakeholder Engagement:

- o Monitor the number of SUD and recovery organizations engaged and the extent to which they integrate problem gambling education into their programs.

5. Community Reach:

- o Calculate the total number of individuals reached through in-person events, digital campaigns, and print materials distributed statewide.

*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.

#### Prior Grant Funding

FREE Recovery Community has not previously received any grant funding from the Division of Gaming or the Colorado Limited Gaming Control Commission (CLGCC). This is FREE's first application for funding from this grant program, but the co-occurrence of Problem Gambling and Addiction and Substance Use Disorder, with which FREE is acutely aware, makes this a natural extension of FREE's strengths.

FREE has successfully managed funds from other organizations, including the Daniels Fund and the Anschutz Foundation, and has a proven track record of executing impactful recovery initiatives within budget and on time. This demonstrates FREE's readiness to effectively manage grant funds and deliver on the outlined objectives of this project.

*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.

### **Anticipated Challenges**

FREE Recovery Community anticipates that the primary challenges in implementing this initiative will center on breaching the conversation around problem gambling in Colorado's addiction and treatment communities. However, one of the four pillars upon which FREE has established its reputation and effectiveness is **WE DON'T DO SHAME.** This tenet is one which we would extend to those in our community who are suffering from problem Gambling and addiction

### **Other Challenges**

#### **1. Lack of Awareness:**

- o Problem gambling has not been a primary focus within the recovery and treatment community in Colorado. Many individuals, families, and even addiction professionals are unfamiliar with the warning signs, risks, and recovery pathways for gambling addiction. The realization that one has a gambling problem is even less apparent than one who has a substance use disorder.

#### **2. Stigma and Secrecy:**

- o Like many behavioral addictions, problem gambling is often accompanied by deep shame and secrecy. Encouraging individuals to trust FREE as a supportive, non-judgmental community will require ongoing effort and intentional messaging.

#### **3. Engaging Treatment Providers:**

- o Many treatment providers and programs in Colorado have not integrated problem gambling education into their frameworks. FREE will likely be introducing this topic to these organizations for the first time.

### **Overcoming Challenges**

FREE will address these challenges by building awareness, fostering collaboration, and creating safe spaces for support and recovery. We are aware that the establishment of successful, resilient recovery groups will be incumbent on participation by those impacted, and FREE will make every effort to ensure that these groups are welcome and can thrive within our walls.

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

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

### Sustainability of the Project Beyond the Grant Period

FREE Recovery Community is committed to ensuring the long-term impact and sustainability of this initiative beyond the 12-month grant period.

#### **Key Sustainability Strategies**

1. Established GA Support Groups: Ongoing, cost-effective recovery groups will continue providing support long after the grant period ends.
2. Lasting Educational Content: Videos, materials, and resources will remain accessible online and in the community.
3. Strengthened Partnerships: Collaborations with recovery organizations will sustain problem gambling awareness efforts.

*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

The most evident sign that FREE' s Gambling Awareness Initiative is successful will be the establishment and sustained attendance of one to two support groups at our Denver campus.

Other indications that our effort is yielding positive results will be revealed by the survey data collected before and during the program's duration.

Survey results are intended to provide indications that this program has been impactful, and will also provide suggested improvements for future endeavors.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.


**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 0 %          |
| Government Contracts                              | 0 %          |
| Foundations                                       | 20 %         |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 75 %         |
| Fees/earned income                                | 5 %          |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | %            |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |



| <b>Financial Information Section</b>  |   |   |                   |
|---|---|---|-------------------|
| Organization Budget for fiscal year<br>\$626,000  | Fiscal Year Date<br>2024  | Income  | Expenses          |
| For Project/Program Requests:   |   |   |                   |
| Program Budget<br>\$310,000   | Dates of budget period<br>2024  | Income  | Expenses          |
| Name of Person Responsible for Financial Reporting<br>Robin Peterson  |   | Name of Financial Institution where funds will be deposited<br>1st Bank of Colorado |                   |
| <b>Attachments</b>  |   |   |                   |
| Applicants need to submit the following required documents as attachments to their application:<br>Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br><b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.   |   |   |                   |
| <b>List of Attachments</b>  |   |   |                   |
| 1.  | Detailed Project Budget, including Marketing and Promotion                          |   |                   |
| 2.  | FREE Recovery Community 501(c)3 Determination Letter                                |   |                   |
| 3.  | Executive Summary of the Project Proposal   |   |                   |
| <b>Acknowledgments</b>  |   |   |                   |
| By signing below, I acknowledge the following:<br><br>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and<br><br>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<br><br>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<br><br>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and<br><br>The information contained in this application is true and correct to the best of my ability. |   |   |                   |
| Signature   |  |   | Date<br>12/1/2024 |

**International Problem  
Gambling and Gaming  
Certification -  
International Responsible  
Gaming Industry Certification  
(Professionals)**



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November 27, 2024

Colorado Division of Gaming  
1707 Cole Boulevard, Suite 300  
Lakewood, CO 80401

Dear Members of the Division of Gaming,

We are pleased to submit today an application for the Colorado Division of Gaming Responsible Gaming Grants program. The International Responsible Gaming Industry Certification (IRGIC) is a first-of-its-kind Certification focused on establishing a healthier ecosystem across Colorado.

The International Responsible Gaming Industry Certification (IRGIC) will create an industry-standard training curriculum aimed at promoting Responsible Gaming among committed professionals working in gambling, gaming, and affiliated sectors. Designated, certified organizations and trainees will be equipped with the knowledge and certified training necessary to ensure a healthier gaming industry.

As well as Certification development, our project aims to launch the Certification process across organizations throughout Colorado. Demonstrating the success of this Certification will protect players and industry employees through increased organizational expertise, but also lay the foundation for a sustainable ongoing Certification process that will swiftly emerge as the industry standard.

To support the expansion of this novel Certification, we have established relationships with crucial Colorado stakeholders as part of the grant application process - including but not limited to the Problem Gambling Coalition of Colorado and the Colorado Gaming Association.

We view this Certification as a statewide Responsible Gaming initiative, and are honored to be considered by the Colorado Division of Gaming for this cycle of the Colorado Division of Gaming Responsible Gaming Grants.

Thank you for your consideration of this important project. Please do not hesitate to contact myself or the International Problem Gambling and Gaming Certification Organization directly if you have any questions.

Sincerely,

Jody Bechtold  
LCSW, ICGC-II, BACC, IGDC, CGT  
President of the Board, International Problem Gambling and Gaming Certification Organization (IPGGC)

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>  |   |  |  |
|---|---|--|--|
| Legal Name of Organization<br><p style="text-align: center;">International Problem Gambling and Gaming Certification Organization</p>   |   |  |  |
| Department (if applicable)  |   |  |  |
| Mailing Address<br><p style="text-align: center;">20 Cedar Blvd, Suite 204</p>  |   |  |  |
| City<br><p style="text-align: center;">Pittsburgh</p>   |   |  | State<br><p style="text-align: center;">PA</p> |
| ZIP Code<br><p style="text-align: right;">15228</p>   |   |  |  |
| Phone   | Website<br><p style="text-align: center;"><a href="https://www.igccb.org/">https://www.igccb.org/</a></p> |  |  |
| EIN<br><p style="text-align: center;">80-0431437</p>  | Organization Email Address<br><p style="text-align: center;">certification@igccb.org</p>                  |  |  |
| Application Contact<br><p style="text-align: center;">Jody Bechtold</p>   |   |  |  |
| Application Title<br><p style="text-align: center;">President</p>   |   |  |  |
| Contact Phone   | Contact Email<br><p style="text-align: center;">certification@igccb.org</p>                               |  |  |
| <p>List of Organization's Executive Leadership &amp; Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position &amp; Director of Development or equivalent staff position.</p> <p>Executive Board Members: Jody Bechtold - President, Elliott Rapaport - Vice President, Donald McCourtney - Treasurer, and Christina Cook - Secretary</p> |   |  |  |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>  |   |  |  |

List of Board of Directors, including full legal name, position, affiliation, length of time on the board and expiration date.  
Non-Executive Board Members and expireate date: Dr. Daniel Kaufmann (2029), George Mladenetz (2025), Vivien (Wen Li) Anthony (2028), Dr. Anthony Bean (2028), Teresita “Chit” Cambe-Castillo (2026), Craig Cornforth (2027), Dr. Richard Woodruff (2026), and Simon Vince (2027)

Emeritus Board Members: Jeremy Wampler (2024), Dr. Stephanie Diez-Morel (2024), Loreen Rugle (2023) and Rev. Janet Jacobs (2023)

Mission Statement

In 1984 the International Gambling Counselor Certification Board (IGCCB) was established to offer voluntary National/International certifications that assure a body of qualified and competent professionals working in the field of clinical treatment of disordered, problem and at-risk gamblers and their families/concerned others. Certification standards established by the IGCCB represent the current best practices in the field of disordered gambling treatment.

In 2024, IGCCB became a 501c3 organization. At that time, the organization was renamed to International Problem Gambling and Gaming Certification Organization (IPGGC).

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

Geographic Area Served

As the leading clinical non-profit for Responsible Gaming and Problem Gambling best practices, the International Problem Gambling and Gaming Certification Organization works internationally to ensure a safer, healthier gambling and gaming ecosystem.

Of particular focus for the International Responsible Gaming Industry Certification (“IRGIC” - certification name in active development) will be jurisdictions across the United States with legal online and land-based gambling such as Colorado.

*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

\$263,350.00

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

International Responsible Gaming Industry Certification by the International Problem Gambling and Gaming Certification Organization

Description of What the Grant Funding will be Used For

Grant funding will be utilized to create an International Responsible Gaming Industry Certification for professionals working in the gambling and gaming industry who are committed to promoting Responsible Gambling best practices. This Certification will focus on areas such as prevention, education, awareness, and regulatory compliance. Grant funding will be utilized for the development, execution, and promotion for the Responsible Gaming Industry Certification as a first-of-its-kind endeavor to ensure a healthier gambling and gaming industry ecosystem.

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



Timeline for Spending any Awarded Grant Money

Awarded grant money will be spent across 2025.

Anticipated Program Milestones to be Achieved during the grant period

Phase 1, December 2025: The IPGGC along with relevant Colorado-based stakeholders and supporters aims to have a finalized Responsible Gaming Certification Training. Additionally, the first cohort of trainees and certified organizations will be trained.

The IPGGC anticipates scaling multiple ongoing cohorts in 2026 in a sustainable fashion based on the success of Phase 1 and the initial cohort of certified professionals.

*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  
IPGGC has worked closely with the Problem Gambling Coalition of Colorado (PGCC) to create a complete certification program for workforce development and capacity building of prevention and treatment providers in fiscal year 2023-2024.

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

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

Since its founding in 1984, the International Problem Gambling and Gaming Certification Organization has been the leading organization focused on ensuring the certification and training of counselors specialized in Responsible Gaming and Problem Gambling. As part of our mission to ensure a healthier ecosystem for all involved in gambling and gaming, the IPGGC actively works to support awareness and education goals internationally through a focus on Responsible Gaming education and access to Problem Gambling resources.

The International Problem Gambling and Gaming Certification Organization (IPGGC) has adopted the following organizational goals to aid in the certification of gambling counselors:

- To assure that this certification and registry process is available to all interested applicants.
- To establish and endorse a professional code of ethics.
- To maintain coordination and liaison with state officials, professional associations and educational institutions to keep current developments in the field of gambling treatment, and to annually review, modify, update and improve current standards of competence, skills and knowledge.
- To establish a central registry of certified gambling counselors and maintain all necessary records of applicants.

Current programs:

International Certifications for Gambling Disorder:

The IPGGC offers voluntary International certifications that ensure a growing community of qualified and competent professionals working in the clinical treatment of individuals with gambling and gaming disorders, as well as their families and concerned community members. The certification standards set by the IGCCB reflect the current best practices in the field of disordered gambling treatment.

The Largest International Database of Certified Gambling Providers:

The IPGGC maintains a database of certified gambling counselors for the public review of individuals, their families, and their communities who are demonstrating potentially at-risk behaviors and seeking assistance for gambling and gaming.

Certified Trainings for Organizations to Train Specialized Providers:

Crucially, the IPGGC works to increase access to specialized clinical treatment for gambling and gaming disorder by working with international organizations to develop, promote, and certify unique professional training.

*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.

The International Responsible Gaming Industry Certification (IRGIC) is designed to provide a comprehensive, industry-standard training curriculum aimed at promoting Responsible Gaming practices among professionals working in gaming, gambling, and related sectors. The program seeks to equip gaming industry participants, gaming operators, employees and other affiliated stakeholders with the knowledge, skills, and tools necessary to recognize and address problem gambling behaviors, foster a safer gaming environment, and ensure adherence to relevant regulations and ethical standards.

This initiative will create a certified training program that serves as a benchmark for responsible gaming education and equips industry professionals to better protect consumers, promote fairness, and contribute to the overall integrity of the gaming industry.

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

The International Responsible Gaming Industry Certification aims to ensure benchmarked levels of professional competence and accountability within the field of Responsible Gaming.

The Responsible Gaming field has historically lacked a gold standard certification, and this dearth of certification has resulted in varying levels of expertise and inconsistent practice across professionals and organizations. As the gaming industry faces increasing media scrutiny due to concerns about prevalence of gambling addiction, gambling-related harms, and social responsibility, the International Responsible Gaming Industry Certification aims to support and promote an avenue for gambling operators to demonstrate their commitment to harm reduction, ethical practices, and social responsibility - thus improving regulatory standing and the industry ecosystem internationally.

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

Please see attached supporting documentation for 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

To aid in the successful development and execution of the International Responsible Gaming Industry Certification, the IPGGC will collaborate with organizations across Colorado. Those may include, but are not limited to:

- The Problem Gambling Coalition of Colorado
- The Colorado Gaming Association

*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.

The IPGGC is approaching the issue of Responsible Gaming certification in this way to address critical challenges in the gambling and gaming industry and ensure that certified professionals and organizations adhere to the highest standards in promoting Responsible Gambling practices, preventing gambling-related harms, and supporting those affected by Gambling Disorder.

By creating a consistent, universally recognized framework for Responsible Gaming practices, the International Responsible Gaming Industry Certification will emerge as an international standardized criteria and aligned-upon benchmark for quality and ethical Responsible Gaming competence among industry professionals, ecosystem participants including consumers, and other affiliated stakeholders.

*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

The IPGGC envisions measuring impact for the International Responsible Gaming Industry Certification through the below core tenets:

- Organizations with certified training programs and professionals with the International Responsible Gaming Industry certification. This will be measured by how many certified organizations and professionals maintain their certification over time
- Industry engagement and adoption. This will be measured by the number of gambling and gaming operators who apply for certification initially as well as formal endorsements, partnerships, and collaborations.
- Adherence to Responsible Gaming best practices. This will be measured through the conduction of regular audits of certified organizations and professionals to assess compliance with the certification standards and implementation of Responsible Gaming best practices
- Eventual impact across regulatory, policy, and consumer trust spheres. This will be measured via the quantifiable surveying of consumers and regulators to ensure the certification is trusted and continuously updated.

*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.  
This organization has received no prior funding from the Division of Gaming/CLGCC.

*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. The IPGGC foresees potential challenges related to acceptance and support from gambling and gaming industry operators.

Therefore we will begin a comprehensive outreach and education campaign to industry participants, regulators, and consumers, demonstrating the value of the International Responsible Gaming Industry Certification in improving credibility, trust, and regulatory compliance as well as holistically promoting Responsible Gaming Industry best practices.

The IPGGC aims to engage collaboratively with cross functional industry stakeholders such as specialized organizations in Gambling Disorder Treatment, State and Gaming Regulation, and Gaming Operators themselves already.

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

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

After the grant period, this initiative will be wholly self-sustained by certification and training contributions. The IPGGC has significant experience in creating sustainable certifications over the past forty years and has demonstrated distinct success in certification longevity programs across decade-long initiatives.

*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

The IPGGC plans to evaluate the results of the International Responsible Gaming Industry Certification and requested grant funding by using a combination of quantitative metrics, qualitative feedback, and long-term impact assessments.

By employing a structured evaluation framework that includes monitoring progress, measuring both short-term and long-term outcomes, assessing cost-effectiveness, and continuously improving based on data and feedback, the IPGGC will demonstrate the effectiveness and value of its certification program.

Regular reporting to the Colorado Division of Gaming and CLGCC as well as ongoing stakeholder engagement will ensure that the program remains accountable, transparent, and aligned with its broader goals of promoting Responsible Gaming best practices.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | %            |
| Government Contracts                              | %            |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | %            |
| Fees/earned income                                | 100 %        |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | %            |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

**Financial Information Section**

|   |  |  |                      |
|---|--|--|----------------------|
| Organization Budget for fiscal year                                     | Fiscal Year Date<br>1/1/2024 - 12/31/2024        | Income<br>\$58,000   | Expenses<br>\$42,000 |
| For Project/Program Requests:   |  |  |                      |
| Program Budget<br>\$263,500   | Dates of budget period<br>2/15/2025 - 12/31/2025 | Income<br>\$70,000   | Expenses<br>\$45,000 |
| Name of Person Responsible for Financial Reporting<br>Donald McCourtney |  | Name of Financial Institution where funds will be deposited<br>Bank of America |                      |

**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. | Letter of Determination   |
| 2. | Letter of Support from the Problem Gambling Coalition of Colorado |
| 3. | Letter of Support from the Colorado Gaming Association            |

**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 | 11/29/24 |
|-----------|---|------|----------|

**Kindbridge Research Institute -  
Colorado APT-itude Program:  
Awareness, Prevention, Telehealth  
Amount Requested**



November 29, 2024

Colorado Limited Gaming Control Commission  
Division of Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

**Subject:** Grant Application for the Colorado APT-itude Program

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of Kindbridge Research Institute (KRI), I am pleased to submit this application for the 2025 Responsible Gaming Grant to support the launch of the Colorado APT-itude Program. This initiative, endorsed by Central City Mayor Jeremy Fey, aims to provide critical mental health resources, reduce stigma, and promote responsible gaming practices statewide.

The recent Kindbridge Behavioral Health Gambling Disorder Treatment Outcomes Report highlights the transformative impact of telehealth interventions. For instance, clients treated through Kindbridge's telehealth platform experienced a 65.2% reduction in depression symptoms (PHQ-9 scores) and a 76.5% reduction in anxiety (GAD-7 scores) over a 12-week period. These outcomes far exceed industry benchmarks and demonstrate the potential of innovative, accessible mental health services to drive meaningful change.

Building on these findings, the APT-itude Program is designed to:

1. **Expand Free Telehealth Services Statewide:** Remove financial and geographic barriers for individuals impacted by gambling-related mental health issues.
2. **Target High-Risk Groups Through Employee Benefit Programs:** Address unique risks faced by casino employees with specialized, confidential mental health resources.
3. **Promote Responsible Gambling Practices:** Develop a Responsible Gambling Certification Program for operators and regulators to strengthen industry accountability.
4. **Enhance Workforce Capacity:** Train healthcare providers with evidence-based modules to improve the treatment and management of gambling-related mental health issues.
5. **Increase Awareness and Reduce Stigma:** Launch a comprehensive outreach campaign tailored to diverse populations to connect them with available resources.

Mayor Fey's endorsement underscores the importance of this initiative, stating that the program will deliver vital services, reduce stigma, and foster healthier communities. By integrating the proven methodologies outlined in the KBH report with targeted interventions for high-risk groups, the APT-itude Program offers a holistic and evidence-based solution to the challenges faced by Colorado residents.

Thank you for considering our application. I would be happy to provide additional information or discuss this proposal further.

Sincerely,

*Dr. Nathan Smith*

Dr. Nathan Smith  
Executive Director  
Kindbridge Research Institute

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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.



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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:
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  - (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

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- Completed Responsible Gaming Grant Application DR Form 9493
- All required attachments:
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  - 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

| <b>Summary Information Section</b>   |                                |                               |          |
|--|--------------------------------|-------------------------------|----------|
| Legal Name of Organization   |                                | Kindbridge Research Institute |          |
| Department (if applicable)   |                                |                               |          |
| Mailing Address  |                                |                               |          |
| 3773 Cherry Creek Drive North, Suite 829   |                                |                               |          |
| City   |                                | State                         | ZIP Code |
| Denver   |                                | CO                            | 80209    |
| Phone  | Website                        |                               |          |
| (781) 315-2824   | kindbridgeinstitute.org        |                               |          |
| EIN  | Organization Email Address     |                               |          |
| 85-3860147   | info@kindbridgeinstitute.org   |                               |          |
| Application Contact  |                                |                               |          |
| Dr. Nathan Smith   |                                |                               |          |
| Application Title  |                                |                               |          |
| Executive Director   |                                |                               |          |
| Contact Phone  | Contact Email                  |                               |          |
| (781) 315-2824   | nathan@kindbridgeinstitute.org |                               |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                |                               |          |
| Dr. Nathan Smith – Executive Director – (781)-315-2824 – nathan@kindbridgeresearchinstitute.org  |                                |                               |          |
| Dishi Umfleet - Operations Director – (978)– 522-6564 – dishi@kindbridgeresearchinstitute.org  |                                |                               |          |
| Laura Knaster – Outreach Coordinator – laura.knaster@kindbridgeinstitute.org   |                                |                               |          |
| Mark Lucia - MRAP/MRF Program Manager - mark.lucia@kindbridgeinstitute.org   |                                |                               |          |
| Dave Yeager – Veteran Community Outreach Manager – dave.yaeger@kindbridgeinstitute.org   |                                |                               |          |
| Trent Lambert - Finance Committee Chair - trent@kindbridgeinstitute.org  |                                |                               |          |
|  |                                |                               |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                |                               |          |

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

Trent Michael Lambert – Chair - Board member since November of 2020, holds position until November of 2025

Daniel Justin Umfleet – Vice Chair, Secretary - Board member since November of 2020, holds position until November of 2025

Doug Mishkin - Board Member, Legal - Board member since July of 2024, holds position until July 2026

Brianne Doura-Schawohl - Board Member, Government Affairs - Board member since September 2024, holds position until September 2026

Wanor Frana - Board Member, Tribal Affairs - Board Member since June 2024, holds position until June 2026

Dr. Stephanie Diez-Morel - Board Member, Childrens Programming and Clinician Training - Board Member since August 2024, holds position until August 2026

Caroline Ponsetti - Board Member, Public Affairs and Communication - Board Member since July 2024, holds position until July 2026

Mission Statement

The mission of KRI is to provide state gaming regulators, legislatures, and public health experts with world-class research that will help reduce health inequities for those experiencing gambling disorder in the populations they serve, improve overall health of their citizens, and inform public health policy and gambling legislation.

At KRI, we believe that telehealth integration into existing treatment options as well as stand-alone telehealth systems that complement the care delivery continuum are the key to access for the future of treatment for individuals, families, and sub-populations that are at higher risk of experiencing gambling related harms due to age, socio-economic status, location in a rural community, race, ethnicity, religion, or gender identity.

Our goal is to advance the adoption of evidence-based telehealth solutions for gambling and gaming communities. Through research, we are currently developing evidence-based practice models for gambling with the intent of better understanding how telehealth, better access to assistance, and better access to the right tools, can impact high-quality mental health outcomes for those in treatment.

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

Geographic Area Served

Our work is focused on the impact of gambling harms of US citizens. Our operational offices are located in Massachusetts and Colorado. For the purposes of this grant, our efforts will be focused on Denver, Colorado Springs, Durango, Pueblo, and Grand Junction.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$848,925.00

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Colorado APT-itude Program: Awareness, Prevention, Telehealth

Description of What the Grant Funding will be Used For

**Program Scope:**

The Colorado APT-itude Program aims to solidify and build upon Kindbridge Research Institute’s (KRI) groundwork over the past two years, focusing on addressing gambling-related mental health concerns across Colorado. This program blueprint targets populations at elevated risk of harm by providing direct telehealth access for those impacted by gambling behaviors, builds a state operator and regulator RG certification program, and implements statewide community training modules for clinicians and physicians.

**Proposal for 2025 Grant Cycle:**

For 2025, we aim to launch a Colorado telehealth program with easy scheduling and real-time outcome tracking, supported by tailored Employee Benefits Programs and an Operator and Regulator Certification Program to promote responsible gaming and foster healthier communities.

**We propose:**

- 1. Telehealth Access Expansion:** Offering free access to a statewide care network for all Colorado residents, ensuring that anyone impacted by gambling-related mental health issues can access professional help without financial barriers.
- 2. Employee Benefit Program for Casino Operators:** This initiative will provide no-cost telehealth access specifically for employees of casino operators, a high-risk group due to the gambling-centric environment they work in. By leveraging the existing telehealth infrastructure, this program will allow casino employees to access confidential mental health resources, helping them manage gambling-related issues and other mental health challenges. This perk is expected to enhance well-being among casino staff, reduce associated social impacts, and support a healthier workforce within the Colorado gambling sector.
- 3. Operator and Regulator RG Certification Program:** As part of our comprehensive Responsible Gambling (RG) initiatives, we propose the build of an Operator and Regulator RG Certification module. This program covers key areas such as policy development, effective promotion of RG tools to players, understanding gambling disorder, and implementing intervention strategies. By equipping employees, operators, and regulators with this knowledge, we foster a more responsible gambling environment and enhance player protection efforts across the industry.
- 4. Training Resource Availability:** Distributing our clinical training modules through the DBHA, Second Wind, and other care organizations ensuring that all Colorado providers—especially those in under served areas—can benefit from our research and experience in gambling-related mental health and addiction.
- 5. Comprehensive Community Outreach Campaign:** Launching a multi-faceted awareness campaign that combines traditional marketing and affiliate marketing strategies. This campaign will create tailored content targeting a wide range of professionals (e.g., healthcare providers, community leaders, educators) and demographics, from young adults to senior populations. Through targeted messaging on social media, local media outlets, and partnerships with affiliate organizations, the campaign aims to educate the public on available resources, promote the Colorado Gambling Telehealth Program, and increase awareness around gambling-related mental health issues across diverse groups.

By making our materials publicly accessible, providing enhanced access to trained providers, and introducing innovative AI resources, we aim to expand Colorado’s support network for gambling-related mental health issues. This holistic approach will empower populations at elevated risk of harm, enhance community awareness, and lay a foundation for sustainable, long-term impact in gambling-related mental health care across the state.

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

Anticipated Program Milestones to be Achieved during the grant period

**Month 1-2: Program Setup**

Program Kickoff and Stakeholder Engagement: Establish the project team, engage key stakeholders (DBHA, casino operators, Central City), and confirm partnerships.

Detailed Project and Data Plan: Develop the project timeline, task allocation, and define data metrics for tracking outcomes.

Telehealth Platform Readiness: Ensure telehealth infrastructure is ready for statewide access and free services for casino employees.

**Month 3-4: Concurrent Launches and Initial Implementation**

Employee Perks Program Launch: Launch the no-cost mental health program for casino employees in collaboration with casino operators.

Training Module Deployment: Distribute training resources to healthcare providers, focusing on underserved regions.

Initial Outreach Campaign: Begin the outreach campaign targeting Colorado residents, casino employees, and healthcare providers.

**Month 5-6: Employee RG Certification Program**

Formalizing the Curriculum: Launch the certification program trialing it with an initial group of 3 casinos.

Community Engagement Events: Host webinars, community forums, and online Q&As to increase engagement.

Casino Employee Awareness Campaign: Expand promotion of the employee perks program through casino HR channels.

**Month 7-8: Mid-Project Review and Adjustments**

Mid-Year Program Assessment: Review initial data and make adjustments to campaign messaging and partnerships.

Enhanced Community Outreach and Training Expansion: Based on the assessment, broaden outreach to additional high-risk demographics and distribute more training modules.

**Month 9-10: Final Push and Continued Engagement**

Outreach Campaign Expansion: Reinforce program visibility with a final outreach push across social media and community events.

Final Training Distribution and Engagement Events: Conclude training module distribution and host final community engagement events.

**Month 11-12: Evaluation and Reporting**

Data Analysis and Program Evaluation: Collect and analyze program data on telehealth access, user satisfaction, outreach impact, and training effectiveness.

Report Preparation and Stakeholder Presentation: Prepare a summary report, covering metrics, outcomes, and insights from each component, and present to stakeholders.

Sustainability Plan: Develop a sustainability strategy, exploring funding options and integration within existing healthcare frameworks.

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

### **Research Project: The Military Research Associate Program (MRAP)**

Project Aim: Kindbridge Research Institute's Military Research Associate Program (MRAP) assists veterans transitioning from military service to advanced training in mental health for Gambling Disorder treatment and research.

Progression: In the pilot year of the program, Mark Lucia joined KRI to develop the MRAP program and act as the pilot member in September 2021. KRI assisted with his school applications resulting in admission into 4 of his top choice schools – Columbia University, George Washington University, Boston University, and Johns Hopkins University. In summer 2022, he began a dual degree MPH/MBA at Johns Hopkins University. Additionally, Mark conducted unique research on responsible gambling in DoD-operated facilities which were presented at an international conference in 2022 and published one peer-reviewed article with KRI staff. This program is now embedded with the Military's EMDP2 (Enlisted to Medical Degree Preparatory Program) and has created a link for the organization into the GAO (Government Accountability Office) as advisors on Military related gambling harms research.

### **Research Project: Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado**

Project Aim: This first part of the project involves three separate and related goals. In Goal 1, we will create a novel and innovative data set that also will demonstrate feasibility for future years of data and linkage to other sources. This data set will include measures of treatment locations for GD, SUDs, and mental health disorders, then linked with state and rural/urban codes (county or equivalent). In Goal 2, using the novel data set, we will calculate treatment availability measures for GD (overall and per-capita supply of certified and non-certified providers), while calculating similar measures for SUDs and mental health disorders. In Goal 3, we will conduct statistical analyses to identify GD treatment shortages among rural communities, as well as the supply of GD treatment compared to psychiatric disorder treatment.

### **Research Project: Colorado Military Problem Gambling Research, Education, & Recovery Program**

Project Aim: This project aims to expand and enhance a comprehensive program addressing responsible and disordered gambling among Colorado military personnel and veterans. The grant supports several key initiatives: the development of specialized training modules for clinicians, interactive educational content for veterans, targeted digital outreach campaigns, and the establishment of a centralized resource hub. Additionally, it will enable the expansion of peer support and virtual treatment services, enhancements to the Colorado Military Research Fellowship, and improvements to the ROTC Education & Awareness Program. Through these initiatives, the program seeks to provide tailored support, increase awareness, and build a robust support network, ultimately reducing the impact of gambling-related issues within Colorado's military community.

### **Research Project: KRI-M-TAC Surveillance Project**

Project Aim: Kindbridge Research Institute partners with the Massachusetts Technical Assistance Center for Problem Gambling Treatment (M-TAC) to establish monitoring and surveillance for gambling-related harm in the Commonwealth. The project identifies, collects, and assesses data from M-TAC, the Office of Problem Gambling Services (OPGS), Department of Public Health (DPH), other state agencies, and public sources. Using the Data to Action Framework, Kindbridge generates technical reports that categorize and analyze these data sources, prioritizing health equity across diverse demographics. "Infoveillance" tools, such as online search data, offer additional insights. This work empowers M-TAC and OPGS to better address gambling harm, particularly in highly affected communities, and Kindbridge provides ongoing consulting on psychiatric epidemiology and gambling-related issues.

### **Research Project: Ohio Athlete Wellbeing Project**

Project Aim: The Athlete Wellbeing Program in Ohio, developed in collaboration with the Ohio Casino Control Commission (OCCC), addresses critical needs for athletes dealing with harassment related to sports betting. The program provides a pathway to mental health resources and support while offering educational components designed to empower athletes to navigate challenges associated with betting culture. All these elements are integrated into a user-friendly technology platform, ensuring accessible, effective, and immediate support for athletes statewide.

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

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

The founding of Kindbridge Research Institute in September 2020, during the second wave of the COVID-19 pandemic, marks a significant response to the growing need for mental health services tailored specifically for individuals affected by gambling and gaming disorders. The pandemic, with its restrictions on in-person interactions, highlighted and exacerbated existing gaps in mental health care, particularly for these groups. This situation presented an opportunity to establish a dedicated research entity focused on developing more effective treatment solutions for those suffering from gambling and gaming disorders.

The choice to establish the Institute was driven by the recognition of significant treatment access gaps nationwide. These gaps are twofold: firstly, there is a scarcity of insurance providers offering mental health resources that cater specifically to the gambling and gaming communities. Secondly, there is a notable shortage of licensed and qualified counselors who possess a deep understanding of the unique challenges faced by gamblers and gamers in their recovery journey.

The Institute embraces telehealth as a cornerstone for future treatment strategies for these populations. It is actively collaborating with several major universities, organizations, and governments across the country to innovate and improve care delivery. The focus is not just on the individuals directly involved in gambling and gaming but also on their family members, spouses, and couples who are experiencing emotional distress due to their relationship with these activities.

The Institute's areas of focus are comprehensive and multifaceted:

**Research and Population Health Strategy for Sub-Populations Experiencing Harm from Gambling:** This includes targeted research and health strategies for specific groups such as Veterans, Native Americans, African Americans, Asian Americans, and athletes, recognizing that these sub-populations might have unique challenges and needs.

**Research and Population Health Strategy for University Environments:** This involves working closely with university administrators, faculty, and students to address gambling and gaming issues within academic settings, recognizing that these environments can have specific dynamics and pressures that affect mental health.

**Community Outreach and Population Health Strategy for Sports Leagues/Teams:** The Institute is also focusing on minor and professional sports leagues/teams, acknowledging the significant impact that gambling and gaming can have in these areas, both at the minor and professional levels.

The goals of the Kindbridge Research Institute are multifaceted, aiming to:

**Bridge Treatment Access Gaps:** Address the scarcity of insurance providers offering mental health resources for the gambling and gaming communities, and increase the availability of licensed, qualified counselors who understand the unique challenges faced by these individuals.

**Innovate Through Telehealth:** Utilize telehealth as a primary mode of delivering effective and accessible mental health services, ensuring that treatment is not limited by geographical constraints.

**Collaborate for Broader Impact:** Partner with major universities, organizations, and governments to drive innovation in mental health care delivery and to implement evidence-based practices in treatment.

**Support Affected Families and Communities:** Extend care and support not only to individuals directly involved in gambling and gaming but also to their family members, spouses, and couples who are experiencing related emotional distress.

**Conduct Targeted Research:** Focus on specific sub-populations such as Veterans, Native Americans, African Americans, Asian Americans, and athletes to develop tailored health strategies that address their unique needs.

The attached "KRI Reference List" would provide detailed insights into the current programs and initiatives undertaken by the Institute, showcasing its commitment to addressing the mental health needs of these specific populations through research, community outreach, and innovative health strategies.

*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.

The Colorado APT-itude Program is a statewide initiative by Kindbridge Research Institute (KRI) to address gambling-related mental health issues. Focused on high-risk groups—especially casino employees, military members, and under served communities—the program provides free telehealth access, specialized training for healthcare providers, and a community outreach campaign. By removing financial and geographic barriers, the telehealth component offers a confidential, convenient mental health solution across Colorado.

A unique aspect of this program is the employee perks initiative for casino operators, offering free telehealth support to casino staff who face heightened gambling risks. This targeted program responds to feedback from Central City leaders and supports workforce well-being, helping casino employees manage gambling-related and mental health challenges. Alongside, healthcare provider training modules equip professionals statewide to identify and treat gambling-related mental health issues, further enhancing the reach of the program.

By building public awareness through a coordinated outreach campaign, the program aims to destigmatize mental health care and make support easily accessible. Through these integrated efforts, the Colorado APT-itude Program is set to drive meaningful improvements in mental health care access, reduce gambling-related harms, and support the well-being of high-risk populations across Colorado.

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

The Colorado APT-itude Program addresses several pressing issues related to gambling and mental health in Colorado. First, it tackles the lack of accessible mental health services for populations at higher risk of gambling-related harms, particularly casino employees and residents in rural and underserved areas. Many in these communities face barriers to care due to geographic isolation, financial constraints, and stigma. The program also responds to the unique risks casino employees face due to their workplace environment and feedback from city leaders who have observed that these employees often gamble in off-hours at other casinos, increasing their vulnerability to gambling-related issues.

The program presents significant opportunities to improve public health and community resilience. By providing no-cost telehealth services statewide, it expands mental health support to those who may otherwise lack access, fostering a more inclusive and supportive healthcare environment. The specialized employee perks program for casino operators offers a pathway to improve casino workforce well-being, benefiting not only individuals but also the broader industry. Additionally, the training modules for healthcare providers build capacity across the state, enhancing their ability to identify and treat gambling-related mental health concerns effectively.

The program's outreach campaign creates further opportunities by raising awareness, destigmatizing mental health issues, and connecting more people to resources. By collecting data and insights through these initiatives, the program lays a foundation for informed policy decisions, future funding opportunities, and sustainable mental health solutions tailored to Colorado's unique population needs.

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

**Quarter 1: Foundation and Initial Rollouts**

Set up project infrastructure, confirm partnerships, and prepare the telehealth platform for statewide access.

Launch the employee perks program for casino operators and begin distributing training modules to healthcare providers.

Initiate the outreach campaign targeting key demographics, including casino employees and underserved areas.

**Quarter 2: Program Expansion and Community Engagement**

Begin building Employee RG Certification program and gather initial feedback.

Host community engagement events, including webinars and Q&A forums, to raise awareness and reduce stigma around mental health care.

Expand employee awareness efforts within the casino industry and monitor engagement levels.

Collect initial program data on telehealth usage and provider training.

**Quarter 3: Mid-Year Review and Strategic Adjustments**

Conduct a mid-year program assessment, reviewing data to identify areas for improvement.

Adjust outreach strategies based on feedback and expand efforts to additional high-risk groups.

Continue training module distribution and strengthen partnerships to enhance community involvement.

**Quarter 4: Final Outreach Push, Evaluation, and Reporting**

Execute a final outreach campaign to reinforce program visibility and encourage engagement.

Complete data collection on telehealth outcomes, training impact, and outreach effectiveness.

*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

### **Health Systems Collaboration**

**Partner Organizations:** UCHealth, Centura Health, HealthONE, SCL Health, Denver Health, Boulder Community Health, Children’s Hospital Colorado, National Jewish Health, Veterans Health Administration (Colorado Region)

**Screening and Referral Systems:** Integrate gambling disorder screenings into routine healthcare visits. Establish referral pathways within health systems to connect individuals identified with gambling disorder to appropriate telehealth and in-person care.

**Training and Education:** Deliver specialized training for healthcare providers on identifying and managing gambling disorder. This can include workshops, seminars, and Online modules to build provider capacity across the state.

**Data Sharing and Research:** Develop data-sharing agreements that maintain patient confidentiality, enabling research into the prevalence of gambling disorder and the effectiveness of interventions.

**Awareness Campaigns:** Collaborate on awareness initiatives within healthcare facilities. Use waiting rooms and clinics as touch points to distribute educational materials and raise awareness about gambling disorder.

**Telehealth Expansion:** Work together with Kindbridge Behavioral Health to expand telehealth access, improving treatment reach in under served and remote areas.

**Financial Counseling:** Work together with GamFin and Operation HOPE to ensure that financial recovery resources are available to people in need.

### **Non-Profit Health Charities Collaboration**

**Partner Organizations:** Colorado Health Foundation, Mental Health Colorado, The Denver Foundation, Caring for Colorado Foundation, Healthier Colorado

**Funding and Resource Support:** Seek funding for community outreach, screening, and educational programs. These organizations can also offer resources like training materials and professional networks.

**Community Engagement and Advocacy:** Collaborate on advocacy and community engagement efforts to expand reach. Non-profits play a crucial role in pushing for policy changes that support gambling disorder treatment and awareness.

**Program Development and Implementation:** Co-develop targeted programs for high-risk and underserved populations, leveraging the strengths of both non-profits and healthcare providers.

**Educational Initiatives:** Partner on creating and disseminating educational content, holding community events, workshops, and providing accessible online resources.

**Research and Evaluation:** Engage in joint research projects to assess the effectiveness of intervention strategies. Non-profits bring valuable expertise in program evaluation and data analysis.

### **Overall Approach**

**Integrated Efforts:** Ensure well-coordinated efforts with regular communication, joint planning, and aligned goals across health systems and non-profits.

**Tailored Strategies:** Develop strategies that leverage each partner’s strengths—health systems for direct patient access and screenings, and non-profits for community outreach and advocacy.

**Continuous Feedback and Adaptation:** Establish feedback loops to adapt strategies based on outcomes and learnings.

Through these collaborations, Colorado’s approach to managing gambling disorder will be more comprehensive and impactful, creating a sustainable network of support that leverages the unique strengths of each partner.

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

Kindbridge Research Institute's decision to adopt a population health disease management approach for addressing gambling disorder in Colorado is both strategic and practical. This approach enables effective use of resources, data-driven targeting, and sustainable impact, ensuring that high-risk groups receive essential services even with constrained funding.

### **Background:**

Over the past two years, Kindbridge Research Institute (KRI) has made significant strides in addressing gambling-related mental health issues in Colorado. Through public health data, KRI developed a county-level gambling risk map, identifying high-risk and underserved areas where targeted support is urgently needed. To bridge these gaps, KRI introduced an accessible, state-specific telehealth program, enabling Coloradans to receive mental health support directly from counselors. Additionally, KRI created and distributed training modules for healthcare providers, equipping them to better understand gambling addiction, mental health comorbidities, and effective intervention strategies.

### **Key Findings:**

- **Underserved Populations:** Colorado communities with limited mental health services have shown strong receptiveness to culturally informed and accessible interventions.
- **Military Populations:** Military personnel, both active and retired, benefit from tailored mental health support by providers with relevant backgrounds, which fosters a sense of understanding and trust.
- **Casino Employees as a High-Risk Group:** Given their unique work environment, casino employees experience heightened gambling risks. Feedback from Central City stakeholders emphasizes that employees often gamble at other casinos during off-hours, highlighting the need for targeted, easily accessible mental health support.
- **Community and Healthcare Demand:** Local providers and health systems have expressed a growing need for comprehensive knowledge on the intersections of gambling, mental health, addiction, and suicide prevention.
- **Effectiveness of Telehealth:** Telehealth has proven particularly effective in Colorado, offering anonymity, accessibility, and convenience. Clients report significant improvements in mental well-being, including reduced depression, anxiety, and alcohol consumption, as well as better sleep quality and high satisfaction with care outcomes.

### **Why are we approaching this program in this way?**

**Efficiency in Resource Allocation:** Operating with a limited budget necessitates prioritizing high-impact interventions. A population health approach allows us to maximize resources by deploying scalable solutions that benefit the entire state. Targeting high-risk groups, such as casino employees, through programs like direct telehealth access ensures that every dollar spent supports those most affected. The Employee RG Certification program further enhances efficiency by training the trainer on the front lines to identify those in need of help, bridging users into treatment through accessible information and support.

**Data-Driven, Targeted Strategies:** Utilizing data to pinpoint communities most affected by gambling disorder enables precise intervention planning. Tools like Colorado's Gambling Disorder Vulnerability GIS Map help direct resources to areas of greatest need, allowing us to customize telehealth services, healthcare provider training, and outreach. These targeted interventions ensure that our limited resources support those who need it most, including casino employees who face unique risks in their work environment. Direct telehealth access tailored for these employees helps reduce gambling-related risks and improve mental well-being within this high-risk group.

**Broad and Sustainable Impact through Collaboration:** In the absence of substantial state or federal health funding, we leverage partnerships with health systems and non-profits to extend our reach. Collaborating with organizations like UHealth, Centura Health, and Colorado Health Foundation allows us to integrate gambling disorder screenings, provider training, and public awareness into existing networks, significantly expanding program scalability. This network-based model builds capacity at the local level, training clinicians, creating referral pathways, and sustaining support through employee resources. Together, these efforts lay the groundwork for a robust, data-informed model that can be replicated in other regions facing similar public health challenges.

*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

**Service Engagement:**

Number of individuals screened for gambling disorder and increase in those seeking help, measured against previous periods.

**Awareness and Education:**

Reach of awareness campaigns across social media, community events, and workshops.  
Survey results showing changes in public and healthcare provider awareness and understanding of gambling disorder.  
Screening and Treatment Implementation

Number of healthcare facilities integrating gambling disorder screening protocols.

Percentage of clinicians trained in gambling disorder management and treatment.

**Technology Utilization:**

Usage statistics for the telehealth platform and access to educational resources.

**Quality of Care:**

Patient satisfaction scores and clinical outcome metrics, such as reductions in gambling behaviors, anxiety, and depression.

**Referral Network Effectiveness:**

Number of referrals to specialized gambling disorder services and engagement rates of referred individuals.

**Workforce Development:**

Total number of healthcare providers trained in gambling disorder management.

Post-training evaluation results to assess training effectiveness and retention.

**Telehealth Impact:**

Comparative data showing telehealth usage versus traditional in-person services, with focus on adherence and patient outcomes.

**Demographic and Regional Reach:**

Utilization metrics broken down by demographics (age, gender, socioeconomic status) and geographic regions, highlighting reach in rural and underserved areas.

**Data-Driven Insights and Outcomes**

Improvements in diagnosis rates and treatment effectiveness recorded in health data systems.

Quality of life changes before and after intervention, including mental health and social impacts.

**Comparative Analysis:**

Results from comparative studies of telehealth engagement versus traditional treatments, focusing on effectiveness, adherence, and patient satisfaction.

These measures will provide a comprehensive assessment of the program's impact, helping to identify successful strategies and areas for further improvement in managing gambling disorder across Colorado.

*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.

**Prior grant funding was awarded in the 2023** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado - \$260,000.
- Colorado Military Problem Gambling Research, Education and Recovery Program - \$362,700.
- Colorado Athlete Wellbeing Program - \$215,389.

**Prior grant funding was awarded in the 2024** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Screening and Telehealth Enhancement for Gambling Disorder (STEGD) Initiative in Colorado - \$500,060.00
- Colorado Military Problem Gambling Research, Education, & Recovery Program Phase 2 - 4 - \$404,910.00
- Colorado Athlete Wellbeing Program Phase 2 - \$171,710.00
- Healthy Gaming Education Program - \$71,500.00
- The Stanford Gambling Addiction Therapy Study (SGATS) in Colorado - \$63,250.00

*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.

### **Limited Budget and Resources**

Challenge: With a limited budget, the program must be strategically managed to maximize impact across diverse, high-risk populations, including casino employees, military personnel, and underserved communities.

Solution: Kindbridge Research Institute (KRI) has adopted a population health disease management approach that prioritizes scalable, high-impact interventions. By leveraging partnerships with health systems, non-profits, and community organizations, KRI can extend its reach without significantly increasing costs. Additionally, KRI will continuously monitor program effectiveness, reallocating resources to the areas with the highest need and greatest impact.

### **Limited State Health Department Participation**

Challenge: Limited direct collaboration with the state health department may reduce access to certain public health resources and affect the program's visibility.

Solution: KRI plans to engage alternative community stakeholders and leverage its partnerships with major health systems and non-profits (e.g., UHealth, Colorado Health Foundation). These partnerships will enable broader reach, enhance credibility, and provide access to facilities and networks that would otherwise require state involvement. By building local support and a strong network, KRI can foster grassroots advocacy to compensate for the lack of state-level support.

### **Stigma Surrounding Gambling Disorder and Mental Health**

Challenge: Social stigma around gambling addiction and mental health may discourage individuals from seeking help or using available resources.

Solution: The program includes comprehensive awareness campaigns designed to destigmatize gambling disorder, targeting both the general public and specific high-risk groups like casino employees. Utilizing telehealth services provides a private, stigma-free entry point to care, helping individuals feel more comfortable seeking help. KRI will also engage healthcare providers in training modules that emphasize compassionate, non-judgmental care, fostering an environment that encourages individuals to seek support.

### **Reaching High-Risk and Underserved Populations**

Challenge: High-risk groups, including rural populations, may have limited access to healthcare and telehealth services.

Solution: KRI's telehealth platform is designed to overcome geographical barriers, providing flexible, confidential access to mental health support. Partnerships with local clinics, community centers, and non-profits will help expand service accessibility. Additionally, the program's outreach campaign will target rural and underserved areas specifically, using culturally relevant and accessible messaging to increase engagement.

### **Clinician Training and Workforce Capacity**

Challenge: Limited numbers of clinicians are trained to identify and treat gambling disorders, which could strain the system as demand increases.

Solution: KRI will provide training modules to increase the number of healthcare providers equipped to manage gambling disorder, thereby strengthening the overall capacity to handle cases. Post-training evaluations and follow-ups will ensure clinicians feel prepared and supported, enabling a more sustainable and resilient workforce.

### **Data Collection and Program Evaluation**

Challenge: Collecting and analyzing data across multiple partners and locations may pose logistical and privacy challenges, impacting program evaluation.

Solution: KRI will use standardized data management protocols to ensure consistent, confidential data collection. Partnerships with healthcare organizations that already have established data collection systems will help streamline this process. Regular evaluations will guide program adjustments, ensuring that KRI remains responsive to data-driven insights and maximizes program effectiveness.

By proactively addressing these challenges, KRI aims to create a robust, scalable, and sustainable program that effectively manages gambling disorder across Colorado, even with limited resources and support.

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

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

### **Project Sustainability Plan**

After the grant period, the Colorado APT-itude Program will be sustained through a multi-faceted approach that leverages partnerships, data-driven insights, and an expanded network of trained professionals. Key elements of the sustainability plan include:

**Partnership Development:** We will continue to strengthen partnerships with healthcare providers, non-profits, and community organizations, including UCHealth, Colorado Health Foundation, and local community centers. These partnerships provide a foundation of support and resources that will help maintain program components such as telehealth access, community outreach, and provider training.

**Integrated Telehealth Services:** By embedding telehealth services within existing healthcare networks, the program will provide ongoing mental health support to individuals affected by gambling disorder. We aim to work with health systems to include telehealth as a standard offering for mental health, enabling long-term access even after initial funding concludes.

**Training and Workforce Development:** The program's training modules for clinicians and healthcare providers will be structured for long-term use, equipping local professionals with skills to identify and treat gambling disorders effectively. By building a skilled workforce, we ensure that providers across Colorado remain capable of addressing gambling-related mental health issues independently.

**Data-Driven Advocacy and Funding:** Throughout the grant period, we will collect data on program outcomes, including patient satisfaction, clinical effectiveness, and community impact. This data will be used to advocate for additional funding from private donors, philanthropic foundations, and government agencies, demonstrating the program's value and the need for continued support.

**Community-Based Support Networks:** We will develop community-based support networks that foster peer and local advocacy for mental health and gambling disorder resources. These networks will help keep the program visible and accessible in local communities, creating a sense of ownership and engagement that encourages sustainability.

**Exploring Alternative Revenue Streams:** We will explore revenue-generating opportunities, such as partnerships with Employee Assistance Programs (EAPs) for casino operators and other employers, to integrate gambling disorder support within corporate wellness initiatives. Additionally, offering specialized training or consulting services to healthcare providers could provide a sustainable funding source.

By embedding program elements within local systems, expanding community engagement, and securing ongoing funding sources, the Colorado APT-itude Program will continue to address gambling-related mental health issues in Colorado long after the grant period ends.

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

## Evaluation Plan for the Colorado APT-itude Program

Kindbridge Research Institute (KRI) has developed a comprehensive evaluation plan to measure the impact and effectiveness of the Colorado APT-itude Program, ensuring that the results of the requested funding are thoroughly assessed. The evaluation strategy includes both quantitative and qualitative methods, focusing on key performance indicators (KPIs) that align with the program's objectives.

### Data Collection and Analysis

- **Usage and Engagement Metrics:** We will track the number of individuals accessing telehealth services, participating in screenings, and the number of people completing care plans. Engagement data will also include demographic breakdowns to assess reach across different populations, including casino employees and underserved communities. **Clinical Outcomes:** KRI will measure clinical outcomes through pre- and post-intervention assessments, tracking changes in gambling behavior, reductions in anxiety and depression, and other mental health improvements. These outcomes will provide insight into the program's impact on individual well-being.
- **Awareness and Training Impact:** Surveys and feedback forms will be used to evaluate changes in awareness among the public and healthcare providers. We will assess the effectiveness of training modules through pre- and post-training evaluations, measuring providers' knowledge and confidence in identifying and managing gambling disorders.
- **Regular Monitoring and Reporting**
- **Quarterly Progress Reviews:** KRI will conduct quarterly reviews to assess program progress against established benchmarks, allowing for timely adjustments to improve effectiveness. These reviews will cover telehealth usage, outreach impact, training completion rates, and feedback from participants.
- **Stakeholder Reports:** Detailed reports will be prepared for stakeholders, including summaries of key outcomes, challenges encountered, and areas for improvement. These reports will ensure transparency and accountability, providing clear evidence of the program's achievements.

### Qualitative Feedback

- **Patient and Provider Testimonials:** To gain a deeper understanding of the program's impact, KRI will collect testimonials from patients and healthcare providers. This qualitative feedback will provide context to quantitative data, illustrating personal stories and specific program benefits.
- **Community Feedback Sessions:** KRI will hold feedback sessions with community partners and participants to gather insights on program accessibility, cultural relevance, and areas where the program could be enhanced.

### Long-Term Impact Evaluation

- **Behavioral Health and Community Outcomes:** We will conduct follow-up evaluations to assess long-term changes in gambling behavior and mental health in targeted communities. By tracking outcomes beyond the initial grant period, we aim to demonstrate the program's sustainable impact.
- **Comparative Analysis:** Where possible, KRI will compare outcomes between telehealth and traditional in-person treatments to evaluate the relative effectiveness of remote interventions. This analysis will help guide future program improvements and inform best practices.
- **Data-Driven Adjustments**

### Adaptive Program Design

- Based on ongoing data collection, KRI will make necessary adjustments to the program, such as modifying outreach strategies, enhancing training content, or expanding telehealth resources to underserved areas. This adaptive approach ensures that the program remains responsive to participant needs and achieves the greatest possible impact.

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

|  |              |
|--|--------------|
| <b>Financial Planning</b>  |              |
| <b>Attachments</b>   |              |
| 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.   |              |
| <b>Required Attachments</b>  |              |
| Submit a list of other sources of income supporting the proposed project<br>All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.<br>For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.  |              |
| <b>Source Income Table</b>   |              |
| <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> |              |
| <b>Percentage Funding Sources (for 501c3 nonprofit organizations)</b>  |              |
| Government grants (federal, state, county, local)  | 50 %         |
| Government Contracts   | 15 %         |
| Foundations  | %            |
| Business   | 25 %         |
| Events   | %            |
| Individual Contributions   | 5 %          |
| Fees/earned income   | %            |
| Workplace giving campaigns   | %            |
| In-kind contributions  | 5 %          |
| Other  | %            |
| <b>Total (must equal 100%)</b>   | <b>100 %</b> |



| <b>Financial Information Section</b>  |   |  |                            |
|---|---|--|----------------------------|
| Organization Budget for fiscal year<br>\$3,000,000.00   | Fiscal Year Date<br>12/31                               | Income<br>\$3,000,000.00   | Expenses<br>\$3,000,000.00 |
| For Project/Program Requests:   |   |  |                            |
| Program Budget<br>\$848,925.00  | Dates of budget period<br>3/25 - 2/26                   | Income<br>\$848,925.00   | Expenses<br>\$848,925.00   |
| Name of Person Responsible for Financial Reporting<br>Trent Lambert   |   | Name of Financial Institution where funds will be deposited<br>Kindbridge Research Institute |                            |
| <b>Attachments</b>  |   |  |                            |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>  |   |  |                            |
| <b>List of Attachments</b>  |   |  |                            |
| 1.  | IRS Letter of Determination                             |  |                            |
| 2.  | Kindbridge Behavioral Health Problem Gambling Report    |  |                            |
| 3.  | Letter of Support from Mayor Jeremy Fey of Central City |  |                            |
| <b>Acknowledgments</b>  |   |  |                            |
| <p>By signing below, I acknowledge the following:</p> <p><i>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</i></p> <p><i>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</i></p> <p><i>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</i></p> <p><i>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</i></p> <p><i>The information contained in this application is true and correct to the best of my ability.</i></p> |   |  |                            |
| Signature   | <i>Dr. Nathan Smith</i>                                 |  | Date<br>11/28/24           |

**Kindbridge Research Institute -**  
Colorado Military Stigma  
Reduction Program: Stigma Stand  
Down



**November 29, 2024**

Colorado Limited Gaming Control Commission  
Division of Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

**Subject:** Grant Application for the Colorado Military Stigma Reduction Program: Stigma Stand Down

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Kindbridge Research Institute (KRI), I am honored to submit our application for funding under the Responsible Gaming Grants program for the "Stigma Stand Down" initiative. This program builds on prior success in addressing stigma associated with mental health and gambling-related issues among military personnel and veterans in Colorado.

Military service members and their families face unique challenges that hinder help-seeking behaviors, with stigma often acting as the largest barrier to care. Through our work on the 50x4 Vets Project and partnerships with organizations like UNLV, the University of New Mexico, and the VA, we have witnessed the urgent need for stigma reduction and increased access to care, particularly in Colorado's military community.

The "Stigma Stand Down" program has garnered overwhelming support from local communities and state-wide organizations dedicated to addressing problem gambling and military mental health. Key collaborators include Fort Carson and Grit Digital Health, a trusted 12-year partner of the Colorado Department of Public Health and Environment (CDPHE). Additionally, the Department of the Army at Fort Carson has provided a powerful letter of support, emphasizing the initiative's critical role in addressing mental health, financial wellness, and gambling-related harms.

To reduce the financial burden of this initiative, we are leveraging additional sponsorships. For example, FanDuel has committed \$60,000 to fund critical components of the program, including 24/7 helpline services. These contributions lower the overall funding request and ensure that every dollar from the grant delivers maximum impact.

With your support, the "Stigma Stand Down" initiative will provide tailored resources, telehealth services, and stigma reduction strategies to enhance resilience and readiness within Colorado's military community. We are committed to ensuring that every dollar awarded yields meaningful and measurable outcomes, supported by a robust evaluation framework and long-term sustainability strategies.

Thank you for considering our application. We look forward to the opportunity to collaborate with the Colorado Limited Gaming Control Commission in advancing responsible gaming and mental health initiatives for our military heroes and their families.

Sincerely,

*Dr. Nathan Smith*

**Dr. Nathan Smith**  
Executive Director  
Kindbridge Research Institute

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                |                               |          |
|--|--------------------------------|-------------------------------|----------|
| Legal Name of Organization   |                                | Kindbridge Research Institute |          |
| Department (if applicable)   |                                |                               |          |
| Mailing Address  |                                |                               |          |
| 3773 Cherry Creek Drive North, Suite 829   |                                |                               |          |
| City   |                                | State                         | ZIP Code |
| Denver   |                                | CO                            | 80209    |
| Phone  | Website                        |                               |          |
| (781) 315-2824   | kindbridgeinstitute.org        |                               |          |
| EIN  | Organization Email Address     |                               |          |
| 85-3860147   | info@kindbridgeinstitute.org   |                               |          |
| Application Contact  |                                |                               |          |
| Dr. Nathan Smith   |                                |                               |          |
| Application Title  |                                |                               |          |
| Executive Director   |                                |                               |          |
| Contact Phone  | Contact Email                  |                               |          |
| (781) 315-2824   | nathan@kindbridgeinstitute.org |                               |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                |                               |          |
| Dr. Nathan Smith – Executive Director – (781)-315-2824 – nathan@kindbridgeresearchinstitute.org  |                                |                               |          |
| Dishi Umfleet - Operations Director – (978)– 522-6564 – dishi@kindbridgeresearchinstitute.org  |                                |                               |          |
| Laura Knaster – Outreach Coordinator – laura.knaster@kindbridgeinstitute.org   |                                |                               |          |
| Mark Lucia - MRAP/MRF Program Manager - mark.lucia@kindbridgeinstitute.org   |                                |                               |          |
| Dave Yeager – Veteran Community Outreach Manager – dave.yaeger@kindbridgeinstitute.org   |                                |                               |          |
| Trent Lambert - Finance Committee Chair - trent@kindbridgeinstitute.org  |                                |                               |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                |                               |          |

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

Trent Michael Lambert – Chair - Board member since November of 2020, holds position until November of 2025

Daniel Justin Umfleet – Vice Chair, Secretary - Board member since November of 2020, holds position until November of 2025

Doug Mishkin - Board Member, Legal - Board member since July of 2024, holds position until July 2026

Brianne Doura-Schawohl - Board Member, Government Affairs - Board member since September 2024, holds position until September 2026

Wanor Frana - Board Member, Tribal Affairs - Board Member since June 2024, holds position until June 2026

Dr. Stephanie Diez-Morel - Board Member, Childrens Programming and Clinician Training - Board Member since August 2024, holds position until August 2026

Caroline Ponsetti - Board Member, Public Affairs and Communication - Board Member since July 2024, holds position until July 2026

Mission Statement

The mission of KRI is to provide state gaming regulators, legislatures, and public health experts with world-class research that will help reduce health inequities for those experiencing gambling disorder in the populations they serve, improve overall health of their citizens, and inform public health policy and gambling legislation.

At KRI, we believe that telehealth integration into existing treatment options as well as stand-alone telehealth systems that complement the care delivery continuum are the key to access for the future of treatment for individuals, families, and sub-populations that are at higher risk of experiencing gambling related harms due to age, socio-economic status, location in a rural community, race, ethnicity, religion, or gender identity.

Our goal is to advance the adoption of evidence-based telehealth solutions for gambling and gaming communities. Through research, we are currently developing evidence-based practice models for gambling with the intent of better understanding how telehealth, better access to assistance, and better access to the right tools, can impact high-quality mental health outcomes for those in treatment.

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

Geographic Area Served

Our work is focused on the impact of gambling harms of US citizens. Our operational offices are located in Massachusetts and Colorado. For the purposes of this grant, our efforts will be focused on Denver, Colorado Springs, Durango, Pueblo, and Grand Junction.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           | <input type="text"/>                                     |

**Grant Request And Narrative Section**

Amount Requested

\$886,550.00

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

Colorado Military Stigma Reduction Program: Stigma Stand Down

Description of What the Grant Funding will be Used For

**Program Scope: Stigma Stand Down Program**

The "Stigma Stand Down" Program aims to address stigma related to the impact of unhealthy gambling behaviors on mental health, financial stability, and acute depression among military and veteran personnel in Colorado. Building on the work completed in the previous two years, this initiative will provide education, resources, and telehealth services tailored to active duty members, veterans, and their families. The program focuses on fostering understanding and encouraging help-seeking behaviors within the military community through a comprehensive statewide approach. Our 50x4 Vets Project with UNLV, NMU, and the VA in Cleveland highlights the number one reason this population does not access care is stigma, which this project aims to overcome.

**Proposal for 2025 Grant Cycle**

Our vision for 2025 is to expand and integrate the "Stigma Stand Down" Program, creating a robust, statewide initiative that reduces stigma and promotes access to vital resources for military personnel and their families. This program builds on prior years' efforts to foster resilience, provide education, and enhance support systems.

**What We Propose:**

We propose a holistic, integrated approach to achieve the campaign's goals through the following initiatives:

**Stigma Reduction and Education Resources**

- Deliver tailored content addressing the unique challenges military personnel face with mental health, financial habits, and gambling.
- Host training videos on a secure platform covering gambling disorder, unit readiness, and stigma reduction strategies.

**Military Research and Education Hub**

- Enhance the hub to provide a centralized, user-friendly resource featuring evidence-based tools, training materials, and interactive elements for military leaders and personnel.
- Conduct targeted research with Front Line Medical Providers and Military EMS First Responders in Colorado to assess their knowledge of gambling disorder and addiction. Based on these insights, deliver tailored training programs to empower them as frontline advocates in addressing this critical issue.

**Expanded Access to Care**

- Broaden telehealth services with Kindbridge's TRICARE-paneled providers, offering free, confidential support for mental health and gambling-related issues.

**Targeted Outreach and Program Promotion**

- Launch a dedicated website as a centralized hub for training, telehealth access, and educational resources.
- Develop comprehensive promotional materials, including brochures, videos, and social media content, to inform and engage military communities.
- Execute targeted advertising campaigns (billboards, TV spots, and social media) in high-density military areas, supported by GIS mapping for focused outreach.
- Distribute printed materials at military bases to ensure all personnel and families have access to information.
- Statewide Awareness Program
- Implement a multifaceted marketing strategy that combines traditional outreach with digital affiliate marketing to reach healthcare providers, community leaders, educators, and military personnel.

**Impact**

The "Stigma Stand Down" Program will provide military personnel and their families with the tools, education, and support needed to reduce stigma and enhance resilience. By leveraging innovative resources, telehealth services, and targeted outreach, this initiative aims to create lasting change across Colorado's military communities.



## Anticipated Program Milestones to be Achieved during the grant period

**Anticipated Milestones for the 2025 Grant Cycle****Months 1–2: Initial Planning and Preparation**

- Finalize program strategy and project timeline.
- Assemble project teams and confirm roles and responsibilities.
- Identify and secure necessary partnerships, including military base contacts.
- Leverage Year 1's GIS map to prioritize outreach locations.

**Months 3–4: Resource Development**

- Develop tailored content for stigma reduction and education, focusing on mental health, financial habits, and gambling.
- Create training video scripts and begin production.
- Design and build enhancements for the Military Research and Education Hub.
- Begin development of the dedicated website framework.

**Months 5–6: Pilot Testing and Soft Launch**

- Complete and upload training videos to the secure platform.
- Test functionality of the enhanced Military Research and Education Hub with a pilot audience.
- Launch a beta version of the centralized website for feedback and adjustments.
- Begin outreach to military bases to distribute initial materials and gather feedback.

**Months 7–8: Program Launch**

- Officially launch the "Stigma Stand Down" Program, including:
- Dedicated website with integrated resources.
- Social media accounts and initial promotional posts.
- Targeted advertising campaigns in high-density military areas.
- Distribute printed materials and digital resources to military bases.

**Months 9–10: Engagement and Expansion**

- Monitor program engagement metrics (website traffic, social media interactions, telehealth usage).
- Expand targeted advertising efforts, adjusting based on GIS data insights.
- Begin hosting live or virtual informational sessions with military personnel and families.
- Implement statewide awareness strategies, targeting healthcare providers and community leaders.

**Months 11–12: Evaluation and Reporting**

- Conduct a comprehensive evaluation of program impact:
- Analyze engagement metrics, telehealth usage, and feedback from military personnel.
- Collect data from pilot audiences and adjust content/resources as needed.
- Compile a year-end report summarizing successes, lessons learned, and areas for improvement.
- Plan next steps and recommendations for future program iterations.

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

### **Research Project: The Military Research Associate Program (MRAP)**

Project Aim: Kindbridge Research Institute's Military Research Associate Program (MRAP) assists veterans transitioning from military service to advanced training in mental health for Gambling Disorder treatment and research.

Progression: In the pilot year of the program, Mark Lucia joined KRI to develop the MRAP program and act as the pilot member in September 2021. KRI assisted with his school applications resulting in admission into 4 of his top choice schools – Columbia University, George Washington University, Boston University, and Johns Hopkins University. In summer 2022, he began a dual degree MPH/MBA at Johns Hopkins University. Additionally, Mark conducted unique research on responsible gambling in DoD-operated facilities which were presented at an international conference in 2022 and published one peer-reviewed article with KRI staff. This program is now embedded with the Military's EMDP2 (Enlisted to Medical Degree Preparatory Program) and has created a link for the organization into the GAO (Government Accountability Office) as advisors on Military related gambling harms research.

### **Research Project: Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado**

Project Aim: This first part of the project involves three separate and related goals. In Goal 1, we will create a novel and innovative data set that also will demonstrate feasibility for future years of data and linkage to other sources. This data set will include measures of treatment locations for GD, SUDs, and mental health disorders, then linked with state and rural/urban codes (county or equivalent). In Goal 2, using the novel data set, we will calculate treatment availability measures for GD (overall and per-capita supply of certified and non-certified providers), while calculating similar measures for SUDs and mental health disorders. In Goal 3, we will conduct statistical analyses to identify GD treatment shortages among rural communities, as well as the supply of GD treatment compared to psychiatric disorder treatment.

### **Research Project: Colorado Military Problem Gambling Research, Education, & Recovery Program**

Project Aim: This project aims to expand and enhance a comprehensive program addressing responsible and disordered gambling among Colorado military personnel and veterans. The grant supports several key initiatives: the development of specialized training modules for clinicians, interactive educational content for veterans, targeted digital outreach campaigns, and the establishment of a centralized resource hub. Additionally, it will enable the expansion of peer support and virtual treatment services, enhancements to the Colorado Military Research Fellowship, and improvements to the ROTC Education & Awareness Program. Through these initiatives, the program seeks to provide tailored support, increase awareness, and build a robust support network, ultimately reducing the impact of gambling-related issues within Colorado's military community.

### **Research Project: KRI-M-TAC Surveillance Project**

Project Aim: Kindbridge Research Institute partners with the Massachusetts Technical Assistance Center for Problem Gambling Treatment (M-TAC) to establish monitoring and surveillance for gambling-related harm in the Commonwealth. The project identifies, collects, and assesses data from M-TAC, the Office of Problem Gambling Services (OPGS), Department of Public Health (DPH), other state agencies, and public sources. Using the Data to Action Framework, Kindbridge generates technical reports that categorize and analyze these data sources, prioritizing health equity across diverse demographics. "Infoveillance" tools, such as online search data, offer additional insights. This work empowers M-TAC and OPGS to better address gambling harm, particularly in highly affected communities, and Kindbridge provides ongoing consulting on psychiatric epidemiology and gambling-related issues.

### **Research Project: Ohio Athlete Wellbeing Project**

Project Aim: The Athlete Wellbeing Program in Ohio, developed in collaboration with the Ohio Casino Control Commission (OCCC), addresses critical needs for athletes dealing with harassment related to sports betting. The program provides a pathway to mental health resources and support while offering educational components designed to empower athletes to navigate challenges associated with betting culture. All these elements are integrated into a user-friendly technology platform, ensuring accessible, effective, and immediate support for athletes statewide.

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

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

The founding of Kindbridge Research Institute in September 2020, during the second wave of the COVID-19 pandemic, marks a significant response to the growing need for mental health services tailored specifically for individuals affected by gambling and gaming disorders. The pandemic, with its restrictions on in-person interactions, highlighted and exacerbated existing gaps in mental health care, particularly for these groups. This situation presented an opportunity to establish a dedicated research entity focused on developing more effective treatment solutions for those suffering from gambling and gaming disorders.

The choice to establish the Institute was driven by the recognition of significant treatment access gaps nationwide. These gaps are twofold: firstly, there is a scarcity of insurance providers offering mental health resources that cater specifically to the gambling and gaming communities. Secondly, there is a notable shortage of licensed and qualified counselors who possess a deep understanding of the unique challenges faced by gamblers and gamers in their recovery journey.

The Institute embraces telehealth as a cornerstone for future treatment strategies for these populations. It is actively collaborating with several major universities, organizations, and governments across the country to innovate and improve care delivery. The focus is not just on the individuals directly involved in gambling and gaming but also on their family members, spouses, and couples who are experiencing emotional distress due to their relationship with these activities.

The Institute's areas of focus are comprehensive and multifaceted:

**Research and Population Health Strategy for Sub-Populations Experiencing Harm from Gambling:** This includes targeted research and health strategies for specific groups such as Veterans, Native Americans, African Americans, Asian Americans, and athletes, recognizing that these sub-populations might have unique challenges and needs.

**Research and Population Health Strategy for University Environments:** This involves working closely with university administrators, faculty, and students to address gambling and gaming issues within academic settings, recognizing that these environments can have specific dynamics and pressures that affect mental health.

**Community Outreach and Population Health Strategy for Sports Leagues/Teams:** The Institute is also focusing on minor and professional sports leagues/teams, acknowledging the significant impact that gambling and gaming can have in these areas, both at the minor and professional levels.

The goals of the Kindbridge Research Institute are multifaceted, aiming to:

**Bridge Treatment Access Gaps:** Address the scarcity of insurance providers offering mental health resources for the gambling and gaming communities, and increase the availability of licensed, qualified counselors who understand the unique challenges faced by these individuals.

**Innovate Through Telehealth:** Utilize telehealth as a primary mode of delivering effective and accessible mental health services, ensuring that treatment is not limited by geographical constraints.

**Collaborate for Broader Impact:** Partner with major universities, organizations, and governments to drive innovation in mental health care delivery and to implement evidence-based practices in treatment.

**Support Affected Families and Communities:** Extend care and support not only to individuals directly involved in gambling and gaming but also to their family members, spouses, and couples who are experiencing related emotional distress.

**Conduct Targeted Research:** Focus on specific sub-populations such as Veterans, Native Americans, African Americans, Asian Americans, and athletes to develop tailored health strategies that address their unique needs.

The attached "KRI Reference List" would provide detailed insights into the current programs and initiatives undertaken by the Institute, showcasing its commitment to addressing the mental health needs of these specific populations through research, community outreach, and innovative health strategies.

*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.

The 2025 "Stigma Stand Down" Program seeks to reduce stigma and expand access to mental health and gambling-related resources for Colorado's military personnel and families through a comprehensive, year-long effort. The initiative will develop tailored educational content addressing mental health, financial habits, and gambling, and host training videos on a secure platform covering key topics like gambling disorder, stigma reduction, and unit readiness. A centralized Military Research and Education Hub will be enhanced to provide interactive tools and evidence-based resources, while telehealth services will be expanded via TRICARE-paneled providers to offer free, confidential support. A dedicated program website will integrate all resources, telehealth access, and training materials, supported by targeted outreach such as advertising campaigns in military-dense areas, GIS-informed strategies in high density Veteran regions of the state, base presence, and the distribution of promotional materials.

A statewide awareness program will engage healthcare providers, community leaders, and educators, combining traditional outreach with digital marketing. Progress and impact will be measured through engagement metrics, telehealth utilization, and feedback from military personnel, fostering a resilient and well-supported military community.

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

The 2025 "Stigma Stand Down" Program addresses critical challenges for Colorado's military personnel and families:

- **Stigma Reduction:** Reduces fear of judgment through education and awareness around mental health and gambling.
- **Access to Care:** Expands telehealth and centralized resources to overcome geographic and logistical barriers.
- **Mental Health and Financial Strain:** Provides support to address pressures impacting well-being and readiness.
- **Unit Readiness:** Highlights the impact of untreated issues on performance and cohesion, encouraging proactive support.
- **Reliable Resources:** Enhances the Military Research and Education Hub to offer trusted, evidence-based information.

The program fosters resilience, improves care access, and strengthens overall well-being.

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

**Q1: Planning and Development**

- Develop educational content, training videos, and promotional materials.
- Enhance the Military Research and Education Hub with updated tools.
- Build the program website and establish telehealth infrastructure.

**Q2: Pilot and Initial Launch**

- Launch the website with integrated telehealth and training resources.
- Pilot training videos, interactive tools, and outreach materials.
- Begin targeted telehealth and stigma reduction promotions.

**Q3: Program Expansion**

- Expand outreach with GIS-targeted ads and on-base resource distribution.
- Host webinars and informational sessions for military leadership and families.
- Increase telehealth and education program visibility statewide.

**Q4: Evaluation and Refinement**

- Evaluate engagement metrics, telehealth usage, and program feedback.
- Refine content and outreach strategies based on data.
- Compile final reports and plan for sustained efforts and future initiatives.

*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

To effectively implement the 2025 "Stigma Stand Down" Program in Colorado, collaboration with local military installations, educational institutions, mental health organizations, veteran-focused entities, and Veterans Affairs (VA) facilities is essential. Below is a categorized list of potential collaborators:

**Military Installations:**

- Fort Carson
- Peterson Space Force Base
- Schriever Space Force Base
- Buckley Space Force Base
- Cheyenne Mountain Space Force Station
- Pueblo Chemical Depot
- United States Air Force Academy

**Educational Institutions:**

- University of Colorado Colorado Springs (UCCS): Offers programs and support for military personnel.
- Colorado State University: Provides various resources and programs for veterans.
- Pikes Peak Community College: Located near several military installations, offering tailored programs.
- Colorado Technical University: Known for its military-friendly programs.
- Colorado Christian University: Offers programs at Peterson Air Force Base.

**Mental Health Organizations:**

- Mental Health Colorado: Advocates for mental health and substance use care.
- NAMI Colorado: Provides support and education on mental health issues.
- Colorado Behavioral Healthcare Council (CBHC): Represents community mental health providers.
- AllHealth Network: Offers counseling, psychiatry, and crisis services.
- Building Hope Summit County: Focuses on mental health promotion and suicide prevention.
- The Yarrow Collective: Provides peer support and advocacy for mental health.
- Caring for Denver Foundation: Funds mental health and substance misuse initiatives.
- Second Wind Fund: Provides access to professional counseling services for youth at risk of suicide.

**Veteran-Focused Organizations:**

- Colorado Veterans Project: Hosts events to support veterans and their families.
- Operation HOPE: Offers financial literacy, small business development, and economic empowerment programs for underserved communities.

**Veterans Affairs (VA) Facilities:**

- Salida VA Clinic: Offers outpatient services to veterans in the Salida region.
- Glenwood Springs VA Clinic: Offers outpatient services to veterans in the Glenwood Springs area.
- Montrose VA Clinic: Provides health care services to veterans in the Montrose region.
- Durango VA Clinic: Offers outpatient services to veterans in the Durango area.
- Sterling VA Clinic: Provides health care services to veterans in the Sterling region.
- Loveland VA Clinic: Offers outpatient services to veterans in the Loveland area.

**Licensed Operators:**

- FanDuel: FD has committed \$60k to this program to cover off 24/7 line answering services.

**Vendors:**

- Kindbridge Behavioral Health (KBH): Telehealth services for mental health and gambling-related issues.
- Man Therapy: Offers mental health resources tailored for men, including military personnel.
- Cactus: A design and marketing company specializing in impactful communication strategies. (12 year partner of DPHE; 18 year partner of the CO Lottery)

*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.

The "Stigma Stand Down" Program addresses the critical barriers that prevent military personnel and veterans from seeking mental health and gambling-related support. This approach is informed by the three primary challenges faced by this community—stigma, access, and anonymity—and incorporates direct feedback from military leadership gathered during the 2024 grant cycle.

### **1. Stigma**

Stigma remains the single largest obstacle to seeking mental health care among military personnel and veterans. Military culture emphasizes strength and self-reliance, discouraging individuals from admitting they need help. Service members fear being judged by peers and leaders or suffering career repercussions if they disclose mental health or gambling struggles.

Feedback from military leadership revealed that stigma is further compounded by a lack of understanding of gambling disorder and insufficient training to address these issues. The program addresses this through tailored education and awareness efforts, promoting a culture where seeking help is seen as proactive and courageous. By normalizing conversations around mental health and gambling, the program fosters an environment where service members feel supported in accessing care.

### **2. Access**

Access to care is another significant barrier. Many military personnel live in remote areas with limited specialized services, while active-duty schedules make attending appointments challenging. Military leaders have expressed that installations are under-resourced to handle the growing mental health and gambling-related needs of their personnel. Leaders specifically cited alarming increases in gambling-related debt and the lack of effective tools to address it, which further undermines unit readiness.

To address these gaps, the program expands telehealth services through TRICARE-paneled providers, ensuring that high-quality care is available regardless of location. A centralized Military Research and Education Hub provides easily accessible, evidence-based tools for service members and leadership. GIS-informed outreach prioritizes areas of greatest need, ensuring resources reach underserved communities.

### **3. Anonymity**

Concerns about privacy and confidentiality prevent many military personnel and veterans from seeking care. Active-duty members worry about how accessing mental health services could affect promotions or security clearances, while veterans and their families fear judgment within their communities. These concerns are particularly acute when financial issues related to gambling are involved, creating an additional layer of hesitation.

The program prioritizes anonymity by offering secure telehealth platforms and private digital tools such as self-assessments and webinars. These confidential resources allow individuals to explore their needs without fear of exposure, empowering them to take the first steps toward care on their own terms.

### **Feedback from Military Leadership**

During the 2024 grant cycle, military leadership at active-duty installations highlighted the urgent need for resources to address gambling disorders and related financial instability. Leaders shared that they lacked the knowledge and tools to identify and manage these challenges effectively. They noted the alarming rise in gambling-related debt among personnel and its impact on mental health, operational performance, and mission readiness. These insights have been integrated into the campaign's design to provide targeted training, tools, and support to help leaders address these issues proactively.

### **Why This Approach Works**

By focusing on stigma, access, and anonymity, and incorporating direct input from military leadership, the "Stigma Stand Down" Program tackles the root causes of care avoidance.

Reducing Stigma: Education and awareness create a cultural shift that normalizes help-seeking behaviors.

Improving Access: Expanded telehealth services and centralized resources ensure that care is available to all.

Ensuring Anonymity: Secure and private tools empower individuals to seek help without fear.

Supporting Leaders: Tailored resources and training equip military leaders to address gambling-related and mental health challenges effectively, reducing financial instability and improving mission readiness.

This comprehensive strategy strengthens military resilience, supports well-being, and ensures that Colorado's military community has the tools and resources needed to thrive.

*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

To evaluate the effectiveness of the "Stigma Stand Down" Program, a combination of quantitative and qualitative metrics will be used. These measures will assess changes in awareness, access, engagement, and outcomes related to stigma reduction and mental health and gambling-related care among Colorado's military personnel and veterans.

### **1. Awareness and Stigma Reduction Metrics**

- Pre- and Post-Program Surveys: Measure changes in attitudes toward mental health and gambling disorders, including reductions in stigma and increases in awareness of available resources.
- Engagement with Educational Content: Track views, downloads, and shares of training videos, webinars, and digital materials to determine reach and utilization.
- Social Media Analytics: Monitor impressions, clicks, and interactions on program posts to gauge awareness within the military community.
- Feedback from Leadership: Collect qualitative insights from military leaders on perceived cultural shifts and reductions in stigma within their units.

### **2. Access to Care Metrics**

- Telehealth Utilization: Track the number of military personnel and families accessing telehealth services through Kindbridge's TRICARE-paneled network.
- Hub Engagement: Monitor the number of visits, downloads, and interactions on the Military Research and Education Hub to measure the use of evidence-based resources.
- Geographic Reach: Use GIS data to analyze the campaign's penetration into high-priority areas, particularly those with historically underserved populations.
- Wait Times for Services: Assess any reductions in wait times for mental health and gambling-related care, indicating improved access.

### **3. Financial and Readiness Outcomes**

- Reduction in Gambling-Related Debt: Collaborate with military leadership and financial counselors to measure decreases in reported gambling-related debt among service members.
- Readiness Metrics: Work with installations to assess changes in unit readiness and performance tied to mental health and financial stability improvements.
- Feedback from Participants: Collect self-reported data from service members and families on whether the program helped them access care or improve their well-being.

### **4. Resource Distribution and Engagement**

- Material Distribution: Track the number of promotional materials (e.g., brochures, posters) distributed at military bases and events.
- Program Website Analytics: Monitor unique visitors, time spent on the site, and resource downloads to evaluate the reach of online materials.
- Training Attendance: Record attendance numbers for webinars and in-person informational sessions.

### **5. Qualitative Feedback**

- Focus Groups and Interviews: Conduct discussions with military personnel, veterans, and leadership to gather insights on the campaign's effectiveness and areas for improvement.
- Open-Ended Survey Responses: Allow participants to share their experiences and suggest enhancements to future initiatives.

### **6. Long-Term Impact Metrics**

- Sustained Engagement: Assess the continued use of program resources and telehealth services beyond the initial program period.
- Policy Adoption: Track whether military installations adopt practices or policies recommended through the program, such as integrating gambling disorder education into readiness training.
- Expanded Collaboration: Evaluate the growth in partnerships with military and veteran organizations as a result of the program.

### **Reporting and Continuous Improvement**

The data collected will be compiled into regular reports to share outcomes with stakeholders and inform future initiatives. This iterative process ensures that the program remains responsive to the evolving needs of Colorado's military community, enhancing its impact over time.

*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.

**Prior grant funding was awarded in the 2023** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado - \$260,000.
- Colorado Military Problem Gambling Research, Education and Recovery Program - \$362,700.
- Colorado Athlete Wellbeing Program - \$215,389.

**Prior grant funding was awarded in the 2024** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Screening and Telehealth Enhancement for Gambling Disorder (STEGD) Initiative in Colorado - \$500,060.00
- Colorado Military Problem Gambling Research, Education, & Recovery Program Phase 2 - 4 - \$404,910.00
- Colorado Athlete Wellbeing Program Phase 2 - \$171,710.00
- Healthy Gaming Education Program - \$71,500.00
- The Stanford Gambling Addiction Therapy Study (SGATS) in Colorado - \$63,250.00

*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.

## Anticipated Challenges for the "Stigma Stand Down" Program

### Overcoming Stigma

- Deeply ingrained cultural attitudes within the military may make it difficult to normalize conversations about mental health and gambling-related issues.
- Resistance from individuals or leadership who perceive seeking help as a weakness could limit engagement.

### Securing Leadership Buy-In

- Military leadership may lack the time, resources, or willingness to prioritize program initiatives.
- Leaders unfamiliar with gambling disorders may underestimate the issue's impact on readiness and morale.

### Engaging Target Audiences

- Reaching geographically dispersed personnel and veterans, especially in remote areas, could pose logistical challenges.
- Creating messaging that resonates with diverse demographics, including active-duty members, veterans, and their families, will require careful tailoring.

### Limited Awareness of Gambling Disorder

- A lack of understanding about gambling disorders within the military could result in reduced recognition of its severity and impact on financial stability and mission readiness.

### Protecting Confidentiality

- Concerns about privacy and potential career repercussions could deter individuals from using program resources, particularly telehealth services.
- Ensuring secure, anonymous access to resources and services is critical but may require ongoing reassurance.

### Resource and Funding Limitations

- Expanding telehealth and creating high-quality educational content require significant resources, which could stretch existing budgets.
- Dependence on external funding may limit scalability or continuity of the program.

### Evaluation Challenges

- Measuring the campaign's impact, particularly reductions in stigma or improvements in readiness, could be difficult to quantify and require robust data collection systems.
- Collecting feedback from diverse stakeholders across multiple locations may present logistical hurdles.

### Competing Priorities

- Military installations may face competing demands for time and resources, potentially deprioritizing mental health and gambling-related initiatives.
- Personnel and families may struggle to engage due to busy schedules, deployments, or other life demands.

### Adapting to Unforeseen Needs

- Evolving challenges within the military community, such as shifts in gambling trends or new stressors, may require adjustments to program strategies.
- Balancing flexibility with a clear focus on key objectives could be challenging.

By anticipating these challenges, the program can develop proactive strategies to address them, ensuring greater impact and sustained success.

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

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

To ensure the "Stigma Stand Down" Program continues to support military personnel and veterans beyond the grant cycle, the following strategies will be employed:

### **1. Building Infrastructure for Long-Term Impact**

- **Centralized Resources:** The Military Research and Education Hub and program website will serve as enduring repositories of evidence-based tools, training materials, and telehealth access. By designing these platforms for scalability and self-sufficiency, they can continue to serve the military community without requiring significant ongoing investment.
- **Telehealth Integration:** By partnering with TRICARE-paneled providers, the program ensures that telehealth services become a sustained offering embedded within the existing healthcare infrastructure for military personnel and their families.

### **2. Leveraging Partnerships**

- **Military and Veteran Organizations:** Strong collaborations with military leadership, veterans' groups, and community organizations will create a support network to maintain and expand the campaign's initiatives. Ongoing partnerships with entities like the Colorado National Guard, VA facilities, and non-profits such as the Colorado Veterans Project will ensure that resources remain accessible and relevant.
- **Public-Private Collaborations:** Partnering with vendors like Kindbridge Behavioral Health, Man Therapy, and other stakeholders allows the program to tap into established expertise and funding streams for continued operations.

### **3. Securing Diverse Funding Sources**

- **Additional Grant Opportunities:** Pursue new grants from federal, state, and private funders who prioritize mental health, gambling disorder prevention, and military readiness.
- **Sponsorships:** Engage corporate sponsors, especially those with ties to the military or gaming industries, to invest in the campaign's future.
- **Military and Public Sector Funding:** Advocate for military leadership and government agencies to incorporate the program into their budgets as an essential tool for readiness and personnel well-being.

### **4. Institutionalizing Program Elements**

- **Training and Education Integration:** Incorporate program content into mandatory training programs for military personnel and leaders. This ensures that education about mental health and gambling disorders becomes part of the military's routine operations.
- **Policy Adoption:** Work with military leadership to adopt policies that promote mental health awareness, financial literacy, and early intervention for gambling disorders.

### **5. Monitoring and Iterative Improvements**

- **Data-Driven Insights:** Continue collecting and analyzing data on engagement, outcomes, and feedback to refine resources and strategies.
- **Evolving Content:** Update educational materials and resources to reflect new research, trends, and the evolving needs of military personnel and their families.

### **6. Empowering Military Leadership**

- **Leadership as Advocates:** Equip military leaders with tools and knowledge to address stigma, gambling disorders, and mental health challenges within their units. This creates internal champions who can sustain the campaign's impact organically.
- **Local Capacity Building:** Train on-base staff and counselors to deliver program elements, ensuring the program becomes a permanent resource for military communities.

### **7. Community Engagement**

- **Awareness Campaigns:** Encourage community organizations, healthcare providers, and non-profits to continue promoting the campaign's resources.
- **Veteran Peer Networks:** Strengthen peer-to-peer support initiatives where veterans and active-duty personnel advocate for the program, increasing trust and utilization.

By embedding the campaign's resources into existing systems, fostering strategic partnerships, and diversifying funding sources, the "Stigma Stand Down" Program can sustain its impact and continue to support Colorado's military community long after the initial grant cycle.

*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

The organization will evaluate the campaign's impact using key metrics, data collection, and feedback mechanisms to assess the results of the requested funding and guide future initiatives. The evaluation will focus on the following:

### **Awareness and Stigma Reduction**

- Measure changes in attitudes toward mental health and gambling disorders through pre- and post-program surveys.
- Track engagement with educational content, including views, downloads, and shares of videos and materials.
- Analyze social media performance, such as impressions, click-through rates, and interactions.

### **Access to Care**

- Monitor telehealth usage, including sessions delivered through TRICARE-paneled providers.
- Evaluate engagement with the Military Research and Education Hub, tracking visits, downloads, and time spent on resources.
- Use GIS data to assess the campaign's reach in high-priority and underserved areas.

### **Behavioral and Financial Outcomes**

- Assess reductions in gambling-related debt through participant self-reports or financial counseling data.
- Collect self-reported improvements in mental health and readiness among service members and veterans.

### **Qualitative Feedback**

- Conduct focus groups and interviews with military personnel, veterans, and leadership to gather insights on program effectiveness and areas for improvement.
- Collect feedback from military leadership on changes in unit readiness, morale, and cultural shifts.

### **Outcomes and Sustainability**

- Short-Term: Increased awareness, reduced stigma, and higher resource utilization.
- Intermediate: Improved financial stability, greater willingness to seek help, and enhanced unit cohesion and readiness.
- Long-Term: Sustained reductions in stigma, institutional integration of resources, and measurable improvements in well-being and mission readiness.

### **Reporting and Adaptation**

- Provide quarterly updates and a comprehensive final report summarizing key outcomes, challenges, and recommendations.
- Use evaluation findings to refine outreach strategies, educational materials, and resource delivery for future efforts.

This plan ensures accountability for the requested funding and demonstrates the campaign's success in improving mental health and gambling-related outcomes for Colorado's military personnel and veterans.

**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**

Submit a list of other sources of income supporting the proposed project  
All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.  
For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 50 %         |
| Government Contracts                              | 15 %         |
| Foundations                                       | %            |
| Business  | 25 %         |
| Events  | %            |
| Individual Contributions                          | 5 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | 5 %          |
| Other   | %            |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |  |  |                            |
|--|--|--|----------------------------|
| Organization Budget for fiscal year<br>\$3,000,000.00  | Fiscal Year Date<br>12/31  | Income<br>\$300,000.00   | Expenses<br>\$3,000,000.00 |
| For Project/Program Requests:  |  |  |                            |
| Program Budget<br>\$886,550.00   | Dates of budget period<br>3/25 - 2/26                                  | Income<br>\$886,550.00   | Expenses<br>\$886,550.00   |
| Name of Person Responsible for Financial Reporting<br>Trent Lambert  |  | Name of Financial Institution where funds will be deposited<br>Kindbridge Research Institute |                            |
| <b>Attachments</b>   |  |  |                            |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |  |  |                            |
| <b>List of Attachments</b>   |  |  |                            |
| 1.   | IRS Letter of Determination  |  |                            |
| 2.   | Letter of Support Part 1 from PGCC, GamFin, Dr. Kraus                  |  |                            |
| 3.   | Letter of Support from the Department of the Army, Grit Digital Health |  |                            |
| <b>Acknowledgments</b>   |  |  |                            |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |  |  |                            |
| Signature  | Dr. Nathan Smith   |  | Date<br>11/12/24           |

**Kindbridge Research Institute -  
Colorado Athlete Wellbeing  
Program: Phase 3**

**November 29, 2024**

Colorado Limited Gaming Control Commission  
Division of Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

**Subject:** Grant Application for the Colorado Athlete Wellbeing Program

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Kindbridge Research Institute (KRI), I am pleased to submit our application for funding under the Responsible Gaming Grant Program for the continuation and expansion of the Colorado Athlete Wellbeing Program (Phase 3). This initiative, supported by key partnerships, represents a pioneering approach to safeguarding athlete mental health and fostering integrity in collegiate sports.

The Colorado Athlete Wellbeing Program is strategically designed to address the pressing challenges of sports integrity, online harassment, and gambling-related harms. Building on two foundational years, Phase 3 will elevate this initiative through enhancements to the program's digital infrastructure, expanded educational resources, and targeted collaboration with law enforcement and investigative bodies. Central to our strategy is the integration of technological solutions, including an upgraded app that offers mental health resources, reporting tools, and mindset coaching for athletes. These features directly support our mission of creating a safe and empowering environment for Colorado's collegiate athletes.

Our application is bolstered by support from key collaborators Momentum Labs and Sportradar. Momentum Labs brings unparalleled expertise in peak performance coaching and resilience training for athletes, while Sportradar provides critical insights into sports betting data and analysis. These partnerships ensure that our program is uniquely positioned to address both the mental health and sports integrity aspects of the challenges faced by collegiate athletes. Their support underscores the collaborative and multidisciplinary approach that is at the core of our program's success.

As detailed in our grant application, we have carefully planned the next phase of this program to maximize impact, focusing on key milestones, including app enhancements, specialized training webinars, and performance psychology workshops. These activities aim to equip athletic staff and athletes with the tools and knowledge needed to navigate the complex dynamics of modern sports environments.

Thank you for considering our application. We look forward to the opportunity to work with the Colorado Limited Gaming Control Commission to advance the health, safety, and integrity of collegiate sports in Colorado.

Sincerely,

*Dr. Nathan Smith*

**Dr. Nathan Smith**  
Executive Director  
Kindbridge Research Institute

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                |                               |          |
|--|--------------------------------|-------------------------------|----------|
| Legal Name of Organization   |                                | Kindbridge Research Institute |          |
| Department (if applicable)   |                                |                               |          |
| Mailing Address  |                                |                               |          |
| 3773 Cherry Creek Drive North, Suite 829   |                                |                               |          |
| City   |                                | State                         | ZIP Code |
| Denver   |                                | CO                            | 80209    |
| Phone  | Website                        |                               |          |
| (781) 315-2824   | kindbridgeinstitute.org        |                               |          |
| EIN  | Organization Email Address     |                               |          |
| 85-3860147   | info@kindbridgeinstitute.org   |                               |          |
| Application Contact  |                                |                               |          |
| Dr. Nathan Smith   |                                |                               |          |
| Application Title  |                                |                               |          |
| Executive Director   |                                |                               |          |
| Contact Phone  | Contact Email                  |                               |          |
| (781) 315-2824   | nathan@kindbridgeinstitute.org |                               |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                |                               |          |
| Dr. Nathan Smith – Executive Director – (781)-315-2824 – nathan@kindbridgeresearchinstitute.org  |                                |                               |          |
| Dishi Umfleet - Operations Director – (978)– 522-6564 – dishi@kindbridgeresearchinstitute.org  |                                |                               |          |
| Laura Knaster – Outreach Coordinator – laura.knaster@kindbridgeinstitute.org   |                                |                               |          |
| Mark Lucia - MRAP/MRF Program Manager - mark.lucia@kindbridgeinstitute.org   |                                |                               |          |
| Dave Yeager – Veteran Community Outreach Manager – dave.yaeger@kindbridgeinstitute.org   |                                |                               |          |
| Trent Lambert - Finance Committee Chair - trent@kindbridgeinstitute.org  |                                |                               |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                |                               |          |

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

Trent Michael Lambert – Chair - Board member since November of 2020, holds position until November of 2025

Daniel Justin Umfleet – Vice Chair, Secretary - Board member since November of 2020, holds position until November of 2025

Doug Mishkin - Board Member, Legal - Board member since July of 2024, holds position until July 2026

Brianne Doura-Schawohl - Board Member, Government Affairs - Board member since September 2024, holds position until September 2026

Wanor Frana - Board Member, Tribal Affairs - Board Member since June 2024, holds position until June 2026

Dr. Stephanie Diez-Morel - Board Member, Childrens Programming and Clinician Training - Board Member since August 2024, holds position until August 2026

Caroline Ponsetti - Board Member, Public Affairs and Communication - Board Member since July 2024, holds position until July 2026

Mission Statement

The mission of KRI is to provide state gaming regulators, legislatures, and public health experts with world-class research that will help reduce health inequities for those experiencing gambling disorder in the populations they serve, improve overall health of their citizens, and inform public health policy and gambling legislation.

At KRI, we believe that telehealth integration into existing treatment options as well as stand-alone telehealth systems that complement the care delivery continuum are the key to access for the future of treatment for individuals, families, and sub-populations that are at higher risk of experiencing gambling related harms due to age, socio-economic status, location in a rural community, race, ethnicity, religion, or gender identity.

Our goal is to advance the adoption of evidence-based telehealth solutions for gambling and gaming communities. Through research, we are currently developing evidence-based practice models for gambling with the intent of better understanding how telehealth, better access to assistance, and better access to the right tools, can impact high-quality mental health outcomes for those in treatment.

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

Geographic Area Served

Our work is focused on the impact of gambling harms of US citizens. Our operational offices are located in Massachusetts and Colorado. For the purposes of this grant, our efforts will be focused on Denver, Colorado Springs, Durango, Pueblo, and Grand Junction.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$194,260.00

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

Colorado Athlete Wellbeing Program: Phase 3

Description of What the Grant Funding will be Used For

The Colorado Athlete Wellbeing Program will have a transformative impact on the state's colleges and their athletes, fostering a robust foundation of sports integrity while delivering specialized mental health and peak performance training. For 2025, the program will enhance its offerings based on lessons learned from the past two years, integrating feedback from athletic directors and coaches statewide.

**Key Enhancements and Scope for 2025:**

**Colorado Athlete Wellbeing App:** The app, a cornerstone of the program, will be upgraded to provide athletes with streamlined access to mental health resources, video courses, mindset coaching, and an expanded content library. It will also feature a push-button reporting system for online sports wagering harassment, reinforcing the program's dual commitment to athlete safety and mental well-being.

**Educational Resources:** The program will continue to address critical topics such as anti-match-fixing, social media integrity, and gambling-related financial harms. New modules like "Hurdles to Female Athlete Mental Health," "Anxiety and Muscle Tension in Athletes," and "Mental Performance Enhancement for Athletes" will keep athletes engaged and informed about the risks posed by harassment and the psychological toll of external pressures.

**Targeted 'Train the Trainer' Webinars:** Athletic directors, coaches, and sports psychologists will receive specialized training to foster psychologically informed environments. These webinars will equip collegiate leaders with the tools to manage gambling-related concerns effectively and support athlete mental health at the institutional level.

**Athlete-Focused Webinars:** Anonymous, interactive webinars led by trusted sports psychologists will tackle stress management, resilience, and self-confidence, with a dedicated session for women in sports. These sessions aim to mitigate the psychological impact of sports bettor harassment and empower athletes with strategies to thrive under pressure.

**Specialized Intelligence and Investigative Support:** Building stronger partnerships with Colorado investigation resources and the FBI, the program will provide critical support to address online harassment and protect athletes. By enhancing investigative capabilities and collaboration with law enforcement, the program ensures a safer competitive environment for athletes.

Through these initiatives, the program reinforces Colorado's commitment to collegiate sports integrity, while advancing the mental health and performance of its athletes. The enhanced focus on collaboration, education, and technology-driven solutions positions the program as a national leader in athlete well-being and safety.

## Anticipated Program Milestones to be Achieved during the grant period

Phase 3 Colorado Athlete Wellbeing program will serve as an immediate extension of the current cycle. Program Integration Review and Planning will be complete prior to commencement, and development of technology and product can begin immediately upon notification of award.

Based on the scope of the project for its third year, here is a list of milestones with pre and quarterly timelines:

Pre Phase 3 cycle:

- App Enhancement and Testing: Begin improvements on the Colorado Athlete Wellbeing App, focusing on functionality and user experience, and initiate testing phases.
- Development of Educational Resources: Start the creation and update of educational resources focusing on mental health and the impacts of sports betting.

Q1 (Months 1-3)

- Update App: Launch the updated version of the Colorado Athlete Wellbeing App.
- Train the Trainer Webinar 1
- Performance Psychology Webinar 1

Q2 (Months 4-6)

- 3 x Check In with each institution
- Train the Trainer Webinar 2
- Performance Psychology Webinar 2
- Performance Psychology Webinar 3
- Midway Integration Checkpoint: Evaluate the progress, participation and feedback.

Q3 (Months 7-9)

- 3 x Check In with each institution
- Train the Trainer Webinar 3
- Performance Psychology Webinar 4
- Performance Psychology Webinar 5
- Performance Psychology Webinar 6
- Enhance Investigative Collaborations: Strengthen partnerships with Colorado Investigation resources and the FBI, focusing on proactive measures and responses to online harassment.

Q4 (Months 10-12)

- 3 x Check In with each institution
- Train the Trainer Webinar 4
- Performance Psychology Webinar 7
- Performance Psychology Webinar 8
- Program Evaluation and Feedback Collection: Conduct a thorough evaluation of the year's initiatives, compiling feedback from participating schools, athletes, and other stakeholders.
- Report Compilation and Analysis: Prepare a comprehensive report detailing the year's progress, achievements, and areas for improvement.
- Strategic Planning for Years 4 & 5: Based on the year's outcomes and feedback, begin planning for the programs future, focusing on further enhancements and supplemental funding from endowments and alumni.

These milestones, structured in quarterly segments, are designed to ensure systematic progress, adaptability to feedback, and the achievement of objectives in enhancing athlete wellbeing and addressing the challenges of online sports betting.

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

**Research Project: The Military Research Associate Program (MRAP)**

Project Aim: Kindbridge Research Institute's Military Research Associate Program (MRAP) assists veterans transitioning from military service to advanced training in mental health for Gambling Disorder treatment and research.

Progression: In the pilot year of the program, Mark Lucia joined KRI to develop the MRAP program and act as the pilot member in September 2021. KRI assisted with his school applications resulting in admission into 4 of his top choice schools – Columbia University, George Washington University, Boston University, and Johns Hopkins University. In summer 2022, he began a dual degree MPH/MBA at Johns Hopkins University. Additionally, Mark conducted unique research on responsible gambling in DoD-operated facilities which were presented at an international conference in 2022 and published one peer-reviewed article with KRI staff. This program is now embedded with the Military's EMDP2 (Enlisted to Medical Degree Preparatory Program) and has created a link for the organization into the GAO (Government Accountability Office) as advisors on Military related gambling harms research.

**Research Project: Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado**

Project Aim: This first part of the project involves three separate and related goals. In Goal 1, we will create a novel and innovative data set that also will demonstrate feasibility for future years of data and linkage to other sources. This data set will include measures of treatment locations for GD, SUDs, and mental health disorders, then linked with state and rural/urban codes (county or equivalent). In Goal 2, using the novel data set, we will calculate treatment availability measures for GD (overall and per-capita supply of certified and non-certified providers), while calculating similar measures for SUDs and mental health disorders. In Goal 3, we will conduct statistical analyses to identify GD treatment shortages among rural communities, as well as the supply of GD treatment compared to psychiatric disorder treatment.

**Research Project: Colorado Military Problem Gambling Research, Education, & Recovery Program**

Project Aim: This project aims to expand and enhance a comprehensive program addressing responsible and disordered gambling among Colorado military personnel and veterans. The grant supports several key initiatives: the development of specialized training modules for clinicians, interactive educational content for veterans, targeted digital outreach campaigns, and the establishment of a centralized resource hub. Additionally, it will enable the expansion of peer support and virtual treatment services, enhancements to the Colorado Military Research Fellowship, and improvements to the ROTC Education & Awareness Program. Through these initiatives, the program seeks to provide tailored support, increase awareness, and build a robust support network, ultimately reducing the impact of gambling-related issues within Colorado's military community.

**Research Project: KRI-M-TAC Surveillance Project**

Project Aim: Kindbridge Research Institute partners with the Massachusetts Technical Assistance Center for Problem Gambling Treatment (M-TAC) to establish monitoring and surveillance for gambling-related harm in the Commonwealth. The project identifies, collects, and assesses data from M-TAC, the Office of Problem Gambling Services (OPGS), Department of Public Health (DPH), other state agencies, and public sources. Using the Data to Action Framework, Kindbridge generates technical reports that categorize and analyze these data sources, prioritizing health equity across diverse demographics. "Infoveillance" tools, such as online search data, offer additional insights. This work empowers M-TAC and OPGS to better address gambling harm, particularly in highly affected communities, and Kindbridge provides ongoing consulting on psychiatric epidemiology and gambling-related issues.

**Research Project: Ohio Athlete Wellbeing Project**

Project Aim: The Athlete Wellbeing Program in Ohio, developed in collaboration with the Ohio Casino Control Commission (OCCC), addresses critical needs for athletes dealing with harassment related to sports betting. The program provides a pathway to mental health resources and support while offering educational components designed to empower athletes to navigate challenges associated with betting culture. All these elements are integrated into a user-friendly technology platform, ensuring accessible, effective, and immediate support for athletes statewide.

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

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

The founding of Kindbridge Research Institute in September 2020, during the second wave of the COVID-19 pandemic, marks a significant response to the growing need for mental health services tailored specifically for individuals affected by gambling and gaming disorders. The pandemic, with its restrictions on in-person interactions, highlighted and exacerbated existing gaps in mental health care, particularly for these groups. This situation presented an opportunity to establish a dedicated research entity focused on developing more effective treatment solutions for those suffering from gambling and gaming disorders.

The choice to establish the Institute was driven by the recognition of significant treatment access gaps nationwide. These gaps are twofold: firstly, there is a scarcity of insurance providers offering mental health resources that cater specifically to the gambling and gaming communities. Secondly, there is a notable shortage of licensed and qualified counselors who possess a deep understanding of the unique challenges faced by gamblers and gamers in their recovery journey.

The Institute embraces telehealth as a cornerstone for future treatment strategies for these populations. It is actively collaborating with several major universities, organizations, and governments across the country to innovate and improve care delivery. The focus is not just on the individuals directly involved in gambling and gaming but also on their family members, spouses, and couples who are experiencing emotional distress due to their relationship with these activities.

The Institute's areas of focus are comprehensive and multifaceted:

**Research and Population Health Strategy for Sub-Populations Experiencing Harm from Gambling:** This includes targeted research and health strategies for specific groups such as Veterans, Native Americans, African Americans, Asian Americans, and athletes, recognizing that these sub-populations might have unique challenges and needs.

**Research and Population Health Strategy for University Environments:** This involves working closely with university administrators, faculty, and students to address gambling and gaming issues within academic settings, recognizing that these environments can have specific dynamics and pressures that affect mental health.

**Community Outreach and Population Health Strategy for Sports Leagues/Teams:** The Institute is also focusing on minor and professional sports leagues/teams, acknowledging the significant impact that gambling and gaming can have in these areas, both at the minor and professional levels.

The goals of the Kindbridge Research Institute are multifaceted, aiming to:

**Bridge Treatment Access Gaps:** Address the scarcity of insurance providers offering mental health resources for the gambling and gaming communities, and increase the availability of licensed, qualified counselors who understand the unique challenges faced by these individuals.

**Innovate Through Telehealth:** Utilize telehealth as a primary mode of delivering effective and accessible mental health services, ensuring that treatment is not limited by geographical constraints.

**Collaborate for Broader Impact:** Partner with major universities, organizations, and governments to drive innovation in mental health care delivery and to implement evidence-based practices in treatment.

**Support Affected Families and Communities:** Extend care and support not only to individuals directly involved in gambling and gaming but also to their family members, spouses, and couples who are experiencing related emotional distress.

**Conduct Targeted Research:** Focus on specific sub-populations such as Veterans, Native Americans, African Americans, Asian Americans, and athletes to develop tailored health strategies that address their unique needs.

The attached "KRI Reference List" would provide detailed insights into the current programs and initiatives undertaken by the Institute, showcasing its commitment to addressing the mental health needs of these specific populations through research, community outreach, and innovative health strategies.

*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.

In its third year, the Colorado Athlete Wellbeing program is expanding and refining its initiatives based on insights gleaned from previous grant cycles and expansion into other states. The focus is on providing à la carte options for these services allowing bespoke integrations for those schools with existing sports integrity solutions. For those schools that require a sports integrity service, key updates to the Athlete Wellbeing App will now provide them with easy access to video courses, mental health assessments, a tailored content library, mindset coaching, and various mental health resources in a single app.

The program will produce specialized educational materials on topics impacting athletes, while introducing 'Train the Trainer' webinars for athletic directors and coaches to foster a supportive environment for addressing gambling-related issues. Additionally, eight interactive webinars led by trusted sports psychologists will cover essential topics like stress management and resilience, specifically designed to mitigate the mental health impacts of sports betting on collegiate athletes. The program is further enhancing its collaboration with Colorado Investigation resources and the FBI to tackle online harassment and support legal actions against such behaviors.

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

The Colorado Athlete Wellbeing program addresses critical issues and opportunities:

**Mental Health Awareness:** It focuses on enhancing mental health support for athletes, addressing concerns like stress and anxiety.

**Challenges of Sports Betting:** The program tackles the negative impacts of online sports betting on athletes, such as harassment and increased pressure.

**Online Harassment:** It provides measures against online harassment linked to sports betting, including specialized investigative support and law enforcement collaboration.

**Educational Outreach:** Workshops for Athletic Directors, Coaches, and School Administrators are designed to equip them with knowledge and tools to support athletes effectively.

**Resource Accessibility:** Enhancements to the Colorado Athlete Wellbeing App improve access to mental health assessments and reporting mechanisms for athletes.

**Proactive Athlete Safety:** The program proactively works to ensure athlete safety in the evolving online and sports betting landscapes.

Overall, the program aims to comprehensively support athlete wellbeing, particularly focusing on the mental health challenges and safety concerns arising from the dynamics of sports betting and online interactions.

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

Q1 (Months 1-3)

Goal: Expansion

Objective: Immediate deployment of new program education initiatives.

Objective: CO AWB app 3.0 release.

Q2 (Months 4-6)

Goal: Long Term Education Programming & Outcome Improvement

Objective: Finalize Q2 & Q3 course topics

Objective: Incorporate feedback in real-time to improve outcomes of athletes and value to schools

Q3 (Months 7-9)

Goal: Maintain educational and Support Initiatives

Objective: Work in concert with schools to maximize utility to athletes and staff.

Objective: Strengthen partnerships with law enforcement for investigative support.

Q4 (Months 10-12)

Goal: Evaluate and Plan for Future Expansion

Objective: Conduct a comprehensive evaluation of the year's initiatives.

Objective: Start strategic planning for long term program viability and enhancements

*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

For the Colorado Athlete Wellbeing program, the list of collaborators would be as follows:

SportRadar: Specializing in sports data intelligence, contributing expertise in sports betting data and analysis.

Kindbridge Behavioral Health: Focused on mental health and wellbeing in sports and gaming sectors.

Momentum Labs: Specialists in peak performance coaching; empowering athletes with mindset training to maximize their potential and develop coping strategies for the day to day impact of social media and disgruntled bettors.

Universities in Colorado: Including key institutions such as the United States Air Force Academy, University of Denver, Colorado State University, and Metropolitan State University of Denver, offering access to student-athletes and athletic staff for program implementation and outreach.

Rocky Mountain Sports Betting Working Group: A group dedicated to understanding and addressing the impacts of sports betting in the Rocky Mountain region, providing regional insights and expertise.

These collaborators form a comprehensive network, ensuring a multi-faceted approach to the program, aimed at enhancing athlete wellbeing amid the challenges of sports betting and online interactions.

*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.

The approach used in the Colorado Athlete Wellbeing program is multifaceted and collaborative, integrating expertise from various fields like mental health, sports integrity, and sports psychology. This approach is being used for several key reasons:

**Comprehensive Understanding:** By involving diverse collaborators, the program gains a holistic understanding of the challenges athletes face, especially in the context of sports betting and online environments. Each collaborator brings unique insights and expertise, allowing for a more nuanced approach.

**Targeted Interventions:** With insights from specialists in mental health, sports data, and sports psychology, the program can develop targeted interventions that are specifically designed to address the unique needs and challenges of athletes.

**Preventative Measures:** Collaborating with organizations like Sportradar and the Rocky Mountain Sports Betting Working Group and Momentum Labs allows the program to stay ahead of emerging trends and challenges in sports betting, which is crucial for developing proactive preventative measures.

An evidence-based approach that collects data from this program is critical for several reasons:

**Identifying Trends and Patterns:** By systematically collecting and analyzing data, the program can identify trends and patterns in athlete wellbeing, harassment incidents, and the impact of sports betting. This data-driven approach allows for early identification of potential problems.

**Evaluating Effectiveness:** Data collection enables the program to evaluate the effectiveness of its interventions and strategies. It helps in understanding what works, what doesn't, and why, thereby enabling continuous improvement.

**Future Planning:** The insights gained from the data can inform future strategies and interventions. By understanding the evolving landscape and the needs of athletes, the program can adapt and plan more effectively for future challenges.

**Policy and Advocacy:** Solid, evidence-based data can be a powerful tool in advocating for policy changes or additional support from stakeholders, including schools, regulatory bodies, and the sports community at large.

In summary, this approach not only addresses the current issues faced by athletes but also equips the program with the tools and insights needed to preemptively tackle potential future challenges, ensuring the ongoing wellbeing and safety of athletes.

*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

To ensure effective measurement of the Colorado Athlete Wellbeing program's impact, focusing on quantifiable metrics is essential. Replacing point 6 with a more straightforward, quantifiable aspect, the revised assessment approach includes:

1. Usage Statistics of the Wellbeing App:

- Number of Downloads: Track the total downloads to understand the app's reach.
- Active Users: Monitor the number of active users for engagement insights.
- Usage Patterns: Analyze app usage to assess real-time effectiveness.

2. Feedback and Surveys:

- Pre- and Post-Webinar Surveys: Conduct surveys to measure shifts in awareness and attitudes before and after the program.
- Workshop Feedback: Collect participant feedback to evaluate training impact.

3. Mental Health Assessments:

- Assessment Comparisons: Compare mental health assessments pre- and post-intervention.
- Incidence of Mental Health Issues: Track reported mental health issues over time.

4. Harassment Reporting and Response:

- Number of Incidents Reported: Record harassment incidents reported through the app or other channels.
- Response Effectiveness: Evaluate the response efficiency to reported incidents.

5. Engagement with Collaborators:

- Collaborative Initiatives: Monitor the number and outcomes of collaborative initiatives.
- Feedback from Collaborators: Regularly solicit feedback to assess program integration and impact.

6. Event Attendance and Participation:

- Webinar Attendance Numbers: Quantify the number of attendees at workshops and training sessions.
- Participation in Online Resources: Track the usage statistics of online educational materials and webinars.

7. Policy and Regulatory Changes:

- Policy Adoption: Monitor the adoption of new policies influenced by the program.
- Legislative Influence: Assess the program's impact on sports betting and athlete wellbeing legislation.

By including quantifiable aspects like event attendance and participation, the program can more directly measure engagement and reach, supplementing other qualitative and quantitative assessments to gauge overall impact effectively.

*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.

**Prior grant funding was awarded in the 2023** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado - \$260,000.
- Colorado Military Problem Gambling Research, Education and Recovery Program - \$362,700.
- Colorado Athlete Wellbeing Program - \$215,389.

**Prior grant funding was awarded in the 2024** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Screening and Telehealth Enhancement for Gambling Disorder (STEGD) Initiative in Colorado - \$500,060.00
- Colorado Military Problem Gambling Research, Education, & Recovery Program Phase 2 - 4 - \$404,910.00
- Colorado Athlete Wellbeing Program Phase 2 - \$171,710.00
- Healthy Gaming Education Program - \$71,500.00
- The Stanford Gambling Addiction Therapy Study (SGATS) in Colorado - \$63,250.00

*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.

Anticipating challenges is essential for the Colorado Athlete Wellbeing program's success. The most significant of these challenges is securing school buy-in, along with other potential hurdles:

1. School Buy-In:

- Scheduling: Finding dates that lend themselves to attendance across multiple schools.
- Varied Priorities: Different schools may prioritize various initiatives, and integrating the wellbeing program might not align with their immediate goals.
- Administrative Hurdles: Navigating the bureaucratic processes within educational institutions can be time-consuming and complex, potentially delaying the adoption of the program.

2. Data Privacy Concerns:

- The handling of sensitive data, such as mental health assessments and harassment reports, requires adherence to strict privacy laws and regulations, which can pose a challenge for schools.

3. Technology Adaptation:

- Encouraging consistent use of the Wellbeing App and familiarizing students and staff with its features, especially in schools with limited tech support, can be a significant challenge.

4. Engaging Diverse Stakeholder Groups:

- The program needs to resonate with a broad spectrum of stakeholders, including athletes, coaches, and administrators, each with their distinct perspectives and requirements.

5. Sustained Engagement and Participation:

- Keeping participants actively engaged in the program's activities, such as workshops and regular app usage, over time can be challenging.

6. Measuring Impact:

- Effectively measuring the program's impact, especially in terms of behavioral changes and mental health, requires a comprehensive data collection and analysis approach.

7. Adapting to Evolving Challenges in Sports Betting:

- The rapidly changing nature of online sports betting requires the program to continually adapt its content and strategies.

While securing school buy-in remains the primary challenge to the widespread and timely success of this program, the shift to a technology-driven approach largely mitigates the primary issue with regards to scheduling and time constraints on athletes and staff. Considering the relevance of the topics, the quality of the content and specialists we expect a very keen audience which will further drive adoption and participation. In addition these webinars will be recorded and made available to all parties for them to review at their leisure.

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

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

Sustaining the Colorado Athlete Wellbeing program beyond the grant period requires a strategic approach that ensures its viability and relevance in the long term. The objective for the end of Phase three is for the CO AWB program to attain a base cost of \$100,000 per annum. The strategy to attain that can be broken down into several key components:

1. Diversify Funding Sources:

- Seek Alternative Grants: Continuously explore and apply for other grants that align with the program's objectives.
- Partnerships and Sponsorships: Develop partnerships with relevant organizations and businesses for sponsorships or co-funded initiatives.
- Fundraising Activities: Organize fundraising events and campaigns targeting alumni, local businesses, and the community.

2. Build Strong Community and Institutional Relationships:

- Engage Local Community: Increase community involvement through awareness campaigns, events, and volunteer opportunities.
- Strengthen Ties with Educational Institutions: Foster ongoing relationships with schools by demonstrating the program's value and impact.

3. Ensure Program Effectiveness and Relevance:

- Regular Impact Assessments: Conduct periodic evaluations to assess and demonstrate the program's effectiveness.
- Adapt to Emerging Needs: Stay informed about the evolving challenges in sports betting and mental health to keep the program content and strategies relevant.

4. Develop a Self-Sustaining Business Model:

- Membership Fees: Consider a membership model for schools or individual participants, offering exclusive benefits or services.
- Paid Services: Offer specialized services or resources, like workshops or consulting, for a fee.

5. Leverage Technology and Digital Resources:

- Expand Digital Offerings: Develop online resources and tools that can generate revenue, such as webinars, online courses, or subscription-based content.
- Maximize App Utilization: Explore ways the app can be leveraged for sustainability, such as in-app purchases or premium features.

6. Increase Brand Visibility and Marketing:

- Social Media and Online Presence: Boost online visibility through regular social media engagement and a dynamic website.
- Public Relations and Media Outreach: Engage with local and national media to increase program visibility and highlight success stories.

7. Cultivate Alumni and Athlete Networks:

- Alumni Engagement: Leverage the network of program alumni for support, whether through donations, mentorship, or advocacy.
- Athlete Advocacy: Encourage current and former athletes to advocate for the program, enhancing its credibility and appeal.

8. Offer Training and Certification Programs:

- Certification Courses: Develop certification courses for coaches, trainers, and educators, creating an additional revenue stream.

9. Policy Advocacy:

- Advocate for Policy Support: Work towards policy changes that could institutionalize aspects of the program, ensuring its continuation through legislative backing.

Implementing this strategy involves balancing short-term needs with long-term goals, ensuring the program remains financially viable, effective, and relevant. This will require ongoing effort, adaptability, and a deep understanding of the changing landscape in which the program operates.

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

Evaluating the Colorado Athlete Wellbeing program and the use of funds involves a comprehensive approach that encompasses both qualitative and quantitative measures. This assessment should focus on the effectiveness of the program, the impact on its target audience, and the efficiency and transparency in the use of funds. Here's how this can be achieved:

1. Financial Audits and Reporting:

- Conduct quarterly financial audits to ensure transparency and proper use of funds.
- Prepare detailed financial reports that itemize expenditures and compare budgeted amounts to actual spending.
- Implement a tracking system for all expenses related to the program to ensure accountability.

2. Program Effectiveness Evaluation:

- Use pre- and post-webinar surveys and assessments to measure changes in participants' mental health, awareness, and attitudes towards sports betting and online harassment.
- Evaluate the effectiveness of webinars and training sessions through participant feedback and follow-up assessments.
  - Analyze usage data and engagement metrics from the Wellbeing App to assess its impact and utility.

3. Stakeholder Feedback:

- Gather feedback from a broad range of stakeholders, including athletes, coaches, school administrators, and parents, to gain diverse perspectives on the program's impact.
- Conduct interviews or focus groups with program participants to gather in-depth qualitative data.

4. Outcome-Based Measurements:

- Track key outcome metrics such as the number of harassment incidents reported, the response rate to these incidents, and any subsequent actions taken.
- Monitor any long-term behavioral changes in athletes and other program participants.

5. Benchmarking Against Objectives:

- Compare the program's outcomes against the set objectives and goals to determine the extent of achievement.
- Assess whether the program is meeting its milestones within the projected timelines.

6. External Evaluation:

- Consider hiring external evaluators or auditors to provide an unbiased assessment of the program's effectiveness and financial management.
- Benchmark the program against similar initiatives to understand its relative effectiveness and efficiency.

7. Continuous Improvement Process:

- Use the insights gained from evaluations to continuously improve the program. This could involve adjusting strategies, reallocating funds, or introducing new components based on what is found to be most effective.

8. Transparency and Reporting to Funders:

- Regularly report to funders and stakeholders on both financial and programmatic aspects, maintaining transparency and trust.
- Use reports and evaluations to justify continued or additional funding and to demonstrate accountability.

By employing these methods, the Colorado Athlete Wellbeing program can ensure that funds are used effectively and efficiently, while also providing a clear picture of the program's impact and areas for improvement.

*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**

Submit a list of other sources of income supporting the proposed project  
 All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.  
 For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 50 %         |
| Government Contracts                              | 15 %         |
| Foundations                                       | %            |
| Business  | 25 %         |
| Events  | %            |
| Individual Contributions                          | 5 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | 5 %          |
| Other   | %            |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |



| <b>Financial Information Section</b>  |                                       |  |                            |
|---|---------------------------------------|--|----------------------------|
| Organization Budget for fiscal year<br>\$3,000,000.00   | Fiscal Year Date<br>12/31             | Income<br>\$3,000,000.00   | Expenses<br>\$3,000,000.00 |
| For Project/Program Requests:   |                                       |  |                            |
| Program Budget<br>\$194,260.00  | Dates of budget period<br>3/25 - 2/26 | Income<br>\$194,260.00   | Expenses<br>\$194,260.00   |
| Name of Person Responsible for Financial Reporting<br>Trent Lambert   |                                       | Name of Financial Institution where funds will be deposited<br>Kindbridge Research Institute |                            |
| <b>Attachments</b>  |                                       |  |                            |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>  |                                       |  |                            |
| <b>List of Attachments</b>  |                                       |  |                            |
| 1.  | IRS Letter of Determination           |  |                            |
| 2.  | Letter of Support from Momentum Labs  |  |                            |
| 3.  |                                       |  |                            |
| <b>Acknowledgments</b>  |                                       |  |                            |
| <p>By signing below, I acknowledge the following:</p> <p><i>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</i></p> <p><i>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</i></p> <p><i>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</i></p> <p><i>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</i></p> <p><i>The information contained in this application is true and correct to the best of my ability.</i></p> |                                       |  |                            |
| Signature   | <i>Dr. Nathan Smith</i>               |  | Date<br>11/25/24           |

**Kindbridge Research Institute -  
Healthy Gaming Education  
Program: Phase 2**

**November 29, 2024**

Colorado Limited Gaming Control Commission  
Division of Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

**Subject: Healthy Gaming Education Program (HGEP) Phase 2 Grant Application**

Dear Members of the Colorado Limited Gaming Control Commission,  
On behalf of Kindbridge Research Institute (KRI), I am pleased to submit this grant application for the expansion of the Healthy Gaming Education Program (HGEP) in Colorado. As an organization committed to advancing mental health and responsible gaming education, this project aligns closely with our mission to mitigate gaming-related harm while fostering healthy gaming habits among youth, clinicians, and families.

The proposed Phase 2 of HGEP builds upon the success of Phase 1 by introducing a clinician-focused module to enhance healthcare providers' ability to address gaming-related issues, an adolescent module designed to cultivate resilience and positive gaming behaviors, and an updated parent module that integrates strategies for promoting financial literacy and safe gaming practices.

Our application is supported by letters from respected experts in education and mental health, including:

- **Dr. Natalie Mohan, Psy.D.**, Denver Jewish Day School, whose expertise underscores the program's critical impact on youth mental health in educational settings.
- **Amy Molk**, an interactive media expert and educator at Park Hill Elementary, who highlights the importance of age-appropriate, engaging content for effective learning.
- **Dr. Daniel Kaufman, Ph.D.**, of Dr. Gameology and Board Member of the International Gambling Counselor Certification Board (IGCCB), whose insights bring invaluable credibility and depth to our clinician module development.

We are confident this collaborative effort will provide Colorado communities with innovative tools to address gaming-related challenges. By equipping clinicians, educators, and families with tailored resources, the HGEP aims to ensure sustainable, positive outcomes for mental health and financial literacy.

Thank you for considering our application. We are excited about the opportunity to expand this critical initiative and are committed to its success in addressing the needs of Colorado's youth.

Sincerely,

*Dr. Nathan Smith*

**Dr. Nathan Smith**  
Executive Director  
Kindbridge Research Institute

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                |                               |          |
|--|--------------------------------|-------------------------------|----------|
| Legal Name of Organization   |                                | Kindbridge Research Institute |          |
| Department (if applicable)   |                                |                               |          |
| Mailing Address  |                                |                               |          |
| 3773 Cherry Creek Drive North, Suite 829   |                                |                               |          |
| City   |                                | State                         | ZIP Code |
| Denver   |                                | CO                            | 80209    |
| Phone  | Website                        |                               |          |
| (781) 315-2824   | kindbridgeinstitute.org        |                               |          |
| EIN  | Organization Email Address     |                               |          |
| 85-3860147   | info@kindbridgeinstitute.org   |                               |          |
| Application Contact  |                                |                               |          |
| Dr. Nathan Smith   |                                |                               |          |
| Application Title  |                                |                               |          |
| Executive Director   |                                |                               |          |
| Contact Phone  | Contact Email                  |                               |          |
| (781) 315-2824   | nathan@kindbridgeinstitute.org |                               |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                |                               |          |
| Dr. Nathan Smith – Executive Director – (781)-315-2824 – nathan@kindbridgeresearchinstitute.org  |                                |                               |          |
| Dishi Umfleet - Operations Director – (978)– 522-6564 – dishi@kindbridgeresearchinstitute.org  |                                |                               |          |
| Laura Knaster – Outreach Coordinator – laura.knaster@kindbridgeinstitute.org   |                                |                               |          |
| Mark Lucia - MRAP/MRF Program Manager - mark.lucia@kindbridgeinstitute.org   |                                |                               |          |
| Dave Yeager – Veteran Community Outreach Manager – dave.yaeger@kindbridgeinstitute.org   |                                |                               |          |
| Trent Lambert - Finance Committee Chair - trent@kindbridgeinstitute.org  |                                |                               |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                |                               |          |

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

Trent Michael Lambert – Chair - Board member since November of 2020, holds position until November of 2025

Daniel Justin Umfleet – Vice Chair, Secretary - Board member since November of 2020, holds position until November of 2025

Doug Mishkin - Board Member, Legal - Board member since July of 2024, holds position until July 2026

Brianne Doura-Schawohl - Board Member, Government Affairs - Board member since September 2024, holds position until September 2026

Wanor Frana - Board Member, Tribal Affairs - Board Member since June 2024, holds position until June 2026

Dr. Stephanie Diez-Morel - Board Member, Childrens Programming and Clinician Training - Board Member since August 2024, holds position until August 2026

Caroline Ponsetti - Board Member, Public Affairs and Communication - Board Member since July 2024, holds position until July 2026

Mission Statement

The mission of KRI is to provide state gaming regulators, legislatures, and public health experts with world-class research that will help reduce health inequities for those experiencing gambling disorder in the populations they serve, improve overall health of their citizens, and inform public health policy and gambling legislation.

At KRI, we believe that telehealth integration into existing treatment options as well as stand-alone telehealth systems that complement the care delivery continuum are the key to access for the future of treatment for individuals, families, and sub-populations that are at higher risk of experiencing gambling related harms due to age, socio-economic status, location in a rural community, race, ethnicity, religion, or gender identity.

Our goal is to advance the adoption of evidence-based telehealth solutions for gambling and gaming communities. Through research, we are currently developing evidence-based practice models for gambling with the intent of better understanding how telehealth, better access to assistance, and better access to the right tools, can impact high-quality mental health outcomes for those in treatment.

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

Geographic Area Served

Our work is focused on the impact of gambling harms of US citizens. Our operational offices are located in Massachusetts and Colorado. For the purposes of this grant, our efforts will be focused on Denver, Colorado Springs, Durango, Pueblo, and Grand Junction.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$176,000

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

Healthy Gaming Education Program (HGEP) Phase 2

Description of What the Grant Funding will be Used For

The Kindbridge Research Institute aims to expand its Healthy Gaming Education Program by introducing new educational modules to complement the modules from phase 1. This will ensure that the program is well rounded and brings a multi-faceted approach to healthy gaming in children. The first module will be specifically designed for clinicians. This module will focus on guiding healthcare professionals in understanding, communicating, and addressing healthy gaming habits in children. The aim is to equip clinicians with comprehensive knowledge and tools to engage effectively with young patients and their families about gaming behaviors, ensuring these activities remain beneficial rather than detrimental.

One of the key reasons for developing this module is the observed need for more specialized knowledge in this field among some therapists and clinicians. By addressing this gap, the program seeks to enhance the overall competency and confidence of healthcare providers in managing gaming-related discussions and treatments.

**Key components of the Clinician's module will include:**

1. Understanding Healthy Gaming: Clinicians will learn key aspects of healthy gaming for children, including time management, content suitability, and psychological impacts of excessive gaming.
2. Effective Communication: Practical strategies to discuss gaming habits with children and work with parents to create balanced routines that support mental and physical well-being.
3. Identifying Problematic Gaming: Training on recognizing signs of problematic gaming, distinguishing it from healthy engagement, and applying age-appropriate interventions.
4. Financial Literacy: Educating children and families on financial safety in gaming, including responsible spending and awareness of potential in-game financial traps.

A second module is being developed for children aged 12-16, focusing on healthy gaming habits, resilience-building strategies as well as addressing developmental and social challenges. The module promotes positive gaming habits, peer interaction, and healthy boundaries, bridging the gap between childhood and young adulthood to support mental health and balanced development.

**Key components of the Youth module will include:**

1. Understanding Healthy Gaming: What healthy gaming looks like and how to balance gaming with other activities.
2. Setting Boundaries: Tips and activities to create their own healthy gaming schedules.
3. Managing Emotions: Exercises and guidance on how to handle frustration or stress related to gaming.
4. Peer Connections and Gaming: Insights into maintaining positive peer relationships through gaming and understanding the importance of respectful online behavior.
5. Online Safety: Engaging information on how to stay safe online, recognize cyberbullying, and protect personal information.
6. Financial Awareness: Fun, age-appropriate lessons on in-game purchases and responsible spending.
7. Resilience and Problem-Solving: Activities to help build resilience, develop coping skills, and handle gaming challenges constructively.

The parent module from phase 1 will have further content added to it and will include tips and talking points to help guide conversations on responsible gaming and financial awareness with older children. It offers practical advice on discussing in-game purchases, setting spending limits, and promoting informed decisions. Parents will learn strategies to model healthy financial behavior, recognize problematic spending, and set gaming boundaries with financial safety in mind. By equipping parents with these tools, the HGEP fosters a supportive home environment for healthy gaming and financial habits.

The addition of these educational modules highlights Kindbridge Research Institute's commitment to supporting young gamers' mental health. With nearly one in five children in Colorado facing mental health issues, there is a clear need for resources that address these concerns. The Healthy Gaming Education Program (HGEP) contributes to a comprehensive mental health approach, integrating education, prevention, and intervention. By including family education, clinician training, and community resources, HGEP creates a balanced support system to help children thrive in the digital age, fostering healthy gaming habits as part of their well-being.



Anticipated Program Milestones to be Achieved during the grant period

**Month 1-2: Program Setup**

- Setting the Vision: Establish program goals, objectives, and a detailed development timeline.
- Engaging the Experts: Gather insights from stakeholders, including clinicians, parents, and educators.
- Building the Team: Establish teams and roles to develop the clinician, adolescent, and parent modules.

**Month 3-4: Building the Core Content**

- Drafting the Clinician Toolkit: Create the clinician module with a focus on healthy gaming, communication techniques, and financial literacy.
- Designing for Adolescents: Develop age-appropriate content for the adolescent module.
- Enhancing the Parent Guide: Expand the parent module with advice on financial safety and gaming boundaries.

**Month 5-6: Testing and Feedback Gathering**

- Validating the Clinician Content: Conduct user reviews to ensure the accuracy and relevance of the clinician module.
- Adolescent Module in Action: Pilot-test the adolescent module with focus groups for engagement and usability.
- Parent Feedback Loop: Share the revised parent module with a test group to gather practical insights.

**Month 7-8: Polishing the Modules**

- Refining the Content: Revise all modules based on feedback to improve clarity and effectiveness.
- Create content into digital assets

**Month 9: Platform Integration and Final Preparation**

- Final edits on digital content
- Going Digital: Finalize and upload all modules to the HGEP platform.

**Month 10: Empowering Users for Success**

- Introducing to Communities: Present the adolescent and parent modules to educators, community leaders, and partners.

**Month 11: Expanding the Reach**

- Launching HGEP 2.0: Officially roll out the expanded Healthy Gaming Education Program.

**Month 11-12: Measuring Initial Impact**

- Gathering Feedback: Collect insights and feedback from clinicians, adolescents, and parents post-launch.
- Evaluating Success: Assess program effectiveness through pre and post-launch surveys.

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

### **Research Project: The Military Research Associate Program (MRAP)**

Project Aim: Kindbridge Research Institute's Military Research Associate Program (MRAP) assists veterans transitioning from military service to advanced training in mental health for Gambling Disorder treatment and research.

Progression: In the pilot year of the program, Mark Lucia joined KRI to develop the MRAP program and act as the pilot member in September 2021. KRI assisted with his school applications resulting in admission into 4 of his top choice schools – Columbia University, George Washington University, Boston University, and Johns Hopkins University. In summer 2022, he began a dual degree MPH/MBA at Johns Hopkins University. Additionally, Mark conducted unique research on responsible gambling in DoD-operated facilities which were presented at an international conference in 2022 and published one peer-reviewed article with KRI staff. This program is now embedded with the Military's EMDP2 (Enlisted to Medical Degree Preparatory Program) and has created a link for the organization into the GAO (Government Accountability Office) as advisors on Military related gambling harms research.

### **Research Project: Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado**

Project Aim: This first part of the project involves three separate and related goals. In Goal 1, we will create a novel and innovative data set that also will demonstrate feasibility for future years of data and linkage to other sources. This data set will include measures of treatment locations for GD, SUDs, and mental health disorders, then linked with state and rural/urban codes (county or equivalent). In Goal 2, using the novel data set, we will calculate treatment availability measures for GD (overall and per-capita supply of certified and non-certified providers), while calculating similar measures for SUDs and mental health disorders. In Goal 3, we will conduct statistical analyses to identify GD treatment shortages among rural communities, as well as the supply of GD treatment compared to psychiatric disorder treatment.

### **Research Project: Colorado Military Problem Gambling Research, Education, & Recovery Program**

Project Aim: This project aims to expand and enhance a comprehensive program addressing responsible and disordered gambling among Colorado military personnel and veterans. The grant supports several key initiatives: the development of specialized training modules for clinicians, interactive educational content for veterans, targeted digital outreach campaigns, and the establishment of a centralized resource hub. Additionally, it will enable the expansion of peer support and virtual treatment services, enhancements to the Colorado Military Research Fellowship, and improvements to the ROTC Education & Awareness Program. Through these initiatives, the program seeks to provide tailored support, increase awareness, and build a robust support network, ultimately reducing the impact of gambling-related issues within Colorado's military community.

### **Research Project: KRI-M-TAC Surveillance Project**

Project Aim: Kindbridge Research Institute partners with the Massachusetts Technical Assistance Center for Problem Gambling Treatment (M-TAC) to establish monitoring and surveillance for gambling-related harm in the Commonwealth. The project identifies, collects, and assesses data from M-TAC, the Office of Problem Gambling Services (OPGS), Department of Public Health (DPH), other state agencies, and public sources. Using the Data to Action Framework, Kindbridge generates technical reports that categorize and analyze these data sources, prioritizing health equity across diverse demographics. "Infoveillance" tools, such as online search data, offer additional insights. This work empowers M-TAC and OPGS to better address gambling harm, particularly in highly affected communities, and Kindbridge provides ongoing consulting on psychiatric epidemiology and gambling-related issues.

### **Research Project: Ohio Athlete Wellbeing Project**

Project Aim: The Athlete Wellbeing Program in Ohio, developed in collaboration with the Ohio Casino Control Commission (OCCC), addresses critical needs for athletes dealing with harassment related to sports betting. The program provides a pathway to mental health resources and support while offering educational components designed to empower athletes to navigate challenges associated with betting culture. All these elements are integrated into a user-friendly technology platform, ensuring accessible, effective, and immediate support for athletes statewide.

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

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

The founding of Kindbridge Research Institute in September 2020, during the second wave of the COVID-19 pandemic, marks a significant response to the growing need for mental health services tailored specifically for individuals affected by gambling and gaming disorders. The pandemic, with its restrictions on in-person interactions, highlighted and exacerbated existing gaps in mental health care, particularly for these groups. This situation presented an opportunity to establish a dedicated research entity focused on developing more effective treatment solutions for those suffering from gambling and gaming disorders.

The choice to establish the Institute was driven by the recognition of significant treatment access gaps nationwide. These gaps are twofold: firstly, there is a scarcity of insurance providers offering mental health resources that cater specifically to the gambling and gaming communities. Secondly, there is a notable shortage of licensed and qualified counselors who possess a deep understanding of the unique challenges faced by gamblers and gamers in their recovery journey.

The Institute embraces telehealth as a cornerstone for future treatment strategies for these populations. It is actively collaborating with several major universities, organizations, and governments across the country to innovate and improve care delivery. The focus is not just on the individuals directly involved in gambling and gaming but also on their family members, spouses, and couples who are experiencing emotional distress due to their relationship with these activities.

The Institute's areas of focus are comprehensive and multifaceted:

**Research and Population Health Strategy for Sub-Populations Experiencing Harm from Gambling:** This includes targeted research and health strategies for specific groups such as Veterans, Native Americans, African Americans, Asian Americans, and athletes, recognizing that these sub-populations might have unique challenges and needs.

**Research and Population Health Strategy for University Environments:** This involves working closely with university administrators, faculty, and students to address gambling and gaming issues within academic settings, recognizing that these environments can have specific dynamics and pressures that affect mental health.

**Community Outreach and Population Health Strategy for Sports Leagues/Teams:** The Institute is also focusing on minor and professional sports leagues/teams, acknowledging the significant impact that gambling and gaming can have in these areas, both at the minor and professional levels.

The goals of the Kindbridge Research Institute are multifaceted, aiming to:

**Bridge Treatment Access Gaps:** Address the scarcity of insurance providers offering mental health resources for the gambling and gaming communities, and increase the availability of licensed, qualified counselors who understand the unique challenges faced by these individuals.

**Innovate Through Telehealth:** Utilize telehealth as a primary mode of delivering effective and accessible mental health services, ensuring that treatment is not limited by geographical constraints.

**Collaborate for Broader Impact:** Partner with major universities, organizations, and governments to drive innovation in mental health care delivery and to implement evidence-based practices in treatment.

**Support Affected Families and Communities:** Extend care and support not only to individuals directly involved in gambling and gaming but also to their family members, spouses, and couples who are experiencing related emotional distress.

**Conduct Targeted Research:** Focus on specific sub-populations such as Veterans, Native Americans, African Americans, Asian Americans, and athletes to develop tailored health strategies that address their unique needs.

The attached "KRI Reference List" would provide detailed insights into the current programs and initiatives undertaken by the Institute, showcasing its commitment to addressing the mental health needs of these specific populations through research, community outreach, and innovative health strategies.

*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.

The Kindbridge Research Institute is expanding its Healthy Gaming Education Program (HGEP) with new modules to promote balanced gaming habits among children. A clinician-focused module will provide tools to address healthy gaming, identify problematic behaviors, and guide families on financial literacy in gaming. Additionally, an adolescent module for ages 12-16 will offer interactive content on healthy habits, resilience, peer connections, and online safety, empowering them to manage gaming challenges constructively. An enhanced parent module will support conversations on responsible gaming and financial awareness, fostering a home environment for healthy gaming.

This expansion highlights the institute's commitment to addressing children's mental health as part of a comprehensive strategy. With nearly one in five children in Colorado facing mental health challenges, HGEP integrates education, prevention, and intervention to support families, clinicians, and communities, ensuring gaming remains a positive part of children's development.

WHAT DID PHASE 1 COVER AND HOW DOES P2 ADD TO THAT

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

The Healthy Gaming Education Program (HGEP) addresses critical issues for Colorado, including the state's youth mental health crisis, with nearly one in five children experiencing mental health challenges. The program mitigates risks associated with excessive gaming, social isolation, and financial harm from in-game purchases by educating clinicians, children, and parents. It also fills a gap in clinician training by equipping healthcare providers with tools to address gaming behaviors and provides parents with practical strategies to foster healthy gaming habits at home.

HGEP presents Colorado with the opportunity to lead in proactive public health strategies for gaming-related mental health and financial literacy. By fostering collaboration between families, educators, and clinicians, it strengthens community support for youth. The program also enhances clinician expertise and positions Colorado as a leader in addressing emerging behavioral health challenges in a digital world.

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

**Quarter 1: Planning and Development**

The first quarter focuses on setting a clear vision for the HGEP expansion, gathering input from key stakeholders, and outlining the content for the clinician, adolescent, and parent modules. Activities include stakeholder meetings, project planning, and assigning tasks to development teams.

**Quarter 2: Content Creation and Testing**

In the second quarter, the full drafts of the modules will be developed. The parent module will be updated with strategies for managing gaming and financial literacy. Initial testing will be conducted with focus groups to gather feedback from clinicians, parents, and adolescents, ensuring the content is engaging and relevant.

**Quarter 3: Refinement and Integration**

The third quarter focuses on refining the modules based on feedback, conducting peer reviews for accuracy, and finalizing content. All modules will be integrated into the HGEP platform, ensuring accessibility and user-friendly design and the platform will be prepared for the official launch.

**Quarter 4: Training, Launch, and Evaluation**

The final quarter includes training clinicians and community partners to use the new modules effectively, followed by the official program launch. Post-launch, feedback will be collected through surveys and focus groups to assess the program's impact. The year will conclude with an evaluation report summarizing successes and areas for future improvement.

*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

The Kindbridge Research Institute plans to engage in several strategic collaborations to maximize the impact of the Healthy Gaming Education Program (HGEP) during the implementation of the grant funding. Key partnerships include:

1. **Clinicians and Mental Health Professionals:** The organization will work with therapists, psychologists, and counselors to develop and refine the clinician module. This collaboration will ensure the content is relevant, evidence-based, and tailored to address the specific needs of healthcare providers working with youth. We will be collaborating with Clinical Psychologists in school such as the Jewish Day School, Slavens School, Whitney Mainz and beyond as well pulling expertise from Dr Daniel Kaufman (Ph.D., LMHC/LPC, ICGC-II, IGDC, BACC) and Dr Stephanie Diez-Morel (Ph.D., LCSW, MCAP, IGDC, BACC).
2. **Educators and Schools:** Schools will play a critical role in piloting and implementing the adolescent module. Educators will provide feedback on the content and delivery, ensuring it is engaging and developmentally appropriate for students aged 12-16. We will be collaborating with the DPS School Counselors Association to do this.
3. **Parents and Community Organizations:** Parent groups and local community organizations will be involved in testing and enhancing the parent module. This collaboration will ensure the module addresses real-world challenges and provides practical strategies for fostering healthy gaming and financial habits at home.
4. **Technology and Learning Experts:** Collaboration with educational technology specialists will facilitate the integration of the modules into an accessible and interactive digital platform. These experts will help optimize the user experience for clinicians, parents, and adolescents.
5. **State and Local Agencies:** The organization will partner with state and local health and education departments in Colorado to promote the program, ensure alignment with public health priorities, and provide access to the modules for underserved communities. We will be collaborating with the Office of Child Safety, Office of Suicide Prevention and others.

## **Overall Approach**

**Integrated Efforts:** Ensure well-coordinated efforts with regular communication, joint planning, and aligned goals across health systems and non-profits.

**Tailored Strategies:** Develop strategies that leverage each partner's strengths—health systems for direct patient access and screenings, and non-profits for community outreach and advocacy.

**Continuous Feedback and Adaptation:** Establish feedback loops to adapt strategies based on outcomes and learnings.

Through these collaborations, Colorado's approach to managing gambling disorder will be more comprehensive and impactful, creating a sustainable network of support that leverages the unique strengths of each partner.

*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.

These collaborations will ensure the successful implementation of the program, leveraging expertise from multiple sectors to create a comprehensive, impactful approach to promoting healthy gaming and mental well-being among Colorado's youth.

The Kindbridge Research Institute is approaching the issue of gaming-related mental health challenges through the Healthy Gaming Education Program (HGEP) to address the growing need for proactive, multi-faceted solutions that align with the realities of a digital world. Gaming has become a central activity for children and adolescents, bringing both opportunities and risks, including excessive screen time, financial traps, and potential mental health challenges. Colorado, where nearly one in five children faces mental health issues, exemplifies the urgency for innovative, targeted interventions.

This approach focuses on equipping key stakeholders—clinicians, parents, and children—with the tools and knowledge needed to foster healthy gaming habits. By creating modules tailored to each group, the organization ensures the program is comprehensive and practical. Collaborating with clinicians bridges gaps in training and builds professional competency, while interactive and engaging content for adolescents empowers them to develop resilience, manage emotions, and practice financial literacy. Additionally, providing parents with resources ensures a supportive home environment, reinforcing positive behaviors.

This strategic approach leverages education, prevention, and collaboration to not only mitigate risks but also to seize the opportunity to create a sustainable, supportive system for children's mental health and well-being in the context of gaming. It aligns with the organization's mission to deliver evidence-based, holistic solutions to behavioral health challenges.

#### **Why are we approaching this program in this way?**

The Kindbridge Research Institute is approaching the Healthy Gaming Education Program (HGEP) in this way to address the interconnected challenges of gaming, mental health, and financial literacy in a proactive, inclusive, and evidence-based manner. Gaming is a major part of children's lives, and while it offers social and cognitive benefits, it also introduces risks like excessive use, financial exploitation, and potential mental health impacts. Addressing these issues requires a multi-faceted strategy that targets the key influencers in a child's environment: clinicians, parents, and the children themselves.

By creating tailored modules for each audience, the program ensures that every stakeholder is equipped with the tools they need to foster healthy gaming habits and mitigate risks. Clinicians gain specialized training to guide families and identify problematic behaviors, parents receive practical resources to support gaming boundaries at home, and children are empowered to develop resilience, manage emotions, and make informed decisions about gaming. This holistic approach is grounded in collaboration with experts and community stakeholders to ensure the program is relevant, effective, and practical.

This strategy reflects Kindbridge's commitment to addressing behavioral health challenges in ways that are actionable, scalable, and rooted in prevention. It enables the program to provide meaningful, sustainable support to families and communities in Colorado, where youth mental health is a pressing concern. By taking this comprehensive approach, the organization is not just addressing current issues but also building a framework for healthier gaming behaviors and improved mental well-being in the future.

*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

The Kindbridge Research Institute measures the impact of the Healthy Gaming Education Program (HGEP) through a combination of quantitative and qualitative methods. This multi-pronged approach ensures that the program's effectiveness is assessed comprehensively across all target audiences: clinicians, parents, and children.

Key Metrics for Measuring Impact:

**Clinician Competency and Confidence:**

- Pre- and Post-Training Assessments: Clinicians complete assessments before and after engaging with the module to measure changes in knowledge, skills, and confidence in addressing gaming behaviors.
- Application of Skills: Surveys and feedback collected from clinicians after implementing the module in practice to evaluate its real-world relevance and usefulness.

**Parent Engagement and Behavior Change:**

- Surveys and Feedback: Parents are surveyed to assess their understanding of responsible gaming practices and financial literacy before and after using the module.
- Behavioral Shifts: Evaluation of parents' implementation of strategies learned in the module, such as setting gaming boundaries and promoting financial safety.

**Adolescent Outcomes:**

- Interactive Module Engagement: Tracking participation, completion rates, and performance on quizzes and interactive elements within the module.
- Behavioral Surveys: Measuring changes in adolescents' understanding of healthy gaming habits, resilience, emotional management, and online safety practices.

**Community-Wide Impact:**

- Focus Groups and Interviews: Insights from educators, community leaders, and stakeholders about the program's influence on broader community attitudes toward gaming and mental health.
- Public Health Metrics: Long-term tracking of indicators like reduced problematic gaming behaviors and improved youth mental health statistics in Colorado.

**Data Collection Methods:**

- Digital Analytics: Monitoring engagement and progress through the HGEP platform.
- Surveys and Questionnaires: Administered to clinicians, parents, and adolescents at multiple points to capture pre- and post-program impacts.
- Focus Groups: Small group discussions with participants to gain deeper qualitative insights.
- Case Studies: Individual success stories to highlight specific examples of program effectiveness.

**Reporting and Evaluation:**

The collected data will be analyzed and compiled into periodic reports that summarize program performance. These reports will identify successes, areas for improvement, and long-term trends, allowing for continuous refinement of the program. By combining data-driven insights with participant feedback, the Kindbridge Research Institute ensures that the HGEP remains responsive to the needs of its target audiences and achieves measurable, meaningful outcomes.

*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.

**Prior grant funding was awarded in the 2023** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado - \$260,000.
- Colorado Military Problem Gambling Research, Education and Recovery Program - \$362,700.
- Colorado Athlete Wellbeing Program - \$215,389.

**Prior grant funding was awarded in the 2024** round of Colorado Division of Gaming/Colorado limited Gaming Control Commission Responsible Gaming Grants for the following projects:

- Screening and Telehealth Enhancement for Gambling Disorder (STEGD) Initiative in Colorado - \$500,060.00
- Colorado Military Problem Gambling Research, Education, & Recovery Program Phase 2 - 4 - \$404,910.00
- Colorado Athlete Wellbeing Program Phase 2 - \$171,710.00
- Healthy Gaming Education Program - \$71,500.00
- The Stanford Gambling Addiction Therapy Study (SGATS) in Colorado - \$63,250.00

*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.

## Anticipated Challenges and Mitigation Strategies

### Engagement and Adoption by Stakeholders

**Challenge:** Ensuring clinicians, parents, and adolescents actively engage with the program and apply the tools provided. Some stakeholders may lack time or motivation to participate fully.

**Plan:** The program will include user-friendly, interactive content and clear value propositions tailored to each audience. For clinicians, the modules will emphasize practical, evidence-based applications to improve their practice. For parents and adolescents, content will be engaging, relatable, and easily accessible via a digital platform. Partnerships with schools, healthcare providers, and community organizations will help promote the program and drive adoption.

### Tailoring Content to Diverse Needs

**Challenge:** Meeting the varying needs of a diverse population, including cultural differences, varying levels of gaming involvement, and socioeconomic factors.

**Plan:** The content will be designed to be inclusive and flexible, with scenarios and examples that reflect diverse backgrounds and experiences. Feedback from pilot testing across different groups will inform revisions to ensure the program resonates with all users.

### Technical Barriers and Accessibility

**Challenge:** Limited access to technology or digital literacy among some users may impede participation, particularly for parents in underserved communities.

**Plan:** The program will ensure compatibility with mobile devices and low-bandwidth internet to increase accessibility. In addition, community-based workshops or printed materials may be offered in areas where digital access is limited.

### Sustained Program Engagement

**Challenge:** Maintaining participant engagement over time, especially for adolescents and busy clinicians.

**Plan:** The program will include gamified elements, rewards for module completion, and regular updates to keep the content fresh and engaging. Clinicians will receive ongoing support through follow-up training sessions and resource updates.

### Measuring Impact Effectively

**Challenge:** Gathering sufficient data to evaluate the program's long-term impact on gaming behaviors and mental health.

**Plan:** The organization will implement robust data collection systems, including pre- and post-program surveys, usage analytics, and focus groups. Partnerships with schools and healthcare providers will help ensure consistent participation in evaluations.

### Scaling and Resource Allocation

**Challenge:** Expanding the program to reach more communities while managing resources effectively.

**Plan:** The organization will focus on a phased rollout, starting with a pilot in Denver before expanding to other regions. Collaboration with state agencies and funding partners will help secure resources for broader implementation.

By anticipating these challenges and implementing proactive strategies, the Kindbridge Research Institute aims to ensure the successful launch and sustained impact of the Healthy Gaming Education Program.

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

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

The Healthy Gaming Education Program (HGEP) will be sustained beyond the grant period through a combination of strategic partnerships, community-based support networks, and the exploration of diverse revenue streams. The program will work to establish strong relationships with private organizations, nonprofits, and state agencies that share a commitment to youth mental health, financial literacy, and gaming education. These partnerships will not only provide funding but also help expand the program's reach and ensure its relevance within diverse communities. Future grants and sponsorships will also be pursued to secure additional resources.

To create a foundation for long-term success, HGEP will prioritize embedding its modules into existing healthcare training programs, such as those used in clinician education, and collaborating with schools to integrate the content into extracurricular programs, student wellness initiatives, and community education efforts. By working with educators, healthcare systems, and local leaders, the program will ensure the content remains accessible and impactful for children, adolescents, and families.

In addition to formal partnerships, HGEP will focus on developing community-based support networks to promote the program and its objectives. These networks will engage parents, educators, community leaders, and youth organizations to create a grassroots advocacy approach. By empowering these stakeholders to serve as ambassadors for the program, HGEP can increase awareness and foster a culture of healthy gaming habits and mental well-being within local communities.

Finally, HGEP will explore alternative revenue streams to ensure its sustainability. This includes seeking sponsorships from technology companies, gaming industry stakeholders, and philanthropic organizations that align with the program's mission. Continuous evaluation and data-driven updates will keep the program relevant, impactful, and attractive to future funding opportunities. Together, these strategies will ensure HGEP remains a vital resource for promoting healthy gaming habits and supporting mental well-being long after the initial 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

## Evaluation Plan for the Healthy Gaming Education Program (HGEP)

The Kindbridge Research Institute will implement a robust evaluation framework to measure the effectiveness and impact of the HGEP, ensuring accountability for the requested funding. The evaluation plan focuses on tracking short-term, mid-term, and long-term outcomes across key stakeholders (clinicians, adolescents, and parents) while leveraging both quantitative and qualitative methods.

### Data Collection and Analysis

To evaluate the program's effectiveness, the organization will collect data using several methods:

- Digital Analytics: Metrics like module completion rates, time spent on the platform, and quiz interactions will gauge engagement and usability.
- Surveys: Standardized surveys will measure participant satisfaction, knowledge retention, and the program's relevance.

### Qualitative Feedback

Qualitative methods will provide a deeper understanding of the program's impact:

- Focus Groups: Small group discussions with clinicians, parents, and adolescents will capture personal experiences, challenges, and success stories.
- Interviews: One-on-one interviews with key stakeholders, including educators and community leaders, will offer in-depth insights into the program's implementation and effectiveness.
- Open-Ended Survey Questions: Participants will be invited to provide feedback on what they found most useful and where improvements are needed, allowing for more nuanced perspectives.

### Long-Term Impact Evaluation

The program's long-term success will be evaluated by tracking its contribution to broader mental health and behavioral outcomes over time:

- Community Health Metrics: Partnerships with schools and local health agencies will allow the organization to track changes in youth mental health statistics, such as reductions in problematic gaming or related financial stressors.
- Professional Development Impact: For clinicians, tracking the application of learned skills in practice will help measure the program's influence on improving mental health care delivery.

### Adaptive Program Design

The evaluation framework is designed to be iterative, allowing for continuous improvement:

- Real-Time Feedback Integration: Data collected from surveys and platform analytics will inform immediate adjustments to content or delivery methods.
- Annual Program Review: Findings from focus groups, interviews, and data analysis will be synthesized into an annual report, which will include recommendations for updates to the program.
- Stakeholder Consultations: Regular meetings with partners, educators, and community leaders will ensure that program adaptations address emerging needs and trends.

Through this comprehensive evaluation plan, the Kindbridge Research Institute will not only demonstrate the effective use of requested funding but also ensure that the Healthy Gaming Education Program remains impactful, relevant, and scalable over time.

*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**

Submit a list of other sources of income supporting the proposed project  
 All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.  
 For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 50 %         |
| Government Contracts                              | 15 %         |
| Foundations                                       | %            |
| Business  | 25 %         |
| Events  | %            |
| Individual Contributions                          | 5 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | 5 %          |
| Other   | %            |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |  |  |                            |
|--|--|--|----------------------------|
| Organization Budget for fiscal year<br>\$3,000,000.00  | Fiscal Year Date<br>12/31                          | Income<br>\$3,000,000.00   | Expenses<br>\$3,000,000.00 |
| For Project/Program Requests:  |  |  |                            |
| Program Budget<br>\$176,000  | Dates of budget period<br>3/25 - 2/26              | Income<br>\$176,000  | Expenses<br>\$176,000      |
| Name of Person Responsible for Financial Reporting<br>Trent Lambert  |  | Name of Financial Institution where funds will be deposited<br>Kindbridge Research Institute |                            |
| <b>Attachments</b>   |  |  |                            |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |  |  |                            |
| <b>List of Attachments</b>   |  |  |                            |
| 1.   | IRS Letter of Determination                        |  |                            |
| 2.   | Letter of Support from Dr. Natlie Mohan & Amy Molk |  |                            |
| 3.   | Letter of Support from Dr. Kaufmann                |  |                            |
| <b>Acknowledgments</b>   |  |  |                            |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |  |  |                            |
| Signature  | <i>Dr. Nathan Smith</i>                            |  | Date<br>11/12/24           |

**Massachusetts Council on  
Gaming and Health -  
Implementing a Digital  
Therapeutic Supported Peer  
Support Program**



The Massachusetts Council on  
**GAMING AND HEALTH**

November 27, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

We are pleased to present our application for funding in the amount of \$550,000 to build on the momentum of problem gambling awareness and recovery support for people wanting to reduce their gambling harm. 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.

Implementing a Digital Therapeutic Supported Peer Support Program in Colorado is a comprehensive initiative aimed at promoting safer gambling behaviors, educating at-risk populations, and providing access to essential tools and resources. This campaign will leverage digital platforms, including streaming TV, social media, and audio ads, to amplify awareness of key supports such as the Voluntary Self-Exclusion (VSE) program, 1-800-GAMBLER, and the Evive platform. By combining innovative technology with targeted outreach, this project seeks to create lasting change in the way safer gambling is approached across the state, while reducing barriers and stigma to those affected by gambling-related harm.

Central to the campaign is the collaboration with Evive, whose customizable platform will serve as a vital resource for at-risk individuals and stakeholders. Evive will provide statewide access Coloradoans and deliver tailored features, including Colorado-specific resources and a GRIN Peer Support community. Additionally, MACGH will develop and deliver comprehensive training for community health professionals and other stakeholders, equipping them with the knowledge and tools to promote safer gambling effectively. With a multi-faceted strategy and a robust team of partners, this project is poised to make a meaningful impact in gambling-related harm and reinforcing Colorado's commitment to player health and well-being.

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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>  |              |  |             |
|---|--------------|--|-------------|
| Legal Name of Organization  |              | Massachusetts Council on Gaming and Health   |             |
| Department (if applicable)  |              |  |             |
| Mailing Address   |              |  |             |
| 120 Washington St. Suite 202  |              |  |             |
| City  |              | Salem  | State<br>MA |
|   |              | ZIP Code<br>01970                            |             |
| Phone   | 617-426-4554 | Website<br>macgh.org                         |             |
| EIN   | 22-2743890   | Organization Email Address<br>info@macgh.org |             |
| Application Contact   |              |  |             |
| Marlene D. Warner   |              |  |             |
| Application Title   |              |  |             |
| Chief Executive Officer   |              |  |             |
| Contact Phone   | 978-394-4722 | Contact Email<br>marlene@macgh.org           |             |
| <p>List of Organization's Executive Leadership &amp; Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position &amp; Director of Development or equivalent staff position.</p> <p>Chief Executive Officer - Marlene Warner<br/>           Chief Programs Officer - Odessa Dwarika<br/>           Chief Marketing Officer - Janine Ruggiero</p> |              |  |             |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>  |              |  |             |

List of Board of Directors, including full legal name, position, affiliation, length of time on the board and expiration date.  
Please see attachment B - BOD Information

Mission Statement

Founded in 1983, The Massachusetts council on Gaming and Health is a private, non-profit public health agency. We advocate for responsible gaming and gambling practices and services for those affected by gambling. We aim to reduce the impacts of gambling disorder and strive to make gambling healthy and safe for the people of Massachusetts. We are neither for nor against legalized gambling. We accomplish our mission through education, advocacy, and by providing resources. We serve people who gamble, their families, caregivers, and community at large.

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

Geographic Area Served  
Nation Wide

*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

\$550,000

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project  
Implementing a Digital-Therapeutic Supported Peer Support Program to Reduce Gambling Harm

Description of What the Grant Funding will be Used For

The MACGH proposes to modernize Colorado's approach to reducing gambling related harm by offering it's constituents free access to a best-in-class digital therapeutic (Evive), with an integrated Peer Support Network designed to meet gamblers where they are. At a time when access to traditional interventions are limited, we proopse to use technology to make effective help more accessible and approachable to a larger audience than traditional treatment approaches or community-based support groups. This is especially important now that we are witnessing larger numbers of young adults with gambling issues related to online sports betting.

Evive is the only digital health platform developed for anyone along the gambling continuum. Evive offers a prevention track for those not experiencing gambling harm, a moderation track for those looking to reduce or better control their gambling, and a "stop" track for those looking to quit gambling and/or maintain their recovery from a gambling disorder. Deploying Evive within Colorado's gambling harm reduction system offers key advantages for moving our system forward:

1. **Lowers barriers:** When people are concerned about gambling or are looking for support, discrete access is important. Not everyone is ready to place a phone call to talk about their gambling and even fewer are ready to go to a community support group or see a counselor. Evive offers self-change tools, referral resources, and an empathetic and non-judgmental online community. It is designed to make people feel safe and supported when they need it.
2. **Validated Support:** Evive was built by a team of experts in the technology industry and the fields of safer gambling and problem gambling recovery. Not only is it expert-driven, it's evidence-based and rooted in equity, incorporating cognitive behavioral change techniques, motivational enhancement, and peer support. These are proven approaches to getting people on their paths to healthier relationships with gambling.
3. **Amplifies Existing Programming:** Evive is a tool that can assist in our prevention efforts, accelerate people's change process by motivating and connecting those in need to seek local supports and services, and track and measure outcomes when used in conjunction with existing systems.

To amplify this impact, we propose to integrate the existing GRIN Peer Support Network directly within Evive's Community Platform, enabling Coloradoans to seamlessly connect with a best-in-class group of peer support specialists, enabled by world-class technology.

The MACGH recognizes that simply purchasing a statewide license for a gambling harm reduction app will not in and of itself lead to widespread use of this gambling harm reduction tool. Importantly, the MACGH will utilize our network of partners, collaborators, and stakeholders to develop and implement programs to raise the public's awareness of Evive as a free tool that equips people to track their gambling behavior in real time and use practical strategies to take control of their gambling. The MACGH will collaborate with local organizations and use existing community infrastructures to distribute the Evive digital platform across Colorado, at no direct cost to Colorado residents. The goal is to enhance awareness of gambling-related harms and provide accessible, personalized tools to help individuals manage or prevent problem gambling behaviors. By promoting our program within existitng responsible gambling efforts provided by gaming opeperators, local healthcare providers, community centers, educational institutions, and social services, this initiative will effectively consolidate a network of resources to empower individuals and families affected by problem gambling, amplifying the great work they already provide.

The MACGH, in collaboration with Evive support staff, will offer trainings to potential referral sources to increase their knowledge of this resource and offer other forms of assistance such as promotional collatoral, technical assistance, and reports detailing usage and outcomes.

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

Anticipated Program Milestones to be Achieved during the grant period

1. Identification and onboarding of local and state partner organizations
2. Training of partners on app integration and promotion
3. Launch of distribution through partner networks
4. Community events, webinars, and workshops held
5. Initial data gathering and evaluation completed
6. Expansion to additional organizations across Colorado
7. Introduction of new features based on user needs and feedback

*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  
MACGH is a non-profit agency, founded in 1983, that promotes public health by mitigating the negative personal and community impacts of gambling and gaming. We are one of the oldest and largest Problem Gambling focused organizations in the country, and accomplish our mission through advocacy, training, direct service, and public education. We address the full spectrum of care, from prevention through recovery. The MACGH works with a wide range of stakeholders including gaming operators, vendors, regulators, clinicians, people in recovery, and other community-based organizations. We are leaders of problem gambling capacity building and integration into systems of treatment, recovery, elder services, corrections, batterers treatment and suicide prevention and Safer Gambling leaders in gambling industry settings.

MACGH created the curriculum for and oversees all training and administration of our own Gaming Health Specialist certificate for clinicians. We are one of only 3 Councils in the nation whose training meet the rigorous educational requirements of the International Gambling Counselor Certification Board. Annually, we offer over 90 hours of CE trainings for clinicians and other providers. A problem gambling Treatment Gap Analysis for Massachusetts conducted by the Harvard Medical School Division on Addiction in 2019, found that clinicians who had been through one of our Training Institutes were well prepared to address these gambling issues and recommended an expansion of the program.

Beyond competent treatment, recovery supports play a significant part in maintaining wellbeing of those experiencing addiction, especially opioid addiction. For 11 years, the MACGH has created tremendous problem gambling awareness among members of the recovery support organizations across the state including Recovery Support Centers, Recovery Learning Community Center and Recovery High Schools.

In the area of Safer Gaming, we operate and staff GameSense Information Centers on behalf of the Mass. Gaming Commission in all Massachusetts casinos. GameSense is an innovative, comprehensive responsible gambling program. GameSense's award-winning approach combines responsible gaming recommendations with interactive, engaging tools and exhibits at Massachusetts casinos and digital platforms. Finally, we lead the country in sophisticated digital marketing regarding voluntary self exclusion and other messaging reaching residents that gamble.

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

**General Operating Support:** Provide information on the organization, organizational Goals and Current Programs  
MACGH operates through its state contract and its outside consulting, with an additional small amount given through individual contributions.

As previously mentioned, MACGH operates the RG programming efforts on behalf of the Mass. Gaming Commission. Currently, it is offered in the 3 casinos, as well as online platforms. This work allows our staff (GameSense Advisors) at three centers to connect with patrons about their gambling—either to keep it healthy and safe, to determine how to mitigate at-risk behaviors, or how to address gambling problems with resources outside of the casinos.

In addition MACGH provides Helpline services, digital marketing, provider certification, and more in Vermont and Michigan.

Our goal is to continue to advocate with legislators, regulators, and operators for full integration of public health-forward information and efforts. We also strive to provide services for people across the spectrum of gambling. We base our services on evidence and we appreciate any and all tools to measure efficacy.

*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.

The MACGH proposes to contract with Evive to provide an unlimited statewide usage license for residents of Colorado along with training and technical support in helping to implement the following project plan:

1. Identification and onboarding of local partner organizations: The MACGH will contact gambling operators, problem gambling treatment providers, and other partner organization to provide information about the opportunity to offer Evive, without cost, as a component of their responsible gambling program or problem gambling services.
2. Training of partners on app integration and promotion: Project partners will be provided training and personalized consultation on how Evive can be integrated into their program(s) and promoted for public use.
3. Launch of distribution through partner networks: Evive will be made available to the public.
4. Digital Marketing Launched: Targeted digital marketing will be launched, primarily through social media channels to drive further engagement with Evive, and the existing services of Colorado-based organizations.
5. Community events, webinars, and workshops held: MACGH will coordinate with project partners to produce events to promote the use of the app.
6. Initial data gathering and evaluation completed. Data gathered through the app will be used to produce monthly usage snapshots and a more comprehensive annual report providing information on the apps usage, outcomes, and user survey feedback.
7. Expansion to additional organizations across Colorado. In year two, the MACGH will orchestrate a second wave of efforts to expand app usage.

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

This project provides several opportunities to better address problem gambling and safer gambling

1. By offering an evidence-based digital health app to address gambling related concerns, we address health equality and improve access to help by offering gambling support without cost to the individual user, discreetly, and available immediately to anyone with a smartphone
2. By engaging a wider audience than traditional helplines, we drive more awareness and engagement with the existing programming being offered throughout Colorado, from direct counseling to peer support groups. This is particularly true of college students young men who exhibit low help-seeking behavior.
3. By collecting robust data on engagement, resource usage, support issues, referral outcomes, etc. we provide the state actionable data to inform future programming.
4. By integrating the GRIN Peer Support Network, we offer seamless access to trained peer support resources, especially in rural populations that struggle to access in-person programming.

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

Please see attachment A.

*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

We plan to collaborate with the broad spectrum of local and state organizations within Colorado, both through existing relationships, and through forging new relationships. One of the key strengths of this program is that it can be implemented with very little friction, and can be amplified with our specific expertise in training.

Local Organizations:

-The Problem Gambling Coalition of Colorado, including their Center and Network of Treatment Providers

State Organizations:

-The Colorado State Lottery for awareness amplification through existing channels

-The Colorado Department of Gaming for awareness amplification through existing channels

*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.

Past research has revealed that a very small proportion of people with gambling problems seek treatment (7-16%, Ledgerwood & Milosevic, 2015; Slutske, 2006). Thus, there is an enormous number of people with gambling problems who are not receiving help, which has catastrophic impacts on the psychological, financial, social, mental health, vocational, and legal consequences of this pernicious illness. There is an urgent need for interventions that broaden the reach of treatment to larger numbers of individuals with gambling problems, particularly in an era where online and sports wagering are dramatically increasing the accessibility of gambling itself (Mestre-Bach et al., 2022; Valenciano-Mendoza et al., 2023).

Digital health interventions have the potential to greatly improve the reach of efforts to help people with gambling problems. There have been several digital health apps designed and made available for gambling problems, the Evive app stands apart in that it incorporates the components of what is important in an effective digital health problem gambling specific intervention (see McCurdy et al., 2023) while addressing shortcomings of other apps in this space (see Brownlow, 2021). The Oregon Health Authority (OHA), the Nevada Department of Health and Human Services, and the Oregon Lottery have been early adopters of Evive. They were very interested in an app that can be used among a variety of populations; OHA is currently using it as a gambling treatment supplement, Nevada DHHS is using it as a tool to address problem gambling within their Opioid Treatment Programs, and Oregon Lottery was interested in Evive's ability to support individuals wanting to "moderate their play" or address gambling issues but are not ready or willing to enroll into formal treatment. Evive is the only app developed as a universal intervention designed for individuals at all ends of the gambling continuum and importantly, developed by a team of experts that includes people with lived experience in recovering from gambling addiction, gambling treatment specialists, public health professionals, researchers, and in-house technology scientists with extensive experience in digital health interventions.

This is especially important now that we are witnessing larger numbers of young adults with gambling issues related to sports betting. Young adult males are a demographic known for not seeking professional help and a group that is increasingly turning to digital health apps for assistance.

*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

We have the ability to measure the impact of this program in 4 key ways:

1. App Usage and Engagement Rates

The app itself collects robust data on overall engagement, from lessons completed to check-in activities recorded, to external resources engaged with. It can provide comprehensive reporting on every action that is being taken inside the application, as well robust demographic data on the users of the app, their goals, needs, and challenges.

2. Self-Reported User Feedback

Evive regularly surveys its users, asking questions around its impact in helping the user maintain their goals related to gambling, accomplish broader health goals, improve their understanding of their own gambling behavior, improve their fundamental gambling literacy, access support resources within their communities, etc.

3. Provider and Clinician Feedback

We plan to survey providers and community partners who are promoting the application, gathering qualitative feedback on the engagement rates of their clients in their own programming, overall feedback, etc.

4. Engagement with Colorado Services

We can measure the number of users that come through Evive as an entry-point to existing services as compared to the current helpline (1800 GAMBLER) to assess the impact that this program makes on driving broader engagement across the community.

*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.  
The MACGH received \$200,000 in the year that ran from April 2023 - March 2024

*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. This would represent the 4th implementation of Evive within a state infrastructure, following Oklahoma, Nevada, and Massachusetts, and they have learned from and found effective ways of addressing the most common challenges.

### 1. Lack of Awareness and Trust in Digital Health Tools

Many community members may be unfamiliar with or skeptical about using a digital platform like Evive for addressing gambling-related harm. Trust in the app's effectiveness and privacy safeguards may be low, especially among vulnerable populations.

Plan to Address:

- Leverage trusted community leaders and organizations to endorse and promote the platform, ensuring culturally relevant messaging.
- Conduct informational workshops and webinars tailored to various audiences, emphasizing the app's evidence based design, HIPAA compliance, and anonymous usage options .

### 2. Resistance from Stakeholders or Duplication of Efforts

Existing stakeholders, such as state agencies or non-profits, may see Evive as a competing solution rather than a complementary one.

Plan to Address:

- Demonstrate its integration with traditional therapies and community support systems through previous implementations and direct experience from similar partner organizations
- Provide transparent data and quarterly performance reviews to highlight measurable outcomes and the app's role in achieving broader harm-reduction objectives.

### 3. Lack of Exposure to Broader Populations

Plan to Address:

- Develop tailored marketing campaigns, particularly on Social Media, leveraging our experience promoting innovative programming
- Create comprehensive materials that can be easily distributed to promote the program through the existing state infrastructure and partners

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

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

Once individuals who are experiencing gambling harm are connected to resources and a community of support, there should be a reduction in that harm moving forward across the lifespan. In addition, the work that Evive does and the activities of this grant significantly reduce the stigma of help seeking for risky or problematic gambling.

Research suggests that the time between when an individual first begins experiencing harm and an individual seeks help is particularly delayed. We know that individuals often delay seeking help until things have reached a significant crisis point which might be characterized by significant and life changing financial loss, suicidality, criminal activity in the pursuit of money to gamble or family rupture.

These grant activities seek to shorten the time lapse between perceived harm and help seeking behavior which has a ripple effect beyond the one year time frame.

Based on the data generated from this grant on the effectiveness of the program, we will be better equipped to find a fiscal sponsor within the state for ongoing support.

*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

The Evive digital health platform is designed to collect data on a number of key performance indicators include variable related to usage, engagement, user behavior change, user attitudes, knowledge, and perceptions, and user satisfaction. The platform allows the MACGH to access a report dashboard to view real time data on user statistics. This level of reporting allows for knowledge regarding user demographics, including use location by zip code, which will provide important information on the effectiveness of marketing efforts and determine if the app is being utilized by undeserved groups such as young males, persons in rural areas on the state with limited access to local gambling treatment or community support services.

The Evive contractor will deliver an end of project report detailing key findings that will be incorporated into a full program report provided by the MACGH describing challenges and accomplishments experienced during the grant period.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 1 %          |
| Government Contracts                              | 79 %         |
| Foundations                                       | 15 %         |
| Business  | 0 %          |
| Events  | 0 %          |
| Individual Contributions                          | 5 %          |
| Fees/earned income                                | 0 %          |
| Workplace giving campaigns                        | 0 %          |
| In-kind contributions                             | 0 %          |
| Other   | 0 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

**Financial Information Section**

|   |   |  |                         |
|---|---|--|-------------------------|
| Organization Budget for fiscal year<br>2025                         | Fiscal Year Date<br>July 24 - June 25         | Income<br>\$4,013,000  | Expenses<br>\$4,013,000 |
| For Project/Program Requests:                                       |   |  |                         |
| Program Budget<br>\$550,000   | Dates of budget period<br>April 25 - March 26 | Income<br>\$550,000  | Expenses<br>\$550,000   |
| Name of Person Responsible for Financial Reporting<br>Licia Scarano |   | Name of Financial Institution where funds will be deposited<br>Bank of America |                         |

**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. | A - Detailed goals and objectives, a list of activities and anticipated timeline |
| 2. | B - Board of Directors Information   |
| 3. | C, D, E, F, G, H - Detailed Budgets w/ Justifications for Program Components     |

**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<br> | Date<br>11.26.2024 |
|--|--------------------|

**Massachusetts Council on  
Gaming and Health -  
Survey on the Success and  
Impact of Colorado's Self-  
Exclusion Program**



The Massachusetts Council on  
**GAMING AND HEALTH**

November 29, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

We are pleased to submit our application for funding in the amount of \$200,000 to support a comprehensive survey assessing the effectiveness and impact of Colorado's Voluntary Self-Exclusion (VSE) program. Despite Colorado's broad access to legalized gambling opportunities, awareness about available resources for those struggling with gambling addiction is not as broad. This survey aims to provide essential insights into the participation, barriers, and outcomes associated with the self-exclusion process, contributing to a better understanding of the VSE program's reach and effectiveness.

Our proposal outlines a structured, data-driven approach to gather valuable information directly from individuals who have engaged with or are considering the VSE program. The goal of the survey is to evaluate how well the program is supporting participants in managing their gambling behaviors, identify challenges faced by participants, and assess long-term outcomes for those who self-exclude. We aim to track key factors such as awareness of the program, participation drivers, barriers to engagement, and the program's overall effectiveness.

### **Survey Goals and Objectives**

The primary goals of this survey are to:

1. Assess the effectiveness and reach of the VSE program by measuring participant awareness, engagement, and the perceived effectiveness in reducing gambling behaviors.
2. Identify barriers to engagement, including accessibility issues, stigma, and technological challenges, while evaluating the adequacy of support services available to participants.
3. Track long-term outcomes for participants who self-exclude, including their ability to manage gambling behaviors and re-engagement with gambling over time.

The results of this survey will provide valuable insights into how Colorado's VSE program is functioning and where improvements can be made. By measuring the effectiveness of the program and identifying participant barriers, the survey will guide future efforts to enhance the program's accessibility and success. Furthermore, it will contribute to data-driven decision-making to improve outreach and support services for those most in need.

We are confident that this survey will not only enhance the understanding of the VSE program's impact but also contribute to ongoing efforts to mitigate gambling harm across Colorado. We look forward to your support and the opportunity to work together toward a healthier and more informed gambling environment in the state.

Please feel free to contact us with any questions or for further information.

Sincerely,

Marlene Warner



## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                            |  |          |
|--|----------------------------|--|----------|
| Legal Name of Organization   |                            | Massachusetts Council on Gaming and Health |          |
| Department (if applicable)   |                            |  |          |
| Mailing Address  |                            |  |          |
| 120 Washington St. Suite 202   |                            |  |          |
| City   |                            | State                                      | ZIP Code |
| Salem  |                            | MA   | 01970    |
| Phone  | Website                    |  |          |
| 617-426-4554   | macgh.org                  |  |          |
| EIN  | Organization Email Address |  |          |
| 22-2743890   | info@macgh.org             |  |          |
| Application Contact  |                            |  |          |
| Marlene D. Warner  |                            |  |          |
| Application Title  |                            |  |          |
| Chief Executive Officer  |                            |  |          |
| Contact Phone  | Contact Email              |  |          |
| 978-394-4722   | marlene@macgh.org          |  |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position.<br>Chief Executive Officer - Marlene Warner<br>Chief Programs Officer - Odessa Dwarika<br>Chief Marketing Officer - Janine Ruggiero |                            |  |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                            |  |          |



List of Board of Directors, including full legal name, position, affiliation, length of time on the board and expiration date.  
Please see attachment B - BOD information

Mission Statement

Founded in 1983, The Massachusetts council on Gaming and Health is a private, non-profit public health agency. We advocate for responsible gaming and gambling practices and services for those affected by gambling. We aim to reduce the impacts of gambling disorder and strive to make gambling healthy and safe for the people of Massachusetts. We are neither for nor against legalized gambling. We accomplish our mission through education, advocacy, and by providing resources. We serve people who gamble, their families, caregivers, and community at large.

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

Geographic Area Served

Nation Wide

*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

\$200,000

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Survey on the Success and Impact of Colorado's Self-Exclusion Program

Description of What the Grant Funding will be Used For

The \$200,000 in grant funding will be allocated across the following key areas:

1 Survey Development and Design: \$40,000

This includes costs associated with developing, testing, and refining the survey, ensuring that the questions are effective and capturing the necessary data.

2 Data Collection and Outreach: \$65,000

Funds will be used for distributing the survey and promoting it to a wide audience. This includes outreach efforts via online and offline channels. The budget also includes advertising costs, digital promotion, and any necessary printing.

3 Incentives for Participants: \$10,000

To encourage higher response rates, this portion of the funding will be used for participant incentives, such as gift cards, raffle entries, or other rewards for completing the survey.

4 Data Analysis and Reporting: \$40,000

This amount will cover the cost of analyzing the collected data, including the use of data analytics software, tools, and services necessary to extract meaningful insights. It also includes the costs of preparing a final report with actionable recommendations.

5 Survey Monitoring and Follow-Up: \$20,000

Funds will be used for monitoring the survey process and following up with participants. This includes sending reminders, tracking response rates, and managing any issues that arise during the data collection phase.

6 Survey Infrastructure and Technology: \$15,000

This budget will cover the technological infrastructure necessary for the survey, including survey platforms, software licenses, and data storage solutions. This ensures that the survey is run smoothly and securely.

7 Evaluation and Planning for Future Surveys: \$10,000

This amount will be dedicated to evaluating the results of the survey, preparing a final report, and planning for future surveys to track the long-term impact of the Self-Exclusion Program.

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

Anticipated Program Milestones to be Achieved during the grant period

Month 1-3: Survey Design and Preparation

- Milestone 1.1: Completion of survey design, including the development of clear, targeted questions focused on self-exclusion participation, barriers, and effectiveness.
- Milestone 1.2: Pre-testing of the survey with a small group of participants to ensure clarity and reliability of the questions.
- Milestone 1.3: Finalization of the survey based on feedback from pre-testing and approval from key stakeholders.

Month 4-6: Survey Distribution and Data Collection

- Milestone 2.1: Launch of the survey to a broad and diverse audience of self-exclusion participants, ensuring widespread distribution.
- Milestone 2.2: Collection of survey responses, with active follow-up reminders sent to maximize participation and response rates.

Month 7-10: Data Analysis and Reporting

- Milestone 3.1: Completion of data analysis, identifying key trends in participant behavior, effectiveness of the program, and areas for improvement.
- Milestone 3.2: Development of a detailed report summarizing findings and recommendations, including actionable insights on improving the self-exclusion program.
- Milestone 3.3: Presentation of findings to relevant stakeholders (Colorado Division of Gaming, counselors, program managers) for review and discussion.

Month 11-12: Assessment of Need and Planning for Future Surveys

- Milestone 4.1: Understanding of how future surveys may be constructed to improve on the data collection effort, using insights from this survey to guide future evaluation efforts and track the effectiveness of future potential program changes.

*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  
MACGH is a non-profit agency, founded in 1983, that promotes public health by mitigating the negative personal and community impacts of gambling and gaming. We are one of the oldest and largest Problem Gambling focused organizations in the country, and accomplish our mission through advocacy, training, direct service, and public education. We address the full spectrum of care, from prevention through recovery. The MACGH works with a wide range of stakeholders including gaming operators, vendors, regulators, clinicians, people in recovery, and other community-based organizations. We are leaders of problem gambling capacity building and integration into systems of treatment, recovery, elder services, corrections, batterers treatment and suicide prevention and Safer Gambling leaders in gambling industry settings.

MACGH created the curriculum for and oversees all training and administration of our own Gaming Health Specialist certificate for clinicians. We are one of only 3 Councils in the nation whose training meet the rigorous educational requirements of the International Gambling Counselor Certification Board. Annually, we offer over 90 hours of CE trainings for clinicians and other providers. A problem gambling Treatment Gap Analysis for Massachusetts conducted by the Harvard Medical School Division on Addiction in 2019, found that clinicians who had been through one of our Training Institutes were well prepared to address these gambling issues and recommended an expansion of the program.

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Our goal is to continue to advocate with legislators, regulators, and operators for full integration of public health-forward information and efforts. We also strive to provide services for people across the spectrum of gambling. We base our services on evidence and we appreciate any and all tools to measure efficacy.

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**Project Requests only:**

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

The survey being proposed will provide critical insights into the effectiveness of Colorado's Voluntary Self-Exclusion (VSE) program, offering a unique opportunity to evaluate and improve this vital program. By gathering detailed feedback from individuals actively engaged in, or considering, the self-exclusion process, the survey will identify the key factors driving participation, the personal and financial triggers that lead to self-exclusion, and how the program is helping individuals manage their gambling behaviors.

It will not only assess the program's impact on reducing harmful gambling but also explore participants' experiences with available support services. By identifying potential technological barriers and gaps in service delivery, the survey will provide actionable recommendations to make the self-exclusion process more accessible and effective for all participants.

The survey will gather data on the role of social support networks and the influence of responsible gambling education, offering a deeper understanding of the external factors that contribute to successful self-exclusion. Demographic insights will also be collected to evaluate engagement across different populations, ensuring the program is reaching those who need it most.

It will also help the organization refine the VSE program, ensuring it is both responsive and effective in supporting individuals who need assistance in managing their gambling behaviors. The findings will inform future program adjustments, increase participation, and ultimately drive more successful outcomes for the self-exclusion initiative.

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

This survey addresses the opportunity to evaluate and enhance the effectiveness of Colorado's Voluntary Self-Exclusion (VSE) program by gaining a deeper understanding of participant behaviors, barriers to engagement, and the overall impact of the program. It aims to identify gaps in the program's reach and service delivery, ensuring it is better aligned with the needs of individuals seeking to manage their gambling behaviors.

The survey will provide valuable insights into why certain individuals choose to self-exclude, what challenges they face during the process, and how the program can be improved to increase its accessibility and effectiveness. By capturing data on participants' experiences, including their use of digital tools, the support services they access, and their long-term outcomes after self-exclusion, the survey helps create opportunities for continuous improvement and better-targeted interventions.

Moreover, this survey will also provide actionable data that can be used to expand the program's reach, refine outreach strategies, and ensure that those at risk of gambling harm are effectively engaged. By exploring the factors that influence self-exclusion, the survey will help address the issue of gambling addiction prevention and support the development of a more responsive, data-driven solution for individuals who need help in Colorado.

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

See Attachment C - Goals and Objectives

*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

MACGH plans to collaborate with idPair for the implementation of the grant funding by utilizing idPair's expertise in self-exclusion and data analytics. As part of this partnership, idPair will assist in constructing the survey questions based on their extensive knowledge of self-exclusion processes and behaviors. This collaboration will ensure that the survey is designed to capture the most relevant and impactful data to assess the effectiveness of the self-exclusion program. Additionally, idPair will help target the appropriate audiences for the survey, ensuring that responses come from a diverse and representative group of individuals who are either engaged in or affected by the self-exclusion program. Their insights into the behaviors and needs of the target population will guide the outreach strategy, improving the survey's reach and engagement.

Finally, idPair will assist in analyzing the survey results, using their data analytics capabilities to identify trends, assess the program's success, and provide actionable recommendations for improvements. By integrating idPair's technical expertise with the MACGH experience in community engagement, this collaboration will help optimize the self-exclusion survey and improve VSE effectiveness in addressing gambling-related harm.

*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.

The issue is being addressed through a survey in this way to gather comprehensive, real-time insights from participants about their experiences, behaviors, and perceptions. A survey provides a structured and systematic way to collect qualitative and quantitative data directly from individuals who are either considering or have already participated in the Voluntary Self-Exclusion (VSE) program. This approach allows the organization to capture a broad range of perspectives, which is essential in understanding the program's effectiveness and identifying areas for improvement.

A survey is particularly useful because it enables the organization to collect data from a large and diverse group of respondents, including different age groups, genders, and socioeconomic backgrounds, which ensures that the findings are representative of the wider population affected by gambling behaviors. Additionally, the survey allows participants to share their honest feedback in a way that is confidential and non-intrusive, which is critical for sensitive topics like gambling and self-exclusion.

By using a survey, the organization can efficiently track patterns and trends in participant behavior, identify the barriers to program participation, and assess how well the program is meeting its goals. It also offers the flexibility to adapt the survey in future iterations based on new program components or changes in the gambling landscape, allowing the organization to continuously refine the program to better serve its target audience.

Surveys are cost-effective and scalable, which makes them ideal for collecting large amounts of data in a short period. This data-driven approach can help shape future strategies, whether it's improving the user experience, expanding outreach efforts, or enhancing the support services offered through the program. Therefore, conducting the survey in this way helps the organization gain valuable insights that can guide decisions and ensure that the VSE program is both effective and sustainable in addressing the issue of gambling-related harm.

*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

The impact of the survey will be measured by analyzing the effectiveness of specific qualities of the Voluntary Self-Exclusion (VSE) program based on the insights gathered from the survey data. Key metrics will include participation rates, changes in awareness, and the program's influence on individuals' decision to self-exclude. First, the organization will assess engagement levels across varying methods of self-exclusion in the state by measuring the number of completed surveys and comparing this with the target sample size. This will give an indication of how well the survey reached its intended audience.

Secondly, the effectiveness of outreach efforts will be measured by evaluating the awareness and understanding of the self-exclusion program. This will include reviewing responses to questions about familiarity with the program and how respondents learned about it. If there is a significant awareness compared to estimated benchmarks, it would suggest that the outreach strategies are successful.

Another important measure will be the behavioral impact of the program, which will be evaluated by analyzing changes in self-reported gambling behaviors before and after self-exclusion. This will help determine if the program is successful in reducing harmful gambling frequency or financial risk for participants. Additionally, the survey will gather feedback on the perceived effectiveness of the program in helping participants stop gambling and whether the available support services meet their needs. Positive responses in these areas would indicate the program's success in achieving its intended outcomes.

The survey will also track participant satisfaction with various components of the program, such as ease of use, support services, and overall satisfaction with the self-exclusion process. High satisfaction levels will indicate that the program is well-received and effective at supporting participants in managing their gambling behaviors.

Lastly, future program improvements could be guided by the feedback gathered in the survey, including suggestions for new resources or adjustments to existing support services. The ongoing ability to measure the long-term impact will come from repeated surveys, which can track shifts in behavior, program participation, and perceptions over time. By comparing these results with baseline data, the organization will be able to gauge whether improvements made to the program lead to better outcomes for participants.

*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.  
The MACGH received \$200,000 in the year that ran from April 2023 - March 2024.

*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. One challenge could be recruiting a representative sample of participants. Ensuring that the survey reaches individuals from diverse backgrounds, including varying ages, genders, and socioeconomic statuses, could prove difficult. To address this, the organization plans to employ a mix of outreach strategies to promote the survey and reach a diverse population. Additionally, the survey will be made available through multiple channels, including online and in-person options, to ensure accessibility for individuals with different levels of internet access and technological literacy. Another challenge is ensuring accurate and honest responses from survey participants, especially when asking sensitive questions about gambling behaviors, financial difficulties, or personal feelings about the self-exclusion process. To mitigate this, the survey will guarantee anonymity and confidentiality, reassuring respondents that their information will not be shared or used against them. Clear instructions will be provided to ensure participants feel comfortable and understand that their honest feedback is vital to improving the program. To ensure high-quality data, the organization will employ robust survey design with clear, unambiguous questions. The survey will be pre-tested with a small group to identify potential issues before full rollout, and data entry will be carefully monitored for accuracy.

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

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

After the grant period, the project will be sustained through the ongoing benefits of the insights gained from the survey, which will continue to inform the development and refinement of VSE programs. The data collected will provide valuable baseline information on participant engagement, effectiveness, and areas of improvement. As the program evolves or if new Voluntary Self-Exclusion (VSE) initiatives are introduced in the future, this survey can be repeated to track changes in participation patterns, perceptions, and effectiveness over time. By comparing future survey results with the baseline data, the organization will be able to assess the impact of any adjustments made to the program and determine whether the changes are leading to improved outcomes for participants.

Additionally, the insights gained from the survey will create a foundation for ongoing improvements and expansions of the self-exclusion program. For example, if adjustments are made to the program—such as new support services or enhanced digital tools—future surveys will enable the organization to measure the success of these changes and ensure they are meeting the needs of participants.

Funding for potential future surveys and program evaluations may come from a variety of sources. These could include additional grants, public-private partnerships, or collaborations with stakeholders invested in responsible gambling initiatives. The organization may also seek funding from other sources focused on public health, behavioral health, or problem gambling prevention. By demonstrating the value of this data in guiding program improvements and measuring long-term effectiveness, the organization can position itself to secure ongoing funding for future evaluations.

*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

The results of the self-exclusion survey would be assessed by analyzing key data points that reflect both the effectiveness of current VSE programs and the factors influencing participants' decisions. First, the survey would measure awareness of the self-exclusion program, evaluating how familiar respondents are with the concept and where they typically hear about it (e.g., casinos, advertisements, therapists). If awareness is low, the organization may identify opportunities to increase outreach and improve visibility. Next, the survey would assess the triggers for self-exclusion, such as personal financial loss, debt, or family intervention, and examine whether self-exclusion is viewed as a proactive or reactive decision. This could highlight whether the program is addressing the needs of individuals in crisis or if there are opportunities to engage people earlier in their gambling behaviors. Additionally, the survey would investigate gambling behavior prior to self-exclusion, including the types of gambling people engage in, how much time or money they spend, and what emotional or environmental triggers influence their behavior. By understanding these patterns, actionable advice on how VSE programs can be provided to refine messaging and outreach to better address at-risk individuals.

The perception of the program's effectiveness is also crucial in assessing success of the survey. Respondents would be asked how effective they believe the self-exclusion program is in helping people stop gambling, and whether they feel it provides adequate support services. This insight can guide improvements in the program's offerings, ensuring it meets participants' needs. Evaluating digital tools like apps or websites designed to assist in self-exclusion would also be key, especially in identifying technological barriers such as lack of digital literacy or privacy concerns. The survey could also capture how important social support is in individuals' decision to self-exclude and whether additional community-based resources or peer support would make the process more effective. Data on responsible gambling education would indicate whether campaigns or specific resources increase the likelihood of self-exclusion, helping the program focus on the most effective methods for engagement.

The survey would also collect demographic data to identify trends in age, gender, socioeconomic status, and geographic location, which would help assess whether certain groups are less likely to participate or face specific barriers. By understanding these patterns, the program could tailor its outreach to target underserved populations. Additionally, feedback on the legal and policy implications of self-exclusion and the influence of interstate gambling would provide valuable insights into the program's external challenges. The survey would also track behavior after self-exclusion, such as whether participants relapse into gambling and how they feel after self-excluding (e.g., relief, regret, anger), providing insight into the program's long-term effectiveness.

Overall, the success of the survey work would be assessed by analyzing how well the program is meeting its goals, which include raising awareness, providing effective support, and ultimately reducing harmful gambling behavior. Key metrics for success would include high survey engagement rates, insights into how to improve positive self-reported outcomes (e.g., participants successfully stopping gambling or feeling supported), and actionable feedback that leads to program improvements. The organization would also measure participation trends across different demographic groups to identify potential gaps in outreach. Ultimately, the survey would provide a clear picture of the program's impact, helping guide future adjustments and interventions to improve its effectiveness and accessibility.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 1 %          |
| Government Contracts                              | 79 %         |
| Foundations                                       | 15 %         |
| Business  | 0 %          |
| Events  | 0 %          |
| Individual Contributions                          | 5 %          |
| Fees/earned income                                | 0 %          |
| Workplace giving campaigns                        | 0 %          |
| In-kind contributions                             | 0 %          |
| Other   | 0 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

**Financial Information Section**

|   |   |  |                         |
|---|---|--|-------------------------|
| Organization Budget for fiscal year<br>\$4,013,000                  | Fiscal Year Date<br>July 2024 - June 2025       | Income<br>\$4,013,000  | Expenses<br>\$4,013,000 |
| For Project/Program Requests:                                       |   |  |                         |
| Program Budget<br>\$200,000   | Dates of budget period<br>May 2025 - April 2026 | Income<br>\$200,000  | Expenses<br>\$200,000   |
| Name of Person Responsible for Financial Reporting<br>Licia Scarano |   | Name of Financial Institution where funds will be deposited<br>Bank of America |                         |

**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. | A - Letter of Support  |
| 2. | B - Board of Directors Information   |
| 3. | C - Goals and Objectives, D - MACGH Org Budget, E - Project Budget Detail, F - Executive Summary |

**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<br> | Date<br>11.29.2024 |
|--|--------------------|

**Problem Gambling  
Coalition of Colorado -  
Problem Gambling Center  
Programs and Services**



*Response to State Request for Application*

*for*

**Problem Gambling Center Programs and Services**

*Submitted to:*

**Colorado Limited Gaming Control Commission**

Colorado Department of Revenue, Division of Gaming

1707 Cole Boulevard, Suite 300

Lakewood, CO 80421

*Submitted by:*



Jamie Glick, President

7585 West Arkansas Avenue, Suite 202

Lakewood, Colorado 80226

*Date Submitted: November 30, 2024*

## PGCC PROBLEM GAMBLING CENTER - EXECUTIVE SUMMARY

The Problem Gambling Center (PGC) in Lakewood, Colorado, seeks grant funding to expand its vital services in treatment, prevention, education, and outreach for individuals and families affected by problem gambling. These funds will enhance critical areas, enabling the PGC to better meet growing community needs and improve outcomes for those impacted.

Specifically, the requested funding of \$471,500 will allow the PGC to:

1. **Enhance Treatment Services:** Increase the reimbursement cap for qualified therapists from 10 to 15 sessions and improve reimbursement rates to attract and retain top providers.
2. **Expand Support Groups:** Grow access to support groups and informational meetings, including Gamblers Anonymous (GA), SMART Recovery, and meditation sessions, which engaged over 2,500 individuals in 2024.
3. **Advance Professional Certification:** Support the certification and continuing education of therapists as International Certified Gambling Counselors (ICGC), building on the existing cohort of 11 certified therapists with 39 more in the pipeline.
4. **Provide Financial Guidance:** Strengthen partnerships with organizations like Gamfin to offer financial planning and education services to individuals and families impacted by gambling.
5. **Maintain Helpline Operations:** Sustain the critical Colorado 1-800-GAMBLER helpline through coordination with the Louisiana Association on Compulsive Gambling (LACG).
6. **Foster Sober Communities:** Collaborate with sober organizations, such as SoberAF Entertainment, to create supportive spaces for recovery from gambling addiction.
7. **Establish a Family Resource Bank:** Develop a food and resource bank to offer tangible support to families affected by problem gambling.
8. **Evaluate Program Effectiveness:** Partner with the Butler Institute for Children and Families to conduct independent evaluations, ensuring programs are effective and continuously improving.

This funding will allow the PGC to provide a comprehensive continuum of care, addressing the diverse and urgent needs of individuals and families impacted by problem gambling. By enhancing its capacity and fostering strong community partnerships, the PGC will continue to play a pivotal role in the prevention and treatment of gambling addiction in Colorado.

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                      |  |          |
|--|--------------------------------------|--|----------|
| Legal Name of Organization   |                                      | Problem Gambling Coalition of Colorado |          |
| Department (if applicable)   |                                      |  |          |
| Mailing Address  |                                      |  |          |
| PO Box 260435  |                                      |  |          |
| City   |                                      | State                                  | ZIP Code |
| Lakewood   |                                      | CO                                     | 80226    |
| Phone  | Website                              |  |          |
| 303-955-4682   | problemgamblingcoalitioncolorado.org |  |          |
| EIN  | Organization Email Address           |  |          |
| 84-1306226   | problemgamblingcoalitionco@gmail.com |  |          |
| Application Contact  |                                      |  |          |
| Jamie Glick  |                                      |  |          |
| Application Title  |                                      |  |          |
| Problem Gambling Center Programs and Services  |                                      |  |          |
| Contact Phone  | Contact Email                        |  |          |
| 303-396-7541   | jamiieg.pgcenter@gmail.com           |  |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                      |  |          |
| Jamie Glick, Executive Director, jamiieg.pgcenter@gmail.com, (303) 396-7541  |                                      |  |          |
| Robert Runco, Deputy Director, rrunco@runprolaw.com, (720) 452-2647  |                                      |  |          |
| Lee Ann Aden, CPA, CEAP, Finance Coordinator, LeeAnn@BeyondBalanceSheets.com, (720) 662-7475   |                                      |  |          |
| Diane Skufca, Grant Management/Development Coordinator, dlsdenver@gmail.com, (303) 520-7406  |                                      |  |          |
|  |                                      |  |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                      |  |          |

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

Jamie Glick, President, Inspire Health and Performance, University of Denver School of Social Work, Inspire Health and Performance- 1 Year

Robert C. Runco, Esquire, Board Vice-President, Runco & Proffitt, P.C, 14 years

Daniel Bewley, Board Secretary, Former Gaming Industry Member, 4 years

Peggi O'Keefe, Board Director, Colorado Gaming Association, 7 years

Peggy Brown, Board Director, National Council on Problem Gambling - PGCC Affiliate Representative, Gambler Recovery Hub (Founder/CEO), 20+ years

Diane Skufca, Board Director, Colorado Division of Youth Services, North Star Advisors, 2 years

Layne Jacobson, LAC, LPC, ICGC-II, BACC, Dove Counseling, 8 Years

\*All board appointments are for 1 year and renewed every January.

Mission Statement

Mission: To increase awareness, advocate for treatment, and promote research and education on problem gambling.

Purpose: To serve as the state affiliate of the National Council on Problem Gambling and as the state advocate for programs and services to assist all affected by problem gambling throughout the state of Colorado.

Vision: To restore and maintain the quality of life of individuals and communities impacted by problem gambling.

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

Geographic Area Served

As the state affiliate of the National Council on Problem Gambling, PGCC represents and serves the entire state of Colorado. Resource and services are accessible and available to all 64 counties through both in-person and virtual methods.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$471,500

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Problem Gambling Center Programs and Services

Description of What the Grant Funding will be Used For

The requested grant funding will be used to support and enhance vital programs and services operated by the Problem Gambling Center in Lakewood, Colorado. Specifically, the funds will be directed toward expanding our capacity to offer comprehensive treatment, prevention, and education services to individuals affected by problem gambling, as well as strengthening our community outreach initiatives. The following programs and services are seeking funding:

Treatment Reimbursement- Funding will be used for reimbursement to qualified therapists who are providing free mental health and addiction services to those affected by problem gambling and their families. In the past year, requests for therapy reimbursement has significantly increased which has led to a cap on sessions to 10 sessions for treatment providers. The goal of this funding is to increase the cap to 15 sessions and increase therapist reimbursement rates to maintain high qualified providers.

Support Groups and Informational Meetings- Funding will be used to continue and expand support groups and informational meetings along with adding other non-clinical services. The Problem Gambling Center (PGC) has become a highly utilized resource for both support and information as over 2,500 people have engaged in services and support at the center in 2024. Funding would support the expansion of these programs and services. Current programs and services include: hosted GA meetings (including Spanish and Veterans), Smart Recovery Groups, Individual Informational Meetings, and Meditation.

Therapist Training and Support- The PGC would like to continue to support therapists in becoming certified as International Certified Gambling Counselors (ICGC) along continued education for these providers. To date, PGCC has assisted 11 therapists to become fully certified with another 39 in the process.

Financial Planning and Education- Funding will be used to assist individuals and families who have been impacted financially by problem gambling. These funds will be used to assist those seeking help with needed financial services including but not limited to services provided by Gamfin.

Helpline- Funding will be used to fund the Colorado helpline which is currently contracted with Louisiana Association on Compulsive Gambling (LACG). Colorado will continue to utilize the 1-800 Gambler number which has become a nationally recognized helpline. Funding will also support the coordination of the helpline.

Sober Communities- Funding will be used to collaborate with sober communities including SoberAF Entertainment. Funding will serve to create sober spaces for community and engagement for people who are recovering from a gambling addiction. The funding will assist with the coordination and expenses of this program.

Food and Resource Bank- Funding will service to create a food and resource bank at the PGC. These resources will be solely available to individuals and families impacted by Problem Gambling.

Program Evaluation, Data Tracking, and Reporting- Funding will be used to evaluate the effectiveness of PGC programs and services. The Butler Institute for Children and Families will partner with the PGC to evaluate programs, track data, and report out on effectiveness of programs and areas of need. This will provide a 3rd party, non-biased report, of program effectiveness.

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

Anticipated Program Milestones to be Achieved during the grant period

1. Treatment reimbursement to fund at a minimum of 800 therapy sessions during the grant period.
2. PGC to expand support group and informational offerings and to include other needed non-clinical interventions based on the needs of those who are seeking support. The goal would be to increase overall engagement by 25%.
3. Provide 4 trainings for therapists who are certified or seeking certification. Offer monthly supervision by a BACC level therapist.
4. Provide financial planning and support services to at least 35 individuals seeking financial support services.
5. Colorado to continue to fund the 1-800 Gambler helpline and report results back to the Division of Gaming.
6. Connect with local sober communities. Fund at least 12 sober events for individuals who are recovering from problem gambling.
7. Provide food and other resources to at least 50 people who are in need of basic need support due to the financial impact of problem gambling.
8. Provide a detailed report to the Division of Gaming on program outreach, effectiveness, data tracking, and recommendations.
9. Complete all reports required by the Division of Gaming Responsible Gaming grant including quarterly and mid-grant reports.

Please see Attachment "Problem Gambling Center Programs and Services Project Proposed Goals and Objectives" for more detailed outline of program activities, tasks, and quarterly timelines.

*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  
Since the organization's founding in 1995, PGCC has served as the official state affiliate to the National Council on Problem Gambling (NCPG). PGCC has partnered with a wide range of organizations over the years on a variety of programs to address the issues of problem gambling in Colorado. Some examples include:

1995:PGCC established the Colorado Problem Gambling Helpline, which it has maintained ever since.

2002-2023: Collaborated with the Colorado Gaming Association (CGA) and the former Office of Behavioral Health in developing and distributing gambling brochures.

2003: Partnered with the University of Denver in establishing and funding a treatment program for problem gamblers in Colorado.

2003-2024: Collaboration with the Colorado Lottery for Problem Gambling Awareness Month every March.

2004-2023: Established the Voluntary Self Exclusion List with the Colorado Gaming Association and oversaw its administration until the Division of Gaming took over the program in 2023.

2019: Assisted the organization of the NCPG 33rd National Conference on Problem Gambling and Responsible Gaming and hosted the Conference in Denver.

2021-2023: Workforce Development Program to increase the number of IGCCB certified gambling counselors in Colorado through funding from the Office of Behavioral Health / Behavioral Health Administration PGCC worked directly with Speaker of the House Alec Garnett, the Division of Gaming, and other stakeholders in the drafting and passage of HB 22-1402 which substantially increased the state's funding for problem gambling and established the Responsible Gaming Grant Program.

2021-2023: Education and Awareness Campaign funded by the Division of Gaming Responsible Gaming Grant which has led to over 24 million impressions.

2023: Opened the Problem Gambling Center in Lakewood, CO, the state's first dedicated space committed to addressing problem gambling and providing information and resources to those in need.

2023: Collegiate Education and Prevention Program to raise awareness about problem gambling and promoted responsible gaming in Colorado colleges and universities.

2023-2024: Distribution of promotional marketing items to 570 Colorado community based organizations and individuals.

#### Current Projects:

- Online maintenance of webinar series featuring both state and national experts on problem gambling; applicable for Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB)
- Reinstatement of the annual Colorado Problem Gambling Symposium in 2023; held annually each year in October
- Implementation of a Workforce Development Program which provides scholarships for International Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB) and clinical supervision for counselors working towards this certification. Over two years, 11 counselors in Colorado have been certified and 39 individuals are in the process of certification.
- Development and implementation of multiple digital marketing campaigns promoting the Problem Gambling Helpline.
- Partnership with IDEA Marketing on a broad scale social marketing problem gambling research and marketing campaign.
- Sustained operations of the PGCC Problem Gambling Center in Lakewood, CO, focused on problem gambling awareness, education, support. and recovery resource provision for Coloradans affected by Problem Gambling.
- Development and implementation of an innovative program designed to raise awareness about the dangers of underage gambling through a partnership with Denver Justice High School and the Denver Art Society. This program was funded through an NCPG Agility Grant awarded to PGCC in 2023 in a nationally competitive grant process.

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

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

The Problem Gambling Coalition of Colorado (PGCC) is committed to fostering a well-informed public, recognizing that the decision to gamble is a personal choice that carries significant responsibility. To support individuals in making informed decisions, PGCC advocates for clear and accessible information about the financial and health risks associated with gambling, guidelines for responsible gaming, early recognition of addiction signs, and resources for support and recovery.

Our mission is rooted in the power of collaboration, requiring the collective engagement of a diverse spectrum of stakeholders. These include government entities, the gambling industry, social service providers, individuals in recovery, families affected by gambling, medical and financial professionals, and the legal and judicial communities. Together, we can create a multifaceted approach to problem gambling that addresses its far-reaching impacts.

PGCC views problem gambling through the lens of public health, understanding its profound and enduring effects on individuals, families, and communities across Colorado. We are guided by an unwavering commitment to prevention, education, treatment, and research, coupled with promoting responsible gambling practices and recovery support. Our strategic plan directs this mission, aligning our efforts with the overarching goal of reducing the personal, social, and economic burdens of problem gambling while improving public health outcomes statewide.

**PGCC STRATEGIC GOALS:**

- 1) To broaden public awareness of problem gambling throughout Colorado.
- 2) To sustain and expand programming that supports problem gambling prevention, education, awareness, treatment and recovery through partnerships with key stakeholders, both in the state and throughout the global industry, and to ensure that these resources are made freely available to all Coloradans.
- 3) To continue advocacy for state funded services for problem gamblers and their families.
- 4) To maintain a diverse Board of Directors that reflects a wide range of perspectives surrounding problem gambling that will actively serve in furthering our goals and objectives.

**CURRENT PROGRAMS/PROJECTS:**

- 1) The PGCC Problem Gambling Center - a virtual and physical hub of resources and support for the problem gambler, their friends and family, and the workforce uniquely trained to care for them. Focuses on awareness and education, community outreach, and center based and virtually accessible recovery and support services.
- 2) The PGCC Awareness and Education Project - The Problem Gambling Coalition of Colorado (PGCC) partners with The Idea Marketing, an award-winning social marketing agency, to lead the Problem Gambling Awareness and Education Project. This two-year initiative aims to raise public awareness of problem gambling, promote available resources, drive traffic to the PGCC website, and increase calls and texts to the 1-800-GAMBLER helpline. Year one focused on market research and a pilot campaign, laying the groundwork for a broader campaign and follow-up research in year two.
- 3) The Colorado Problem Gambling Helpline (1-800-GAMBLER) - This helpline, operated in partnership with the Louisiana Association on Compulsive Gambling, provides 24/7 support and resource referral including translation services and accessibility for hearing impaired callers. Chat and text access is also available.
- 4) The Denver Justice "Stacked Deck" Project - PGCC, in partnership with the Denver Justice High School and the Denver Art Society, is increasing youth awareness and education of problem gambling by delivering the Stacked Deck problem gambling prevention curriculum to high-school students. The project enhances and reinforces youth engagement in the curriculum by employing art-based activities, workshops and positive reinforcement learning incentives.

*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.

The requested grant funding will support and expand key services offered by the Problem Gambling Center (PGC) in Lakewood, Colorado, focusing on treatment, prevention, education, and outreach for individuals affected by problem gambling. Funds will enable the PGC to increase treatment reimbursement for qualified therapists, raising the cap from 10 to 15 sessions while also improving reimbursement rates to retain top providers. Support groups and informational meetings, including Gamblers Anonymous (GA), Smart Recovery, and meditation sessions, will be expanded to meet growing community demand, as over 2,500 individuals engaged with these services in 2024. Additionally, funding will support the certification and continuing education of therapists as International Certified Gambling Counselors (ICGC), with 11 therapists already certified and another 39 in the process. Financial planning and education services will be enhanced, helping individuals and families affected by problem gambling with financial guidance through partners like Gamfin. The grant will also ensure the continued operation of the Colorado 1-800-GAMBLER helpline, coordinated through the Louisiana Association on Compulsive Gambling (LACG). Furthermore, the PGC will partner with sober communities, including SoberAF Entertainment, to create sober spaces for individuals recovering from gambling addiction. The grant will fund a food and resource bank specifically for families impacted by problem gambling, offering vital support. Lastly, the PGC will work with the Butler Institute for Children and Families to evaluate and track the effectiveness of its programs, providing third-party, unbiased assessments to ensure ongoing improvement. Overall, this funding will enhance the PGC's ability to provide comprehensive services to those in need and strengthen its role in the community.

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

The proposal addresses several key challenges related to problem gambling in Colorado. First, it seeks to tackle the increasing demand for mental health and addiction services by expanding treatment reimbursement, addressing the current limitation of only 10 therapy sessions per patient. This increase aims to provide more comprehensive care and retain qualified therapists. The proposal also responds to the rising need for support groups and informational meetings, as more than 2,500 people accessed these services in 2024 alone. The lack of certified gambling counselors is another issue, and funding will help train and certify more therapists to meet this need. Financial planning and education services will address the financial distress faced by individuals and families affected by gambling addiction. Additionally, funding will support the continuation of the Colorado gambling helpline, providing crucial outreach and support to those seeking help. The proposal also highlights the need for sober communities, offering safe spaces for individuals in recovery, and aims to establish a food and resource bank for families affected by gambling. Finally, it addresses the challenge of ensuring the effectiveness of these programs by funding data tracking and third-party evaluations to assess and improve the services offered by the Problem Gambling Center.

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

See Attachment

*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

**Gamfin-**

GamFin provides financial counseling services for individuals and families impacted by gambling-related financial problems. Their services, funded by state governments, are offered at no cost and are confidential. GamFin's financial counselors help clients develop realistic plans to pay off debts and regain financial stability. They also work with mental health professionals to integrate financial counseling into client treatment plans. GamFin does not sell financial products or take commissions, focusing solely on guiding clients to make better financial decisions and improve their relationship with money.

**International Gambling Counselor Certification Board (IGGC)-**

The International Gambling Counselor Certification Board (IGCCB), founded in 1984, offers voluntary international certifications for professionals treating gambling disorders. Their certifications ensure that counselors meet high standards in addressing at-risk, problematic, and disordered gambling. IGCCB certifications include training and clinical experience in both gambling and gaming disorders. Their programs support counselors, peers, clergy, and mental health professionals in providing evidence-based care, emphasizing best practices for individuals and families affected by gambling issues.

**Sober AF Entertainment-**

Sober AF Entertainment (SAFE) creates substance-free, supportive environments at live events like sports games, concerts, and festivals. They promote sobriety by organizing sober sections and providing harm-reduction services, peer support, and recovery resources. Founded in 2018, SAFE's mission is to shift cultural norms around sobriety and offer fun, inclusive experiences for individuals in recovery or seeking substance-free entertainment. Through their programs, they aim to reduce stigma and empower people to build healthier communities.

**The Butler Institute for Families-**

The Butler Institute for Families, part of the University of Denver's Graduate School of Social Work, partners with organizations to strengthen child, youth, family, and community-serving systems. Through research, evaluation, training, and coaching, they help improve programs in areas like early childhood, behavioral health, and child welfare. The Butler Institute focuses on creating equitable, innovative systems, supporting organizations to build sustainable, inclusive practices that promote thriving communities.

**Louisiana Association on Compulsive Gambling (LACG)-**

The Louisiana Association on Compulsive Gambling (LACG) operates the 1-800-GAMBLER helpline, offering 24/7 confidential support for individuals dealing with gambling addiction. Through this helpline, trained professionals provide immediate assistance, referrals to treatment services, and information about recovery resources.

**National Council on Problem Gambling (NCPG)-**

The National Council on Problem Gambling (NCPG) is the leading U.S. organization dedicated to raising awareness about problem gambling, advocating for affected individuals and families, and promoting responsible gambling practices. The Problem Gambling Coalition of Colorado (PGCC) serves as its state affiliate, aligning with NCPG's mission while addressing gambling-related issues specific to Colorado. PGCC promotes public awareness, provides training and resources, collaborates with stakeholders, and advocates for policies to reduce gambling harm. As an affiliate, PGCC leverages NCPG's national expertise to tailor solutions for Colorado communities.

*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

The Butler Institute for Children and Families will implement a comprehensive evaluation strategy to measure the impact of the Problem Gambling Center (PGC) Programs and Services grant. This strategy will be designed to provide a thorough understanding of the program's effectiveness, areas for improvement, and overall community impact. The data collection will focus on several key metrics and processes:

**Referral Tracking:** The Butler Institute will track how individuals are referred to the Problem Gambling Center. This includes identifying sources such as the 1-800-GAMBLER helpline, self-referrals, referrals from healthcare providers, community organizations, and sober communities. Understanding referral patterns will help PGC assess the effectiveness of its outreach and marketing efforts and identify key partners contributing to its reach.

**Programs and Services Utilized:** The evaluation will collect data on which programs and services clients request and use. This will involve monitoring participation in therapy sessions, support groups (such as Gamblers Anonymous and Smart Recovery), financial planning services through Gamfin, meditation sessions, and any other services provided by the PGC. Tracking this data will allow PGC to see what services are in the highest demand and ensure that resources are allocated accordingly.

**Engagement in Services:** A critical metric will be tracking the level of client engagement with the services. This will include measures such as attendance rates at therapy sessions, support group participation over time, and completion of financial planning programs. The Butler Institute will also examine the duration of service engagement and any factors influencing client retention or dropout. High engagement levels can be an indicator of client satisfaction and the perceived effectiveness of services, while low engagement can signal areas needing improvement.

**Pre-and Post-Intervention Measures:** To evaluate the impact of PGC's programs, the Butler Institute will implement pre- and post-intervention assessments for clients. These assessments will measure key areas such as gambling behaviors, financial stability, mental health status (including anxiety and depression levels), and overall well-being before and after receiving services. This data will be crucial in determining the effectiveness of interventions and tracking progress for individuals over time.

**Client Satisfaction Surveys:** Client feedback is vital for understanding the quality of services from the user's perspective. The Butler Institute will distribute client satisfaction surveys at different points in the service process, collecting feedback on the effectiveness of therapy, support groups, financial planning, and other services. These surveys will assess clients' overall satisfaction, perceived value of the services, and any suggestions for improvement.

**Demographic and Behavioral Data:** The evaluation will collect demographic information on the clients served, such as age, gender, income level, and the severity of gambling addiction. Additionally, behavioral data, including gambling history, types of gambling engaged in, and triggers for gambling, will be tracked. This information can help PGC tailor its programs to specific population groups or gambling behaviors, ensuring services are targeted and relevant.

**Outcome-Based Metrics:** In addition to the individual pre- and post-measures, the Butler Institute will track broader outcome-based metrics to assess the program's overall impact. These may include the number of clients who successfully complete their treatment plans, reductions in gambling-related financial debt, and improvements in family relationships and social stability. These metrics will provide a high-level view of how well the program is achieving its goals.

**Longitudinal Follow-Up:** The evaluation will include follow-up with clients after they have completed their initial treatment or services to assess the long-term effects of the programs. This will help determine the sustainability of outcomes, such as whether clients remain gambling-free, maintain financial stability, and continue engaging in healthy behaviors post-treatment.

**Third-Party, Unbiased Assessments:** The Butler Institute will provide third-party evaluations to ensure objectivity in the data analysis. This unbiased perspective will help the PGC receive honest feedback and evidence-based recommendations for program adjustments or expansions.

By systematically tracking these data points, the Butler Institute's strategy will provide a detailed, evidence-based assessment of the PGC's programs and services. This evaluation will enable PGC to identify successful aspects of their programs, make data-driven improvements, and demonstrate the impact of the grant to stakeholders, funders, and the community.

*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.

**PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT**

Dates: April 4, 2023 to March 31, 2024

Amounts: \$570,820

**PGCC PROBLEM GAMBLING CENTER**

Dates: April 4, 2023 to March 31, 2024

Amounts: \$286,880

**COLLEGIATE GAMBLING EDUCATION & PREVENTION PROGRAM**

Dates: April 4, 2023 to March 31, 2024

Amounts: \$250,000

**PGCC PROBLEM GAMBLING CENTER**

Dates: April 30, 2024 to March 31, 2025

Amounts: \$149,540.60

**PGCC PROBLEM GAMBLING AWARENESS AND EDUCATION PROJECT**

Dates: April 30, 20224 to March 31, 2025

Amounts: \$599,500

*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.

Sustaining the programs and services at Problem Gambling Center (PGC) of Colorado presents several challenges that must be navigated to ensure long-term viability. One key challenge is maintaining adequate funding to support the center's growing operations. With increasing demand for services such as therapy, support groups, and financial recovery programs, PGC needs consistent financial resources to cover these costs. As funding from grants and public sources can be uncertain or limited, PGC could face periods of financial strain, especially as the scope of its services broadens.

The stigma associated with gambling addiction also poses a challenge to PGC's sustainability. Many individuals struggling with problem gambling may be reluctant to seek help due to the shame or denial surrounding their condition. This stigma can limit the number of people coming forward for treatment, hindering PGC's ability to reach its full potential in helping the community. If individuals in need do not engage with services, the center's long-term sustainability could be affected by a lack of demonstrated demand for services.

Operational complexity is another challenge, as the PGC expands to include a variety of programs and services such as financial counseling, peer support, sober spaces, and family resources. Managing these diverse offerings requires strong organizational structure, efficient processes, and adequate staffing.

To address these challenges, PGC will pursue several strategies. Diversifying funding sources is critical. PGC will continue to explore partnerships with private donors, foundations, or corporate sponsors who have an interest in the critical space of behavioral health, addictions, and community health. The Problem Gambling Coalition of Colorado (PGCC) is also launching an Affiliate Partner Program in January of 2025 in order to seek consistent and unrestricted funding to support PGC and its operations. Combating stigma is essential to ensuring that individuals feel comfortable seeking help. PGC will invest in public awareness campaigns that normalize discussions around gambling addiction and emphasize the benefits of treatment. Partnering with community influencers and leveraging success stories will also help reduce the stigma and encourage more people to seek services. Finally, PGC will strengthen its operational foundation by investing in technology, staff training, and management systems to streamline service delivery and improve client experience. Regularly evaluating program effectiveness through third-party assessments, such as those conducted by the Butler Institute, will ensure that services remain impactful, allowing PGC to continuously improve and demonstrate its value to stakeholders. By addressing these challenges proactively, the Problem Gambling Center can build a sustainable future, providing vital support to individuals and families affected by problem gambling in Colorado.

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

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

The Problem Gambling Coalition of Colorado (PGCC) continues to focus on fundraising efforts in order to decrease its reliance on the Division of Gaming to fund these critical programs and services. The fundraising efforts of the (PGCC) encompass a multi-faceted approach aimed at securing a steady flow of financial support for prevention and treatment initiatives. These efforts are designed to address the growing need for resources to combat problem gambling and ensure the long-term sustainability of services offered to individuals and families affected by gambling addiction.

One of the key components of their fundraising strategy is the addition of a donation button on the PGCC website. This simple yet effective tool allows visitors to contribute directly to the coalition's mission, making it easy for individuals, community members, and supporters to offer financial assistance. The donation button also facilitates recurring donations, providing an opportunity for ongoing support that can help maintain essential services.

The PGCC also hosts a yearly golf tournament, which has become a cornerstone of the organization's fundraising efforts. This event not only raises significant revenue but also helps increase awareness of problem gambling within the community. The golf tournament serves as a platform to engage with stakeholders, corporate sponsors, and individuals who may not otherwise be familiar with the issue of gambling addiction. By combining entertainment and fundraising, the event draws in participants who are motivated to support a good cause while enjoying a day of golf and networking.

In addition to these direct fundraising efforts, the PGCC has introduced the Affiliate Partner Program. This initiative invites businesses, organizations, and community groups to join the coalition's mission by becoming official partners. The program not only generates financial support but also expands the PGCC's network of advocates and stakeholders.

Finally, the PGCC is involved in legislative efforts aimed at establishing a consistent funding stream for problem gambling prevention and treatment. As the Colorado State Affiliate to the National Council on Problem Gambling (NCPG), PGCC will track closely and support advocacy efforts where possible to promote active national legislation efforts to enact the Gambling addiction Recovery, Investment, and Treatment (GRIT) Act. This legislation was introduced in the U.S. Senate on 1/11/24 by Senator Richard Blumenthal. The GRIT Act would set aside 50% of the federal sports excise tax revenue for gambling addiction treatment and research and authorize spending for 10 years through the Health and Human Services Department. PGCC, as NCPG's State Affiliate, is well positioned to secure funding from this source if GRIT is enacted. By working with lawmakers and organizations aligned with PGCC's mission at both the State and Federal level, the coalition seeks to secure dedicated funding that ensures the long-term availability of resources for those affected by problem gambling. Legislative success in this area would provide a stable and reliable source of income, reducing the coalition's reliance on individual donations and one-time events.

Together, these diverse fundraising efforts—ranging from website donations and annual events to corporate partnerships and legislative advocacy—allow the Problem Gambling Coalition of Colorado to generate the financial resources necessary to expand its impact and provide critical services to individuals struggling with gambling addiction. Through these initiatives, the coalition is able to build a robust foundation for the ongoing prevention and treatment of problem gambling across the state.

*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

The Butler Institute for Children and Families will implement a comprehensive evaluation strategy to assess the impact of the Problem Gambling Center's (PGC) Programs and Services grant. This strategy will focus on tracking key metrics, such as how clients are referred to PGC, the types of programs and services utilized, and the level of client engagement. Referral tracking will help determine the effectiveness of outreach efforts, while data on program utilization will highlight which services, such as therapy or financial planning, are in highest demand.

To gauge the depth of client involvement, the Butler Institute will monitor attendance, participation in support groups, and retention rates, which can indicate satisfaction and service impact. Pre- and post-intervention assessments will measure changes in gambling behaviors, mental health, and financial stability, offering a clear view of treatment effectiveness. Additionally, client satisfaction surveys will provide direct feedback on the quality of services from the user's perspective, helping to identify areas for improvement. Demographic and behavioral data, including age, gender, and gambling history, will ensure that services are appropriately tailored to client needs.

Broader outcome metrics, such as reductions in financial debt and improved social stability, will track the program's overall success. Longitudinal follow-ups will assess whether clients maintain positive changes over time, ensuring that the program's outcomes are sustainable. Finally, third-party, unbiased assessments from the Butler Institute will ensure that the evaluation remains objective, providing PGC with reliable data for ongoing program improvement.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

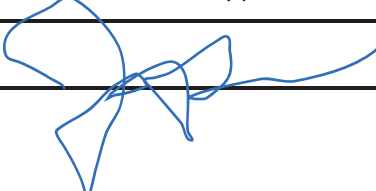
For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 96 %         |
| Government Contracts                              | %            |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 2 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | 2 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |   |   |                       |
|--|---|---|-----------------------|
| Organization Budget for fiscal year<br>2023  | Fiscal Year Date<br>1/1/23-12/31/23           | Income<br>\$1,432,798   | Expenses<br>\$599,214 |
| For Project/Program Requests:  |   |   |                       |
| Program Budget<br>\$471,500  | Dates of budget period<br>4/1/24-3/31/25      | Income<br>\$471,500   | Expenses<br>\$471,500 |
| Name of Person Responsible for Financial Reporting<br>Jamie Glick  |   | Name of Financial Institution where funds will be deposited<br>1st Bank |                       |
| <b>Attachments</b>   |   |   |                       |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |   |   |                       |
| <b>List of Attachments</b>   |   |   |                       |
| 1.   | Grant Goals and Objectives and Program Budget |   |                       |
| 2.   | PGCC IRS Letter of Determination              |   |                       |
| 3.   | Letters of Support                            |   |                       |
| <b>Acknowledgments</b>   |   |   |                       |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |   |   |                       |
| Signature<br>   |   |   | Date<br>11/21/24      |

**ATTACHMENT 1:**

**PROBLEM GAMBLING CENTER  
GOALS AND OBJECTIVES AND PROGRAM BUDGET**



## **Problem Gambling Center Programs and Services Project Proposed Goals and Objectives**

### **1. Treatment Reimbursement for a Minimum of 800 Therapy Sessions**

- **Goals:**
  - Ensure funding supports at least 800 therapy sessions.
  - Increase access to therapy for individuals impacted by gambling addiction.
- **Activities:**
  - Partner with licensed therapists and treatment centers.
  - Establish reimbursement contracts and guidelines.
  - Track and monitor therapy sessions reimbursed.
  - Promote therapy availability to target audiences.
- **Timeline:**
  - **Q1 (Apr–Jun 2025):** Finalize therapist partnerships and contracts.
  - **Q2–Q4 (Jul 2025–Mar 2026):** Distribute funding and track session utilization.

### **2. Expand Support Group and Informational Offerings**

- **Goals:**
  - Develop new non-clinical interventions based on participant needs.
  - Increase engagement by 25%.
- **Activities:**
  - Conduct needs assessment surveys with participants.
  - Develop additional support group topics and materials.
  - Recruit and train facilitators for expanded offerings.
  - Promote offerings through targeted outreach.
- **Timeline:**
  - **Q1 (Apr–Jun 2025):** Conduct needs assessment and develop new resources.
  - **Q2 (Jul–Sep 2025):** Train facilitators and launch pilot groups.
  - **Q3–Q4 (Oct 2025–Mar 2026):** Expand services and track participation.

### **3. Provide 4 Trainings and Monthly Supervision**

- **Goals:**

- Offer four professional development trainings.
- Facilitate monthly supervision by a BACC-level therapist.
- **Activities:**
  - Identify training topics based on therapist needs.
  - Schedule and coordinate quarterly training sessions.
  - Facilitate monthly supervision groups.
- **Timeline:**
  - **Q1 (Apr–Jun 2025):** Plan training sessions and supervision schedule.
  - **Q2–Q4 (Jul 2025–Mar 2026):** Conduct quarterly trainings and monthly supervision.

#### **4. Financial Planning and Support for 35 Individuals**

- **Goals:**
  - Provide financial planning services to at least 35 individuals.
  - Equip participants with tools to manage gambling-related financial issues.
- **Activities:**
  - Partner with Gamfin and other financial support services specializing in gambling recovery.
  - Conduct outreach to enroll participants.
  - One-on-one financial planning sessions and reimbursement to providers.
- **Timeline:**
  - **Q1 (Apr–Jun 2025):** Establish partnerships and develop program protocols.
  - **Q2–Q4 (Jul 2025–Mar 2026):** Conduct outreach and provide services.

#### **5. Fund and Report on the 1-800-Gambler Helpline**

- **Goals:**
  - Ensure the helpline is operational throughout the grant period.
  - Report helpline outcomes and usage data to the Division of Gaming.
- **Activities:**
  - Contract with the helpline provider to maintain operations.
  - Collect usage metrics monthly.
  - Report findings to stakeholders.
- **Timeline:**
  - **Ongoing:** Helpline monitoring and quarterly reporting.

#### **6. Fund 12 Sober Events**

- **Goals:**

- Organize 12 events for individuals in recovery from problem gambling.
- **Activities:**
  - Partner with local sober communities and venues.
  - Plan, fund, and promote monthly sober events.
  - Collect feedback from participants to evaluate success.
- **Timeline:**
  - **Monthly (Apr 2025–Mar 2026):** Plan and host one event per month.

## 7. Provide Food and Resources to 50 Individuals

- **Goals:**
  - Address basic needs for 50 individuals impacted by gambling-related financial hardships.
- **Activities:**
  - Collaborate with food banks and local social services.
  - Identify and enroll eligible participants.
  - Distribute food and resources while tracking impact metrics.
- **Timeline:**
  - **Q1 (Apr–Jun 2025):** Develop partnerships and distribution processes.
  - **Q2–Q4 (Jul 2025–Mar 2026):** Conduct outreach and distribute resources.

## 8. Detailed Program Outreach and Effectiveness Report

- **Goals:**
  - Provide a comprehensive report on outreach, effectiveness, and recommendations.
- **Activities:**
  - Butler Institute to collect and analyze program data regularly.
  - Summarize outcomes and key learnings.
  - Draft and finalize the report for submission.
- **Timeline:**
  - **Q4 (Mar 2026):** Submit final report to the Division of Gaming.

## 9. Submit Quarterly and Mid-Grant Reports

- **Goals:**
  - Ensure all grant reporting requirements are met.
- **Activities:**
  - Prepare and submit quarterly reports summarizing progress.
  - Submit a mid-grant report highlighting milestones and updates.
- **Timeline:**

- **Quarterly (Jul 2025, Oct 2025, Jan 2026):** Submit progress reports.
- **Mid-Grant (Sep 2025):** Submit detailed mid-term update.



## Problem Gambling Coalition of Colorado Problem Gambling Center Program Budget

04/01/2025 – 03/31/2026

|  |                                    |
|--|------------------------------------|
| Treatment Reimbursement                  | \$ 125,000.00                      |
| Helpline                                 | \$ 30,000.00                       |
| Finance Counseling                       | \$ 60,000.00                       |
| Support Group & Informational Meeting    | \$ 75,000.00                       |
| Therapist Training & Support             | \$ 25,000.00                       |
| Resource Bank                            | \$ 10,000.00                       |
| Sober Community Activities               | \$ 25,000.00                       |
| Evaluation - data tracking and reporting | \$ 60,000.00                       |
|  | _____                              |
| <b>Total Direct Expense</b>              | <b>\$ 410,000.00</b>               |
| 15% Indirect Administrative Expense      | \$ 61,500.00                       |
|  | _____                              |
| <b>Total Project Budget</b>              | <b><u><u>\$ 471,500.00</u></u></b> |

### Other Funding Source Problem Gambling Center Program & Services

|  |                                   |
|--|-----------------------------------|
| Private Donations (Individuals & Corporations) | \$ 61,380.00                      |
| <b>Total Other Sources</b>                     | <b><u><u>\$ 61,380.00</u></u></b> |

**ATTACHMENT 2:**

**PROBLEM GAMBLING COALITION OF COLORADO**

**IRS LETTER OF DETERMINATION**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

Date:  
January 18, 2023  
Employer ID number:  
84-1306226  
Form 990 required:  
Yes  
Person to contact:  
Name: MS. WINN  
ID number: 1000110131

PROBLEM GAMBLING COALITION OF  
PO BOX 260435  
LAKEWOOD, CO 80226

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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, 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 990-EZ, 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 990EZ
- 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](http://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., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 4168 (Rev. 9-2020)  
Catalog Number 66866G

**ATTACHMENT 3:**

**PROBLEM GAMBLING CENTER – PROGRAMS AND SERVICES**

**LETTERS OF SUPPORT**



November 22, 2024

Colorado Division of Gaming  
1707 Cole Blvd #300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the National Council on Problem Gambling (NCPG) to express our support for the Problem Gambling Coalition of Colorado (PGCC) and their application for funding through the Colorado Division of Gaming Responsible Gaming Grant program.

As the state affiliate of the NCPG, PGCC plays a critical role in addressing problem gambling in Colorado. Their work is aligned with the mission of the NCPG, which is to lead national efforts for advocacy, awareness, and assistance for individuals and families affected by problem gambling. Affiliates like PGCC serve as vital extensions of this mission, implementing statewide initiatives tailored to the unique needs of their communities.

The PGCC has consistently demonstrated its ability to educate, advocate, and provide resources to mitigate the negative impacts of problem gambling in Colorado. Their collaboration with healthcare providers, the gaming industry, and other stakeholders ensures a comprehensive approach to responsible gaming practices. Moreover, PGCC's commitment to public awareness campaigns, prevention programs, and support services for individuals and families affected by problem gambling embodies the principles of the NCPG.

The Responsible Gaming Grant program represents a vital opportunity to advance these efforts. With this funding, PGCC will be able to expand its reach and impact, develop innovative programs, and strengthen its ability to provide critical resources and services for problem gambling prevention and intervention.

Thank you for considering this letter of support. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,

A handwritten signature in black ink, appearing to read "K Whyte", is written over a light blue circular background.

Keith Whyte, Executive Director

11/21/2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Butler Institute for Families at the University of Denver, I am writing to express our strong support for the Problem Gambling Coalition of Colorado's (PGCC) request for funding through the Responsible Gaming Grant program. Our institute is dedicated to strengthening and improving services for families and communities, and we are eager to partner with PGCC to enhance their efforts in addressing problem gambling in the state of Colorado.

The Butler Institute specializes in data collection, program evaluation, and capacity building to support organizations in measuring the effectiveness of their initiatives. In collaboration with PGCC, our goal is to assist in the systematic collection and reporting of data to assess the impact of current and future programming for individuals affected by problem gambling. Through this partnership, we will help PGCC identify gaps in client engagement and retention, ensuring that those in need of support can access and stay connected to the necessary services.

Additionally, we will work with PGCC to identify trends in problem gambling throughout the state of Colorado, allowing for informed decision-making and targeted recommendations to the Colorado Division of Gaming. By analyzing the data collected, we can better understand how problem gambling affects various communities, identify areas where additional resources may be needed, and evaluate the overall effectiveness of the programs being offered.

The Butler Institute is committed to using evidence-based approaches to improve outcomes for individuals and families, and we believe that our collaboration with PGCC will significantly enhance the ability to address problem gambling in Colorado. We fully support their request for funding, as this investment will allow us to jointly provide comprehensive, data-driven insights and recommendations that will benefit both PGCC and the larger community.

Thank you for considering this important request. We look forward to the opportunity to work alongside PGCC and contribute to the continued success of their efforts to combat problem gambling in Colorado.

Sincerely,

Robin Leake  
*Robin Leake*

*Holly Gary*

Holly Gary  
Grant & Contract Administrator  
Office of Research & Sponsored Programs  
University of Denver

The Butler Institute for  
Families University of Denver  
<https://socialwork.du.edu/butler>

# LACG

LOUISIANA ASSOCIATION  
on COMPULSIVE GAMBLING

1325 Barksdale Boulevard, Suite 219  
Bossier City, LA 71111  
(318) 227-0883 • Fax (318) 221-0005  
E-Mail: lacg@helpforgambling.org  
Website: www.helpforgambling.org

November 18, 2024

EXECUTIVE COMMITTEE

DR. WILLIAM McCOWN  
PRESIDENT

HON. HENRY BURNS  
VICE-PRESIDENT

DR. W. STEVE THOMPSON  
TREASURER

J. CHRISTOPHER MICIOTTO  
SECRETARY

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NANCY SNOW  
LONNIE BRIDGES

DONALD PLEDGER, JR.  
EXECUTIVE DIRECTOR

Colorado Department of Revenue  
1707 Cole Blvd, Suite 350  
Lakewood, CO 80401

Dear Members of the Division of Gaming,

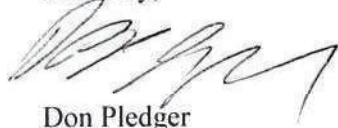
On behalf of the Louisiana Association on Compulsive Gambling (LACG), we are expressing strong support for the continued partnership between the Problem Gambling Coalition of Colorado (PGCC) and our organization. Over the years, PGCC and LACG have worked together to operate the 1-800-GAMBLER hotline, which has been an invaluable resource for individuals in Colorado struggling with problem gambling.

One of the essential aspects of this partnership is ensuring that individuals in Colorado have access not only to the hotline but also to on-the-ground resources. It is vital that those struggling with problem gambling are able to get connected to local treatment services and support networks. PGCC has been a critical resource in making this possible, offering a direct connection between the hotline and community-based care.

PGCC has proven to be an indispensable resource for Colorado, and we look forward to continuing our work to support the residents of Colorado through this collaboration.

Thank you for your attention to this matter, and we look forward to the opportunity to further strengthen this partnership for the benefit of those affected by problem gambling in Colorado.

Sincerely,



Don Pledger  
Executive Director

Louisiana Association on Compulsive Gambling

The Louisiana Affiliate of the



National Council  
on Problem Gambling



November 20, 2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

As President of the International Gambling Counselor Certification Board (IGCCB), I am writing to express my full support for the continued partnership between the Problem Gambling Coalition of Colorado (PGCC) and our organization. PGCC has played an instrumental role in supporting therapists in Colorado who are seeking certification to treat individuals affected by problem gambling.

The IGCCB is the leading certifying body for gambling addiction professionals worldwide, setting rigorous standards for counselor certification and ensuring that practitioners have the specialized knowledge and skills necessary to provide effective treatment. Our certifications, including the International Certified Gambling Counselor (ICGC), are recognized as a gold standard in the field, reflecting a deep commitment to excellence in care for those struggling with gambling disorder.

Through PGCC's scholarship program, Colorado has seen significant progress in expanding its pool of qualified and certified gambling counselors. At least 11 therapists have already obtained their certification, and an additional 39 are currently in the process of becoming certified. This represents a tremendous step forward in meeting the growing demand for skilled professionals who can provide specialized treatment for gambling addiction in Colorado. The importance of these efforts cannot be overstated; access to qualified treatment providers is critical for the effective treatment of problem gambling, which affects not only individuals but also their families and communities.

The ongoing partnership between PGCC and IGCCB is essential in ensuring that Colorado continues to develop and maintain a strong network of certified gambling counselors. There is still much work to be done, as the need for specialized care continues to grow. By continuing to offer scholarships and support to therapists pursuing certification, we can further expand access to quality care for those in need.



We wholeheartedly support PGCC's request for continued funding to provide these scholarships, which have already made a meaningful impact in Colorado. We look forward to continuing our work together to ensure that individuals struggling with gambling addiction have access to the highest level of care.

Thank you for your attention and consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "Jody Bechtold". The signature is written in a cursive, flowing style.

Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT  
President, International Gambling Counselor Certification Board (IGCCB)  
20 Cedar Blvd, Suite 204, Pittsburgh, PA 15228



November 18<sup>th</sup>, 2024

Division of Gaming  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 350  
Lakewood, CO 80401

**SUBJECT: Letter of Support for the PGCC Problem Gambling Center**

Dear Members of the Division of Gaming,

On behalf of my company, MoneyStack, Inc. d/b/a GamFin (GamFin), I am writing to express our strong support for the Problem Gambling Coalition of Colorado's (PGCC) efforts to secure funding for financial support services for individuals affected by problem gambling in Colorado.

GamFin is an organization dedicated to providing financial education and support services to those affected by gambling-related financial problems. Our mission is to help individuals and families regain control over their finances by offering tailored financial counseling, debt management strategies, and resources that promote long-term financial health. We believe that financial instability is one of the most critical consequences of problem gambling, and addressing this issue is essential for recovery and stability.

Through our partnership with the PGCC, we have seen firsthand the devastating impact that problem gambling can have on individuals' financial well-being and, by extension, their families. The PGCC has been a vital resource for those struggling with gambling addiction, connecting them to necessary mental health services, treatment programs, and now, with the potential to expand into financial support, they can offer comprehensive recovery services.

Providing financial support services, including counseling on debt management, budgeting, and financial planning, will be a crucial next step in helping individuals overcome the financial devastation often caused by gambling. By ensuring that people can rebuild their financial lives, we not only help them recover from addiction but also foster stronger, more resilient communities.

We fully support the PGCC's efforts to secure this much-needed funding and are eager to continue our collaboration to assist Coloradans who have been affected by problem gambling. GamFin is committed to being a key partner in these efforts, ensuring that those struggling with problem gambling receive the financial education and support necessary to rebuild their lives.



Thank you for considering this request for financial support, which will allow us to work together to provide comprehensive, life-changing assistance to those in need.

Please contact me if you have any questions about our collaboration with PGCC.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex De Marco'.

Alex De Marco  
CEO & Founder  
MoneyStack, Inc., d/b/a GamFin  
Email: [alex@moneystack.com](mailto:alex@moneystack.com)  
Mobile: +1 (412) 728-5086



November 26, 2024

Colorado Division of Gaming  
1707 Cole Boulevard, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the Colorado Gaming Association to strongly advocate for the continued funding of the Problem Gambling Center (PGC) and the Problem Gambling Coalition of Colorado (PGCC) Programs and Services Grant. These initiatives are essential to the well-being of individuals, families, and communities impacted by gambling-related challenges and are vital to upholding Colorado's commitment to responsible gaming practices.

The Problem Gambling Center provides a broad range of critical programs and services, including counseling for individuals and families, prevention programs to reduce gambling-related harm, and educational initiatives to raise awareness about the risks associated with gambling. These evidence-based services help Coloradans recover from the adverse effects of problem gambling while strengthening families and communities across the state.

The PGCC serves as an indispensable pillar of the community, offering a comprehensive approach to problem gambling prevention and support. Through its advocacy, public education efforts, and partnerships with stakeholders, the PGCC plays a key role in fostering collaboration and driving meaningful change. Its programs and services create a positive ripple effect throughout Colorado, benefiting not only those directly affected by problem gambling but also the broader community.

Funding these initiatives directly aligns with the Division of Gaming's mission to protect public interests and maintain confidence in the gaming industry. By supporting the PGC and PGCC, the Division demonstrates a commitment to ethical gaming practices and ensures that the economic benefits of gaming are balanced with a responsibility to address its potential harms.

As a representative of Colorado's gaming industry, I believe in the importance of these programs in fostering trust and accountability. The services provided by the PGC and PGCC strengthen the fabric of our communities and enhance the credibility and integrity of Colorado's gaming sector.

I strongly urge the Division of Gaming to prioritize continued funding for the Problem Gambling Center and the PGCC Programs and Services Grant. These initiatives are not just services; they are lifelines for countless individuals and families across Colorado.

Thank you for your continued leadership and dedication to addressing problem gambling in our state. Please do not hesitate to contact me if you have any questions or require additional information about how the Colorado Gaming Association can support these efforts.

Sincerely,

---



Peggi O'Keefe  
Executive Director  
Colorado Gaming Association



# Counseling and Psychiatric Services

UNIVERSITY OF COLORADO **BOULDER**

---

Center for Community, Room N352  
Boulder, Colorado 80309-0104  
Phone: (303) 492-2277, Fax: (303) 735-1900  
<https://www.colorado.edu/healthcenter/counseling>

11/22/2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

My name is Matthew Biehl. I am a crisis therapist at CU Boulder. I have been working with the Problem Gambling Coalition of Colorado for a year and a half. Through their generosity I was able to receive a scholarship to participate in trainings and supervision while I work towards my ICGC-I. I have been able to take what I have learned to outreach hundreds of students at different CU events and by tabling. We have been able to work with students who have struggled with a gambling addiction. I have trained other therapists at CU to assess and ask the right questions to engaged students on their gambling habits. PGCC has also put on events for our student population with the message of responsible gambling. It really has made a huge difference at CU and our students have been supported. None of this would have been possible without the PGCC.

Sincerely,

Matthew Biehl, LMFT  
Crisis Therapist  
Counseling and Psychiatric Services  
University of Colorado Boulder  
T 303-492-2277  
F 303-735-1900

# **UCCS** Wellness Center

UNIVERSITY OF COLORADO  
**COLORADO SPRINGS**

---

UCCS Wellness Center  
1420 Austin Bluffs Pkwy  
Colorado Springs, CO 80918  
Phone: (719) 255-4444

November 18, 2024

Colorado Limited Gaming Control Commission

Colorado Department of Revenue

1707 Cole Blvd, Suite 300

Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

I am writing to urge your continued support for the programs and services at the Problem Gambling Center of Colorado. The center provides critical service and support for residents of Colorado who are impacted by problem gambling. I am a licensed psychologist and licensed addictions counselor and was trained in the specifics of problem gambling by PGCC- knowledge I did not get studying for my doctorate or addictions speciality. I continue to attend a PGCC-sponsored monthly consultation group for clinicians working with problem gambling. These trainings have been critical to my understanding of problem gambling and I am able to adequately serve this population.

All of the services offered by PGCC rely heavily on the Division of Gaming Responsible Gaming Grant Program. Please continue supporting this area of grave need.

Sincerely,

Deborah Patz, PsyD, LAC

Psy #3616



---

301 N. Main Street, 306B • Pueblo, CO 81003 • [www.phef.net](http://www.phef.net) • [p] 719.320.5596

November 18, 2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

This letter is in support of the Problem Gambling Center of Colorado (PGCC). Pueblo Hispanic Education Foundation (PHEF) supports over four-hundred and fifty college students attending universities and colleges across the country. We have worked with PGCC to provide workshops designed to reach one of the fastest growing populations of gaming and gambling in the nation. We work to encourage students to be fiscally responsible and not look for an easy or quick way to make money to cover tuition and other expenses related to college. This generation of students are also very savvy with the use of online mechanisms which makes online gambling enticing. We know many students will likely engage in some form of gambling and the messaging from PGCC to be responsible and not get in over their heads is relevant from the perspective of them hearing from someone to be aware of the dangers.

It is vital for the organization to continue receiving funding from the Division of Gaming Responsible Gaming Grant Program. As an agency who receives programming support for our constituents, we recognize their importance. They are also a place for us to refer those who feel their recreational gambling has gotten out of control.

Thank you for your time and consideration of our correspondence in support of PGCC. They are valued partners in our work at PHEF.

Sincerely,

Janelle Quick  
Executive Director



## EASY DOES IT COUNSELING, P.S.C.

Main office / Mailing: 13918 E Mississippi Ave, Ste #60-638  
Aurora, CO 80012  
+1-888-201-0547, toll free  
[info@easydoesitcounseling.com](mailto:info@easydoesitcounseling.com)  
[www.easydoesitcounseling.com](http://www.easydoesitcounseling.com)

Colorado office: 58087 Betty Lee Dr  
Moffat, CO 81143  
+1-888-201-0547, toll free  
+1-800-991-2996, fax



### SUPPORT FOR THE PROBLEM GAMBLING CENTER OF COLORADO

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

I am writing to express my full support for the continued programs and services provided by the Problem Gambling Center of Colorado. As the Founding Clinical Director of Easy Does It Counseling, I have seen firsthand the invaluable role that the Center plays in supporting Colorado residents who are impacted by problem gambling.

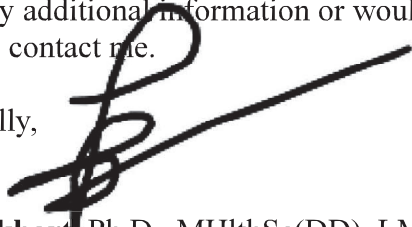
At Easy Does It Counseling, we are committed to offering inclusive mental health services to diverse communities, including individuals who are navigating challenges related to addiction, anxiety, autism, and ADHD. Our work often intersects with those struggling with problem gambling, and I have witnessed the positive impact that the Problem Gambling Center has had on our clients. The resources and support provided by the Center are critical to their recovery and well-being, offering tailored programs that address not only the addiction itself but also the underlying emotional and psychological factors that contribute to compulsive gambling.




The Problem Gambling Center's commitment to providing accessible, nonjudgmental support to individuals in need aligns closely with our values of inclusivity, cultural humility, and empowerment. The services they offer are a lifeline to those seeking help and a critical resource for agencies like ours that are working to meet the mental health needs of vulnerable populations.

We rely on the support provided by the Division of Gaming Responsible Gaming Grant Program to continue offering these vital services. The funding directly impacts the quality of care and the breadth of resources available to those who need them most. It is essential that the Problem Gambling Center be able to continue its work, and I strongly advocate for the ongoing support of their efforts.

Thank you for your consideration and continued support of the Problem Gambling Center. If you require any additional information or would like to discuss our experiences further, please do not hesitate to contact me.

Respectfully,



**Ezra Lockhart**, Ph.D., MHIthSc(DD), LMFT-S, LAC, MAC, ACS, CDCS, ACAS  
Ethics Committee Chair, [\*Louisiana Association for Marriage & Family Therapy\*](#)  
Licensed Marriage and Family Therapist-supervisor designation, *Colorado, Hawai'i, Louisiana*  
Licensed Addiction Counselor, *Colorado*  
Master Addiction Counselor, *NAADAC*  
AAMFT: [Member Spotlight](#)  
 [www.easydoesitcounseling.com](http://www.easydoesitcounseling.com)  
 [0000-0002-4435-9053](tel:0000-0002-4435-9053)  
 [www.linkedin.com/in/ezralockhart](http://www.linkedin.com/in/ezralockhart)



## ADULT/YOUTH SERVICES, LLC.

November 20, 2024

320 N Academy Blvd Suite 205

Colorado Springs, CO. 80909

Tele: 719-442-1779

Email: [adultyouthservices@gmail.com](mailto:adultyouthservices@gmail.com)

Web: [www.adultyouthservices.com](http://www.adultyouthservices.com)

Colorado Limited Gaming Control Commission

Colorado Department of Revenue

1707 Cole Blvd, Suite 300

Lakewood, CO 80401

I, Mary Gupton-Johnson, as the Owner/Director of Adult Youth Services, LLC., and Arnisha Gainer, Counselor, have greatly appreciated the scholarship, which we graciously accepted, the networking opportunities, and the mentorship that you have offered to us on behalf of the Problem Gambling Center. Through the scholarship program we have obtained knowledge and access various skills that will assist us in treating future clients. Once we are licensed, we will be providing this service at our agency.

The Problem Gambling Center commitment in providing support to new and pending therapist has been monumental. It is our hope to follow in their footsteps to be able to be accessible to individuals by creating a soothing and non-judgmental atmosphere. Those skills and values have given many a lifeline. Also helps agencies like mine to follow in their footsteps to be able to provide these services locally in the future.

Respectfully,

Mary Gupton-Johnson

Arnisha Gainer

3919 Palmer Park Blvd., Suite 3 • Colorado Springs, CO 80909  
(719) 442-1779 • FAX (719) 442-0538 • Toll Free (877) 310-3330



November 18, 2024 C.E.  
2323 S. Troy St. Ste. 5-209  
Aurora, CO. 80014  
Tele: 303-377-0370  
Email: [realtalkcounseling@urbanperspective.social](mailto:realtalkcounseling@urbanperspective.social)  
Web: [www.realtalkurbancounseling.com](http://www.realtalkurbancounseling.com)

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

I, myself, as the Executive Director of Real Talk Counseling, have greatly appreciated the scholarship, the camaraderie, the leadership, and the mentorship, offered to me, on behalf of the Problem Gambling Center of Colorado. Through the scholarship offered (and accepted) via the Problem Gambling Center of Colorado, I have obtained the knowledge and skills necessary to treat, and assist, those who suffer from comorbid mental health disorders, with Problem Gambling, and Financial Responsibility, be amongst them. The camaraderie, networking opportunities, and over-all support, received from the Problem Gambling Center of Colorado, has been unparalleled. The Problem Gambling Center of Colorado is a stalwart within my community, of which without the continued support and assistance, many of the clients of Real Talk Counseling From An Urban Perspective, would be at considerable knowledge loss, and placed at a considerable risk of: economic crimes, liabilities, and irresponsibilities, not limited to gambling.

Sincerely,  
Mr. Dawaune Latiefth Ellis  
Real Talk: Counseling From An Urban Perspective  
Email: [Realtalkcounseling@urbanperspective.social](mailto:Realtalkcounseling@urbanperspective.social)  
Phone; 303.377.0370

Executive Director

November 18, 2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

Regarding: Division of Gaming Responsible Gaming Grant Program funding for problem gambling services

Dear Colorado Limited Gaming Control Commission representatives;

My name is John Valvano. I am a Licensed Clinical Social Worker and Certified Addiction Specialist in Colorado with over 35 years of social work and addiction counseling experience. I would like to express my support for the Problem Gambling Center of Colorado (PGCC) in its request for continued funding from the Gaming Control Commission. Such funding is critical for the specialized counseling and educational services that PGCC provides directly to those impacted by problem gambling. These services help to reduce the devastating impact that problem gambling has for many individuals and their family members, as well as for the communities in which they reside.

Since retiring from federal service as a Senior Social Worker with the Department of Veterans Affairs at the Rocky Mountain Regional VA Medical Center in Aurora, CO, I was grateful for the opportunity to receive specialized training in problem gambling counseling through PGCC. A scholarship provided by PGCC enabled me to acquire advanced skills in assisting those impacted by problem gambling. This training also highlighted the important role of problem gambling counseling in suicide prevention across various age groups.

I have served as a volunteer at PGCC since August 2023 and have utilized my increased knowledge and skills to serve PGCC, its clients, and many other Coloradans. I admire the work that PGCC has done to create and expand a network of skilled and diverse problem gambling counselors across Colorado and of PGCC's daily engagement in directly supporting those impacted by problem gambling. I have witnessed the powerful impact that PGCC has had through its in-office, online and community outreach interventions. I have also participated in PGCC educational presentations that have been met with deep appreciation from others for the exceptional work and guidance provided by PGCC.

Continuation and expansion of services provided by PGCC is direly needed to address the pervasive impacts for those challenged with maintaining control of their gambling activities. Please consider continuation and expansion of funding to PGCC so that Coloradans can obtain skilled counseling, support and hope if impacted by a problem gambling condition. With kind regards,

John Valvano, LCSW, ACSW, CAS  
6196 Estes St.  
Arvada, CO 80004  
720-838-4186

11/21/24

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

I am writing this letter to support the continued programs and services at the Problem Gambling Center of Colorado. The center provides critical service and support for residents of Colorado who are impacted by problem gambling. These services rely heavily on the Division of Gaming Responsible Gaming Grant Program.

I have received excellent training and consultation from the Problem Gambling Center of Colorado that I likely would not be able to access without their assistance. I greatly appreciate the ongoing support I have received from them. In addition, I am grateful for the opportunity to provide therapy sessions to members of the community through Problem Gambling Center of Colorado who otherwise would not have access to treatment.

Sincerely,

*Lianna Purjes*

Lianna Purjes, LCSW

Fuzzy Socks Therapy LLC  
1650 38th St., Suite 100E  
Boulder, CO 80301

720-378-8454  
Lianna@fuzzysockstherapy.com



Valerie Montgomery, MA NCC, LPC  
valerie@beyondbeautiful.net  
www.beyondbeautiful.net  
719-598-7800

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

November 20, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

Please continue to support the programs and services of the Problem Gambling Center of Colorado (PGCC). The center provides critical service and support for residents of Colorado who are impacted by problem gambling. These services rely heavily on the Division of Gaming Responsible Gaming Grant Program.

Without the support of the PGCC I would not have gotten training in treating Problem Gambling and would not have begun the process toward certification.

Colorado deserves to have the support for the public to be able get the help they need with as little barriers as possible when they realize they have a problem with gambling. The exponential support the PGCC provides helps Colorado families become stronger and thrive in our great state.

Thank you,

A handwritten signature in black ink that reads 'Valerie Montgomery'. The signature is fluid and cursive, with a large, stylized 'V' and 'M'.

Valerie Montgomery  
MA, NCC, LPC, ADDC, CCS

**Problem Gambling  
Coalition of Colorado -  
Colorado Schools (K-12)  
Gambling and Gaming  
Education Project**



*Response to State Request for Application*  
*for*  
**Colorado Schools (K-12) Gambling and Gaming  
Education Project**

*Submitted to:*

**The Colorado Limited Gaming Control Commission**  
and  
Colorado Department of Revenue, Division of Gaming  
1707 Cole Boulevard, Suite 300  
Lakewood, CO 80421

*Submitted by:*



Jamie Glick, President

7585 West Arkansas Avenue, Suite 202  
Lakewood, Colorado 80226

*Date Submitted: November 30, 2024*

# PGCC COLORADO SCHOOLS (K-12) GAMBLING AND GAMING EDUCATION PROJECT

## EXECUTIVE SUMMARY

The **Problem Gambling Coalition of Colorado** (PGCC) is proud to propose the **Colorado Schools (K-12) Gambling and Gaming Education Project**, a comprehensive initiative aimed at addressing the escalating challenges of gambling and gaming addiction among Colorado's youth. To support this vital work, PGCC seeks funding of **\$205,850** to provide essential training, education, and resources to educators, school staff, parents, and students statewide, fostering awareness and promoting proactive measures to combat these issues.

### **Strategic Partnerships for Statewide Impact**

In collaboration with the Colorado Office of School Safety, PGCC will work with Regional Training Consultants to deliver tailored workshops for educators and parents. These trainings will focus on recognizing the risks and warning signs of gambling and gaming addiction, equipping communities with practical tools to intervene early and support affected individuals.

### **Enhancing Mental Health Support with Specialized Training**

A vital component of this project is a partnership with local treatment centers to strengthen mental health services for students. Therapists participating in the I-Matter Program, which provides six free therapy sessions to Colorado students, will have the opportunity to earn the International Gaming Disorder Certificate (IGDC) at no cost. This certification, offered by the International Gambling Counselor Certification Board (IGCCB), will enable therapists to address gambling and gaming-related issues with greater expertise and confidence.

### **Empowering Communities Through Awareness Campaigns**

PGCC will join forces with the Colorado High School Activities Association (CHSAA) to develop and implement impactful awareness campaigns. These efforts will include public speaking events, digital media outreach, informational materials, and embedded messaging to educate communities on the risks of gambling and gaming. These initiatives will also promote healthy habits and foster open discussions among students, parents, and educators. . For further information on PGCC's key project partnership with Colorado High School Activities Association (CHSAA), please go to <https://bit.ly/CoSchoolsGamblingandGamingEducationProject>.

This multifaceted initiative combines awareness, professional training, and family engagement to create lasting change. By equipping schools and therapists with specialized tools and fostering community-focused strategies, PGCC aims to build healthier environments where students can thrive. The Colorado Schools Gambling and Gaming Education Project will ensure access to critical resources for students and families, positioning PGCC and its partners as leaders in promoting youth wellness across the state.

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |   |  |  |
|--|---|--|--|
| Legal Name of Organization<br><p style="text-align: center;">Problem Gambling Coalition of Colorado</p>  |   |  |  |
| Department (if applicable)   |   |  |  |
| Mailing Address<br><p style="text-align: center;">PO Box 260435</p>  |   |  |  |
| City<br><p style="text-align: center;">Lakewood</p>  |   |  | State<br><p style="text-align: center;">CO</p> |
| ZIP Code<br><p style="text-align: right;">80226</p>  |   |  |  |
| Phone<br><p style="text-align: center;">303-955-4682</p>   | Website<br><p style="text-align: center;">problemgamblingcoalitioncolorado.org</p>                    |  |  |
| EIN<br><p style="text-align: center;">84-1306226</p>   | Organization Email Address<br><p style="text-align: center;">problemgamblingcoalitionco@gmail.com</p> |  |  |
| Application Contact<br><p style="text-align: center;">Jamie Glick</p>  |   |  |  |
| Application Title<br><p style="text-align: center;">Colorado Schools (K-12) Gambling and Gaming Education Project</p>  |   |  |  |
| Contact Phone<br><p style="text-align: center;">303-396-7541</p>   | Contact Email<br><p style="text-align: center;">jamiieg.pgcenter@gmail.com</p>                        |  |  |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |   |  |  |
| Jamie Glick, Executive Director, jamiieg.pgcenter@gmail.com, (303) 396-7541  |   |  |  |
| Robert Runco, Deputy Director, rrunco@runprolaw.com, (720) 452-2647  |   |  |  |
| Lee Ann Aden, CPA, CEAP, Finance Coordinator, LeeAnn@BeyondBalanceSheets.com, (720) 662-7475   |   |  |  |
| Diane Skufca, Grant Management/Development Coordinator, dlsdenver@gmail.com, (303) 520-7406  |   |  |  |
|  |   |  |  |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |   |  |  |

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

Jamie Glick, Board President, Inspire Health and Performance, University of Denver School of Social Work, Inspire Health and Performance- 1 Year

Robert C. Runco, Esquire, Board Vice-President, Runco & Proffitt, P.C, 14 years

Daniel Bewley, Board Secretary, Former Gaming Industry Member, 4 years

Peggi O'Keefe, Board Director, Colorado Gaming Association, YEARS

Peggy Brown, Board Director, National Council on Problem Gambling - PGCC Affiliate Representative, Gambler Recovery Hub (Founder/CEO), 20+ years

Diane Skufca, Board Director, Colorado Division of Youth Services, North Start Advisors

Layne Jacobson, LAC, LPC, ICGC-II, BACC, Board Director, Dove Counseling, 8 Years

\*All board appointments are for 1 year and renewed every January.

Mission Statement

Mission: To increase awareness, advocate for treatment, and promote research and education on problem gambling.

Purpose: To serve as the state affiliate of the National Council on Problem Gambling and as the state advocate for programs and services to assist all affected by problem gambling throughout the state of Colorado.

Vision: To restore and maintain the quality of life of individuals and communities impacted by problem gambling.

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

Geographic Area Served

As the state affiliate of the National Council on Problem Gambling, PGCC represents and serves the entire state of Colorado. Resource and services are accessible and available to all 64 counties through both in-person and virtual methods.

*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

\$205,850

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

Colorado Schools (K-12) Gambling and Gaming Education Project

Description of What the Grant Funding will be Used For

The Problem Gambling Coalition of Colorado (PGCC) is excited to propose the Colorado Schools (K-12) Gambling and Gaming Education Project, a comprehensive initiative designed to address the growing challenges of gambling and gaming addiction among Colorado's youth. This project aims to provide training, education, and resources to professionals, educators, parents, and students throughout the state's K-12 school system.

Through a strategic partnership with the Colorado Office of School Safety, PGCC will work with Regional Training Consultants to deliver tailored workshops and support to educators, school staff, and parents. These trainings will focus on recognizing and addressing the risks and warning signs of gaming and gambling addiction, empowering communities to take proactive measures.

Additionally, the project will partner with local treatment centers to provide therapists participating in the I-Matter Program—which offers six free therapy sessions to Colorado students—the opportunity to earn the International Gaming Disorder Certificate (IGDC) at no cost. This certification, offered through the International Gambling Counselor Certification Board (IGCCB), will enhance therapists' capacity to address gambling and gaming issues effectively.

PGCC will collaborate with the Colorado High School Activities Association (CHSAA) to create impactful messaging and training. These efforts will include trainings and public speaking events, informational materials, digital media, embedded messaging in order to raise awareness about gambling and gaming risks while promoting healthy habits and open discussions.

The project's multifaceted approach aims to increase awareness, enhance professional training, and foster stronger family engagement. By equipping educators and therapists with specialized tools and creating a community-focused strategy to address addiction risks, the initiative will empower Colorado schools to build healthier environments for students. This project will ensure that students and families have access to critical resources and support, positioning PGCC and its partners as leaders in promoting youth wellness across the state.

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

Anticipated Program Milestones to be Achieved during the grant period

1. Project Launch and Partnership Formalization-

Finalize partnerships with the Colorado Office of School Safety, I-Matter, and CHSAA.  
Conduct kickoff meetings with key stakeholders to align objectives, roles, and timelines.

2. Development of Training Materials and Messaging

Create tailored training materials for educators, parents, and students.  
Develop CHSAA-specific messaging and campaign materials focused on high school students and their families.  
Prepare resources for therapists participating in the I-Matter Program to support their certification in gaming and gambling treatment.

3. Educator and Parent Trainings

Begin delivering workshops through Regional Training Consultants to educators and school administrators.  
Host sessions for parents to educate them about the risks of gambling and gaming addiction and strategies for prevention.

4. Launch Therapist Certification Program

Enroll therapists from the I-Matter Program in the International Gaming Disorder Certificate (IGDC) training.  
Provide necessary resources and support for therapists to complete the certification.

5. CHSAA Campaign Roll-Out

Launch CHSAA campaign to include gambling prevention digital media, program material, posters, and other forms of digital messaging.  
Provide training as requested to interested parties including coaches, teams, clubs, staff, and parents.

6. Complete all reports required by the Division of Gaming Responsible Gaming grant including quarterly and mid-grant reports.

Compile a comprehensive reports summarizing project outcomes, including the number of trainings conducted, therapists certified, and students and families reached. Highlight successes, challenges, and recommendations for sustaining and expanding the initiative. Share results with the Division of Gaming to demonstrate the project's impact and potential for scalability.

*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  
Since the organization's founding in 1995, PGCC has served as the official state affiliate to the National Council on Problem Gambling (NCPG). PGCC has partnered with a wide range of organizations over the years on a variety of programs to address the issues of problem gambling in Colorado. Some examples include:

1995:PGCC established the Colorado Problem Gambling Helpline, which it has maintained ever since.

2002-2023: Collaborated with the Colorado Gaming Association (CGA) and the former Office of Behavioral Health in developing and distributing gambling brochures.

2003: Partnered with the University of Denver in establishing and funding a treatment program for problem gamblers in Colorado.

2003-2024: Collaboration with the Colorado Lottery for Problem Gambling Awareness Month every March.

2004-2023: Established the Voluntary Self Exclusion List with the Colorado Gaming Association and oversaw its administration until the Division of Gaming took over the program in 2023.

2019: Assisted the organization of the NCPG 33rd National Conference on Problem Gambling and Responsible Gaming and hosted the Conference in Denver.

2021-2023: Workforce Development Program to increase the number of IGCCB certified gambling counselors in Colorado through funding from the Office of Behavioral Health / Behavioral Health Administration PGCC worked directly with Speaker of the House Alec Garnett, the Division of Gaming, and other stakeholders in the drafting and passage of HB 22-1402 which substantially increased the state's funding for problem gambling and established the Responsible Gaming Grant Program.

2021-2023: Education and Awareness Campaign funded by the Division of Gaming Responsible Gaming Grant which has led to over 24 million impressions.

2023: Opened the Problem Gambling Center in Lakewood, CO, the state's first dedicated space committed to addressing problem gambling and providing information and resources to those in need.

2023: Collegiate Education and Prevention Program to raise awareness about problem gambling and promoted responsible gaming in Colorado colleges and universities.

2023-2024: Distribution of promotional marketing items to 570 Colorado community based organizations and individuals.

#### Current Projects:

- Online maintenance of webinar series featuring both state and national experts on problem gambling; applicable for Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB)
- Reinstatement of the annual Colorado Problem Gambling Symposium in 2023; held annually each year in October
- Implementation of a Workforce Development Program which provides scholarships for International Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB) and clinical supervision for counselors working towards this certification. Over two years, 11 counselors in Colorado have been certified and 39 individuals are in the process of certification.
- Development and implementation of multiple digital marketing campaigns promoting the Problem Gambling Helpline.
- Partnership with IDEA Marketing on a broad scale social marketing problem gambling research and marketing campaign.
- Sustained operations of the PGCC Problem Gambling Center in Lakewood, CO, focused on problem gambling awareness, education, support, and recovery resource provision for Coloradans affected by Problem Gambling.
- Development and implementation of an innovative program designed to raise awareness about the dangers of underage gambling through a partnership with Denver Justice High School and the Denver Art Society. This program was funded through an NCPG Agility Grant awarded to PGCC in 2023 in a nationally competitive grant process.

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

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

The Problem Gambling Coalition of Colorado (PGCC) is committed to fostering a well-informed public, recognizing that the decision to gamble is a personal choice that carries significant responsibility. To support individuals in making informed decisions, PGCC advocates for clear and accessible information about the financial and health risks associated with gambling, guidelines for responsible gaming, early recognition of addiction signs, and resources for support and recovery.

Our mission is rooted in the power of collaboration, requiring the collective engagement of a diverse spectrum of stakeholders. These include government entities, the gambling industry, social service providers, individuals in recovery, families affected by gambling, medical and financial professionals, and the legal and judicial communities. Together, we can create a multifaceted approach to problem gambling that addresses its far-reaching impacts.

PGCC views problem gambling through the lens of public health, understanding its profound and enduring effects on individuals, families, and communities across Colorado. We are guided by an unwavering commitment to prevention, education, treatment, and research, coupled with promoting responsible gambling practices and recovery support. Our strategic plan directs this mission, aligning our efforts with the overarching goal of reducing the personal, social, and economic burdens of problem gambling while improving public health outcomes statewide.

**PGCC STRATEGIC GOALS:**

- 1) To broaden public awareness of problem gambling throughout Colorado.
- 2) To sustain and expand programming that supports problem gambling prevention, education, awareness, treatment and recovery through partnerships with key stakeholders, both in the state and throughout the global industry, and to ensure that these resources are made freely available to all Coloradans.
- 3) To continue advocacy for state funded services for problem gamblers and their families.
- 4) To maintain a diverse Board of Directors that reflects a wide range of perspectives surrounding problem gambling that will actively serve in furthering our goals and objectives.

**CURRENT PROGRAMS/PROJECTS:**

- 1) The PGCC Problem Gambling Center - a virtual and physical hub of resources and support for the problem gambler, their friends and family, and the workforce uniquely trained to care for them. Focuses on awareness and education, community outreach, and center based and virtually accessible recovery and support services.
- 2) The PGCC Awareness and Education Project - The Problem Gambling Coalition of Colorado (PGCC) partnered with The Idea Marketing, an award-winning social marketing agency, to lead the Problem Gambling Awareness and Education Project. This two-year initiative aims to raise public awareness of problem gambling, promote available resources, drive traffic to the PGCC website, and increase calls and texts to the 1-800-GAMBLER helpline. Year one focused on market research and a pilot campaign, laying the groundwork for a broader campaign and follow-up research in year two.
- 3) The Colorado Problem Gambling Helpline (1-800-GAMBLER) - This helpline, operated in partnership with the Louisiana Association on Compulsive Gambling, provides 24/7 support and resource referral including translation services and accessibility for hearing impaired callers. Chat and text access is also available.
- 4) The Denver Justice "Stacked Deck" Project - PGCC, in partnership with the Denver Justice High School and the Denver Art Society, is increasing youth awareness and education of problem gambling by delivering the Stacked Deck problem gambling prevention curriculum to high-school students. The project enhances and reinforces youth engagement in the curriculum by employing art-based activities, workshops and positive reinforcement learning incentives.

*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.

The Problem Gambling Coalition of Colorado (PGCC) proposes the Colorado Schools (K-12) Gambling and Gaming Education Project, a comprehensive initiative to combat the growing challenges of gambling and gaming addiction among Colorado's youth. The project will provide training, education, and resources to educators, school staff, parents, and students throughout the state's K-12 school system. Through a partnership with the Colorado Office of School Safety, PGCC will deliver tailored workshops to help communities recognize and address the risks and warning signs of gambling and gaming addiction. Additionally, PGCC will collaborate with local treatment centers to offer therapists in the I-Matter Program, which provides six free therapy sessions to Colorado students, the opportunity to earn the International Gaming Disorder Certificate (IGDC) at no cost. This certification will enhance therapists' ability to effectively address gaming and gambling issues. PGCC will also partner with the Colorado High School Activities Association (CHSAA) to create impactful messaging and training for high school students and their families through public speaking events, digital media, and informational materials. The project's multifaceted approach focuses on increasing awareness, enhancing professional training, and fostering family engagement to build healthier school environments and provide critical resources to students and families. By addressing addiction risks proactively, PGCC and its partners aim to lead the way in promoting youth wellness across Colorado.

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

The Colorado Schools (K-12) Gambling and Gaming Education Project addresses a pressing issue: the rising prevalence of gambling and gaming behaviors among Colorado's youth and the associated risks of addiction. With the increasing accessibility of online gambling platforms, sports betting, and immersive gaming experiences, young people are exposed to activities that can have significant impacts on their mental health, academic performance, and family dynamics. Despite these growing challenges, there is a lack of awareness, prevention education, and trained professionals equipped to address the risks and warning signs of gaming and gambling addiction within the school system. This project also presents a unique opportunity to bridge these gaps by empowering educators, parents, and students with the knowledge and tools to recognize and prevent gambling-related problems. By leveraging partnerships with the Colorado Office of School Safety, the I-Matter Program, and the Colorado High School Activities Association (CHSAA), the project will provide accessible training, impactful messaging, and professional development opportunities. It aims to equip school communities with the resources needed to proactively address these issues, ensuring that students receive the support they need to thrive academically and emotionally. This initiative not only tackles a growing public health concern but also creates an opportunity to foster healthier environments and stronger connections among Colorado's schools, families, and communities.

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

See Attachment 1 - "Colorado Schools (K-12) Gambling and Gaming Education Project Proposed Goals and Objectives" and Project Budget.

*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

The Problem Gambling Coalition of Colorado (PGCC) is collaborating with several key organizations to address gambling and gaming addiction among Colorado's youth. Below is an overview of each entity and the planned partnership:

#### 1. Colorado Office of School Safety

Overview: The Colorado Office of School Safety, part of the Colorado Department of Public Safety, serves as the primary agency supporting schools and communities in their safety efforts. It provides tools and resources to create safe and positive school environments for all Colorado students, from pre-kindergarten through higher education.

Planned Partnership: PGCC will collaborate with the Office of School Safety to deliver tailored workshops and support to educators, school staff, and parents. Utilizing the Office's Regional Training Consultants, these trainings will focus on recognizing and addressing the risks and warning signs of gaming and gambling addiction, empowering communities to take proactive measures.

#### 2. I-Matter Program

Overview: The I-Matter program, managed by the Colorado Behavioral Health Administration, connects Colorado youth with therapists for up to six free, confidential counseling sessions. It aims to promote youth emotional and mental health by providing accessible mental health services.

Planned Partnership: PGCC plans to partner with local treatment centers to offer therapists participating in the I-Matter Program the opportunity to earn the International Gaming Disorder Certificate (IGDC) at no cost. This certification, provided by the International Gambling Counselor Certification Board (IGCCB), will enhance therapists' capacity to address gaming and gambling issues effectively among school-age populations.

#### 3. Colorado High School Activities Association (CHSAA)

Overview: The Colorado High School Activities Association (CHSAA) is the governing body for high school sports and activities in Colorado. It oversees athletic programs and interscholastic activities, promoting sportsmanship, integrity, and fair play among high school students.

Planned Partnership: PGCC will collaborate with CHSAA to create impactful messaging and training for high school students and their families through public speaking events, digital media, and informational materials. Details of the partnership and investment summary can be found at <https://bit.ly/CoSchoolsGamblingandGamingEducationProject>.

By partnering with these organizations, PGCC aims to provide comprehensive education and resources to combat gambling and gaming addiction among Colorado's youth, fostering healthier school environments and communities.

*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.

The Problem Gambling Coalition of Colorado (PGCC) is approaching the issue of gambling and gaming addiction among youth through strategic partnerships and targeted education to effectively address a growing public health concern. This approach is rooted in several key considerations:

1. Addressing a Critical Gap: Youth are increasingly exposed to gambling and gaming behaviors due to the rise of online platforms, social media, and sports betting. These activities often blur the lines between entertainment and addiction, leaving students, families, and educators unaware of the risks. By partnering with organizations like the Colorado Office of School Safety, I-Matter, and CHSAA, PGCC is leveraging established networks within the school system to proactively fill this gap. This ensures that resources and training reach the people who are most likely to identify and respond to early warning signs.
2. Utilizing Existing Infrastructure: Rather than creating new programs from scratch, PGCC is tapping into existing frameworks such as the Regional Training Consultants from the Colorado Office of School Safety and the I-Matter Program's therapist network. This strategy allows the organization to build on trusted infrastructure, making the initiative more efficient, accessible, and scalable. Collaborating with CHSAA ensures direct access to high school students and their families, an audience that might otherwise be difficult to engage.
3. Empowering Key Stakeholders: The approach focuses on equipping educators, parents, and therapists with tools and knowledge to recognize and address gambling and gaming addiction. By providing free certifications for therapists, tailored training for educators, and awareness campaigns for families, PGCC is building a comprehensive support network around youth. This empowers communities to take proactive steps to mitigate addiction risks before they escalate.
4. Promoting Prevention Through Education: PGCC recognizes that prevention is more cost-effective and impactful than treatment after problems arise. By focusing on training and education, the initiative aims to create long-lasting awareness and behavioral change. This approach aligns with public health principles, emphasizing early intervention and community-based solutions.
5. Fostering Sustainability and Collaboration: By partnering with established organizations, PGCC ensures that the initiative is not only effective but also sustainable. Integrating gambling and gaming education into ongoing school safety efforts, mental health programs, and extracurricular activities allows for consistent messaging and resources even beyond the life of the grant.
6. Engaging Youth and Families Through Trusted Channels: Young people and their families are more likely to engage with information delivered through trusted institutions such as schools and sports organizations. PGCC's collaboration with CHSAA allows the organization to meet students where they already are, using culturally relevant and relatable messaging. This increases the likelihood of awareness campaigns resonating with the intended audience.

By leveraging partnerships, utilizing existing resources, and focusing on prevention, PGCC is addressing the issue of youth gambling and gaming addiction in a strategic and impactful way. This approach ensures that efforts are efficient, sustainable, and community-focused, creating the greatest opportunity for positive outcomes.

*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

The Problem Gambling Coalition of Colorado (PGCC) measures the impact of its programs through a comprehensive evaluation process that incorporates both quantitative and qualitative metrics. For the Colorado Schools Gambling and Gaming Education Project, PGCC will track several key indicators, including the number of educators, parents, and students who attend training sessions and workshops, as well as the enrollment and completion rates of therapists participating in the International Gaming Disorder Certificate (IGDC) program. Pre- and post-training surveys will be used to assess knowledge improvement and changes in awareness among participants. The reach and engagement of digital media campaigns, such as those conducted in partnership with the Colorado High School Activities Association (CHSAA), will be measured through impressions, shares, and direct feedback from schools and families. Additionally, the program will monitor the utilization of resources, such as referrals to mental health services through the I-Matter Program, to evaluate its effectiveness in connecting individuals with support. To ensure an unbiased and thorough assessment, the program will be evaluated by the Butler Institute for Children and Families, a respected organization specializing in program evaluation and impact analysis. The Butler Institute will provide an external review of the program's outcomes, including its reach, effectiveness, and areas for improvement. This independent evaluation will enhance the credibility of the program's results, offering valuable insights to stakeholders and guiding future efforts to sustain and expand the initiative. By combining internal tracking with external evaluation, PGCC aims to demonstrate the program's success in raising awareness, enhancing professional training, and fostering healthier school environments across Colorado.

*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.

PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT

Dates: April 4, 2023 to March 31, 2024

Amounts: \$570,820

PGCC PROBLEM GAMBLING CENTER

Dates: April 4, 2023 to March 31, 2024

Amounts: \$286,880

COLLEGIATE GAMBLING EDUCATION & PREVENTION PROGRAM

Dates: April 4, 2023 to March 31, 2024

Amounts: \$250,000

PGCC PROBLEM GAMBLING CENTER

Dates: April 30, 20224 to March 31, 2025

Amounts: \$149,540.60

PGCC PROBLEM GAMBLING AWARENESS AND EDUCATION PROJECT

Dates: April 30, 20224 to March 31, 2025

Amounts: \$599,500

*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. The implementation of the Colorado Schools Gambling and Gaming Education Project may face several anticipated challenges, and the Problem Gambling Coalition of Colorado (PGCC) has developed strategies to address each of them to ensure the program's success.

One potential challenge is limited engagement from educators, parents, or schools, as gambling and gaming addiction may not initially be recognized as a pressing issue. To address this, PGCC will collaborate with trusted organizations such as the Colorado Office of School Safety and the Colorado High School Activities Association (CHSAA) to build credibility and emphasize the relevance of the issue. Tailored messaging will highlight the connection between gambling and gaming behaviors and their impact on academic performance, mental health, and family dynamics, making the program's relevance clear to all stakeholders.

Another challenge may involve logistical barriers in coordinating training sessions across Colorado's diverse and widespread school districts. PGCC plans to mitigate this by utilizing the Colorado Office of School Safety's Regional Training Consultants, who already have established networks and expertise in working with schools. Virtual training options will also be provided to increase accessibility for schools and parents in rural or remote areas.

The program may also face difficulty in encouraging therapists to participate in the International Gaming Disorder Certificate (IGDC) training. To overcome this, PGCC will offer the certification at no cost to therapists in the I-Matter Program and emphasize the value of this specialized training for addressing a growing area of need in their practice. Outreach efforts will include targeted communication highlighting the professional benefits of the certification and the opportunity to enhance their impact on youth mental health.

Finally, measuring the long-term impact of the program can be complex due to the broad scope of its goals and activities. To ensure reliable and unbiased evaluation, PGCC has partnered with the Butler Institute for Children and Families, which will provide independent assessments of the program's effectiveness. By combining internal tracking with external evaluation, PGCC will monitor the program's progress and make necessary adjustments based on data and stakeholder feedback. Through these proactive measures, PGCC is prepared to navigate potential challenges and ensure the effective implementation of the Colorado Schools Gambling and Gaming Education Project. This comprehensive approach will maximize the program's reach, relevance, and sustainability.

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



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

The sustainability of the Colorado Schools Gambling and Gaming Education Project beyond the grant period is a key priority for the Problem Gambling Coalition of Colorado (PGCC). The project has been designed to ensure its long-term impact through strategic planning and resource development. PGCC will employ a train-the-trainer model for the Colorado Office of School Safety's Regional Training Consultants. By equipping these consultants with the knowledge and expertise to deliver future trainings on gambling and gaming addiction, the program ensures that the education and resources provided can continue to reach schools, educators, and parents without the need for ongoing direct support from PGCC.

Additionally, the partnership with the Colorado High School Activities Association (CHSAA) will result in the creation of digital content, such as videos, posters, and social media assets, that can be reused in future campaigns. This evergreen content will allow schools and CHSAA to sustain awareness efforts over time, embedding gambling and gaming education into their ongoing activities and messaging.

PGCC is also committed to securing funding for the program's continuity through its broader fundraising efforts. The organization's Affiliate Partner Program, launching in January, is designed to build a network of supporters who can provide financial contributions and advocacy for PGCC's initiatives. Furthermore, PGCC is actively pursuing opportunities to secure additional funding through future gaming legislation, working to include provisions that allocate resources for gambling prevention and education programs. By combining these strategies—train-the-trainer education, reusable digital resources, robust fundraising efforts, and legislative advocacy—PGCC ensures that the Colorado Schools Gambling and Gaming Education Project will remain impactful and sustainable long after the grant period ends. These efforts reflect PGCC's dedication to fostering healthier school environments and promoting long-term solutions to gambling and gaming addiction.

*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

The Problem Gambling Coalition of Colorado (PGCC) has developed a comprehensive evaluation plan to assess the results of the Colorado Schools Gambling and Gaming Education Project, ensuring accountability and demonstrating the effectiveness of the requested funding. Central to this evaluation process is PGCC's partnership with the Butler Institute for Children and Families, an independent organization with expertise in program evaluation and impact assessment. This collaboration ensures an unbiased analysis of the project's outcomes and provides valuable insights to guide future initiatives. The evaluation will include both quantitative and qualitative metrics to measure the project's success. Key performance indicators will track the number of educators, parents, and students trained through workshops and sessions, as well as the reach and engagement of digital campaigns conducted in partnership with the Colorado High School Activities Association (CHSAA).

The Butler Institute will administer surveys and pre- and post-training assessments to evaluate knowledge gains and behavioral changes among participants. Metrics such as therapist enrollment and completion rates for the International Gaming Disorder Certificate (IGDC) will also be analyzed, along with follow-up surveys to assess how the certification enhances their practice. Additionally, the Butler Institute will evaluate the utilization and effectiveness of resources provided, such as the materials created for Regional Training Consultants and the digital content produced for CHSAA campaigns. Data will be collected on referrals to mental health services through the I-Matter Program and the overall impact on students and families. The final assessment will include a detailed analysis of the project's achievements, challenges, and recommendations for sustaining and scaling the initiative.

Through this rigorous evaluation process, PGCC and the Butler Institute will ensure that the requested funding is used effectively to achieve the project's goals. The findings will be compiled into comprehensive reports for the Division of Gaming and other stakeholders, showcasing the program's impact and providing a road map for future efforts to combat gambling and gaming addiction among Colorado's youth.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 96 %         |
| Government Contracts                              | %            |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 2 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | 2 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |   |   |                       |
|--|---|---|-----------------------|
| Organization Budget for fiscal year<br>2023  | Fiscal Year Date<br>1/1/23-12/31/23           | Income<br>\$1,432,798   | Expenses<br>\$599,214 |
| For Project/Program Requests:  |   |   |                       |
| Program Budget<br>\$205,850  | Dates of budget period<br>4/1/25-3/31/26      | Income<br>\$205,850   | Expenses<br>\$205,850 |
| Name of Person Responsible for Financial Reporting<br>Jamie Glick  |   | Name of Financial Institution where funds will be deposited<br>1st Bank |                       |
| <b>Attachments</b>   |   |   |                       |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |   |   |                       |
| <b>List of Attachments</b>   |   |   |                       |
| 1.   | Grant Goals and Objectives and Project Budget |   |                       |
| 2.   | PGCC IRS Letter of Determination              |   |                       |
| 3.   | Letters of Support                            |   |                       |
| <b>Acknowledgments</b>   |   |   |                       |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |   |   |                       |
| Signature<br>   |   |   | Date<br>11/22/24      |

**ATTACHMENT 1:**

**PGCC COLORADO SCHOOLS GAMBLING AND GAMING EDUCATION PROJECT**

**PROJECT GOALS AND OBJECTIVES AND PROJECT BUDGET**



## Colorado Schools (K-12) Gambling and Gaming Education Project Proposed Goals and Objectives

### 1. Project Launch and Partnership Formalization

#### Goals and Objectives:

- Finalize strategic partnerships with key stakeholders, including the Colorado Office of School Safety, I-Matter, and CHSAA.
- Align objectives, roles, and timelines through collaborative kickoff meetings.

#### Activities:

1. Draft and finalize partnership agreements with the Colorado Office of School Safety, I-Matter, and CHSAA.
2. Organize and host kickoff meetings to discuss project goals, define roles and responsibilities, and finalize timelines.
3. Develop a shared project framework to guide activities across partners.

#### Timeline:

- **Month 1 (April 2025):** Partnership agreements finalized.
  - **Month 2 (May 2025):** Kickoff meetings conducted; shared framework developed.
- 

### 2. Development of Training Materials and Messaging

#### Goals and Objectives:

- Create tailored materials for educators, parents, and students to address gambling and gaming risks.
- Develop CHSAA-specific messaging and campaign resources targeting high school students and families.
- Recruit therapists earning the International Gaming Disorder Certificate (IGDC).

#### Activities:

1. Research and develop training modules for educators, school administrators, and parents.

2. Design CHSAA campaign materials, including posters, digital media, and program-specific content.
3. Sending information emails to I-Matter and offer a drop in session to recruit therapists pursuing IGDC certification.

**Timeline:**

- **Months 2-4 (May–July 2025):** Training materials created and finalized; CHSAA messaging and campaign materials developed; therapist recruitment initiated.
- 

### **3. Educator and Parent Trainings**

**Goals and Objectives:**

- Equip educators and school administrators with tools to identify and address gambling and gaming addiction risks.
- Educate parents about prevention strategies and warning signs.

**Activities:**

1. Coordinate and train Regional Training Consultants to deliver workshops for educators and administrators.
2. Schedule and host parent-focused sessions on gambling and gaming addiction awareness.
3. Collect participant feedback to improve future trainings.

**Timeline:**

- **Months 5-7 (August–October 2025):** Educator workshops and parent training sessions conducted.
- 

### **4. Launch Therapist Certification Program**

**Goals and Objectives:**

- Increase the capacity of mental health professionals by enrolling I-Matter therapists in IGDC training.
- Provide the necessary support to help therapists complete the certification program.

**Activities:**

1. Enroll therapists from the I-Matter Program in the IGDC training program.
2. Distribute study materials and additional resources to support certification completion.

3. Monitor progress and provide mentorship as needed.

**Timeline:**

- **Months 6-8 (September–November 2025):** Therapists enrolled; certification support provided.
- 

## **5. CHSAA Campaign Roll-Out**

**Goals and Objectives:**

- Launch a comprehensive gambling prevention campaign targeting high school students and their families.
- Provide optional training for coaches, teams, clubs, staff, and parents upon request.

**Activities:**

1. Distribute CHSAA campaign materials, including digital media, posters, and messaging resources.
2. Host awareness events, assemblies, or training sessions tailored to the needs of school communities.
3. Evaluate the reach and effectiveness of campaign messaging through participant feedback.

**Timeline:**

- **Months 8-10 (November 2025–January 2026):** CHSAA campaign materials distributed; trainings conducted as requested.
- 

## **6. Completion of Required Reports**

**Goals and Objectives:**

- Ensure compliance with the Division of Gaming Responsible Gaming Grant reporting requirements.
- Document project outcomes, successes, and challenges for future scalability.

**Activities:**

1. Prepare quarterly and mid-grant reports detailing project progress and metrics.
2. Compile a comprehensive final report summarizing key outcomes, including the number of trainings conducted, therapists certified, and families reached.



3. Highlight successes, challenges, and recommendations for sustaining and expanding the initiative.
4. Share final results with the Division of Gaming and stakeholders.

**Timeline:**

- **Ongoing (Quarterly):** Progress reports submitted to the Division of Gaming.
- **Month 12 (March 2026):** Comprehensive final report completed and shared.

**PROBLEM GAMBLING COALITION OF COLORADO**

**Colorado Schools (K-12) Gambling and Gaming Education Project**

**Budget 4/1/25 – 3/31/26**

|  |                                    |
|--|------------------------------------|
| Digital / In-Person Training - Content Development             | \$ 60,000.00                       |
| Training of Trainers - Course Facilitation Expenses            | \$ 10,000.00                       |
| International Gaming Disorder Certificate -Course Scholarships | \$ 19,000.00                       |
| Digital Content Development                                    | \$ 15,000.00                       |
| CHSAA Content Delivery/Messaging/Training                      | \$ 60,000.00                       |
| Program Evaluation   | <u>\$ 15,000.00</u>                |
| <b>Total Direct Expense</b>                                    | <b><u>\$ 179,000.00</u></b>        |
| 15% Indirect Administrative Expense                            | \$ 26,850.00                       |
| <b>Total Project Budget</b>                                    | <b><u><u>\$ 205,850.00</u></u></b> |

**Other Funding Source**

|  |                            |
|--|----------------------------|
| Private Donations (Individuals & Corporations) | <u>\$ 61,380.00</u>        |
| <b>Total Other Sources</b>                     | <b><u>\$ 61,380.00</u></b> |

# Investment Summary

As a Partner of the CHSAA, Problem Gambling Coalition of Colorado will receive access to the following:

- Official Partner - \$5,000
  - Press Release
- Digital assets - \$20,000
  - CHSAANOW.com Branding and hyperlinks
    - 12.4+ million page views
  - Email Campaign
    - 6 total
    - To schedule, coordinate, and help execute speaking engagements with schools, athletic departments, and teams.
  - CHSAA Social Media posts
    - 18 total
    - 125,400+ Social Followers
- Assets at CHSAA's 9 largest events- \$35,000
  - 184,500+ In attendance
    - Athletes
    - Students
    - Parents
    - Coaches
    - Principles
    - Athletic Directors
  - Education, engagement, messaging, and branding Assets
    - Digital Signage
    - Physical Signage
    - Public Address Announcements
      - Full Page Program Ads
  - Spanning across 2025 & part of 2026

315 of 438

**Net Investment:** \$60,000

\*\*Bundled pricing for all Assets above

**ATTACHMENT 2:**

**PROBLEM GAMBLING COALITION OF COLORADO**

**IRS LETTER OF DETERMINATION**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

Date:  
January 18, 2023  
Employer ID number:  
84-1306226  
Form 990 required:  
Yes  
Person to contact:  
Name: MS. WINN  
ID number: 1000110131

PROBLEM GAMBLING COALITION OF  
PO BOX 260435  
LAKEWOOD, CO 80226

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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, 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 990-EZ, 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 990EZ
- 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](http://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., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

*Stephen A. Martin*

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 4168 (Rev. 9-2020)  
Catalog Number 66866G

**ATTACHMENT 3:**

**PGCC COLORADO SCHOOLS GAMBLING AND GAMING EDUCATION PROJECT**

**LETTERS OF SUPPORT**



November 22, 2024

Colorado Division of Gaming  
1707 Cole Blvd #300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the National Council on Problem Gambling (NCPG) to express our support for the Problem Gambling Coalition of Colorado (PGCC) and their application for funding through the Colorado Division of Gaming Responsible Gaming Grant program.

As the state affiliate of the NCPG, PGCC plays a critical role in addressing problem gambling in Colorado. Their work is aligned with the mission of the NCPG, which is to lead national efforts for advocacy, awareness, and assistance for individuals and families affected by problem gambling. Affiliates like PGCC serve as vital extensions of this mission, implementing statewide initiatives tailored to the unique needs of their communities.

The PGCC has consistently demonstrated its ability to educate, advocate, and provide resources to mitigate the negative impacts of problem gambling in Colorado. Their collaboration with healthcare providers, the gaming industry, and other stakeholders ensures a comprehensive approach to responsible gaming practices. Moreover, PGCC's commitment to public awareness campaigns, prevention programs, and support services for individuals and families affected by problem gambling embodies the principles of the NCPG.

The Responsible Gaming Grant program represents a vital opportunity to advance these efforts. With this funding, PGCC will be able to expand its reach and impact, develop innovative programs, and strengthen its ability to provide critical resources and services for problem gambling prevention and intervention.

Thank you for considering this letter of support. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,

A handwritten signature in black ink, appearing to read "K Whyte", is positioned below the word "Sincerely,".

Keith Whyte, Executive Director



700 Kipling Street, Ste 1000  
Lakewood, Colorado 80215

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

November 18, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

As the Director of the Colorado Office of School Safety, I am writing to express my full support for the Problem Gambling Coalition of Colorado (PGCC) and the Colorado Schools Education and Prevention Project. This initiative is designed to provide scholarships for counselors and other support staff working with school-aged youth, enabling them to earn an International Gaming Disorder Certificate through the International Gambling Counselor Certification Board (IGCCB). This program is especially important for counselors providing services through the I-Matter program, which offers up to six free therapy sessions for Colorado youth in need of mental health support.

The I-Matter program is a crucial service for youth in Colorado, ensuring they have access to free, confidential therapy sessions. This program supports young people facing mental health challenges and plays a critical role in addressing issues such as Gaming Disorder. As gaming-related problems become increasingly prevalent among youth, it is essential that counselors have the training and skills necessary to identify and respond effectively to these concerns.

One of the challenges that counselors face is the increasing overlap between gaming and gambling behaviors. Many video games, especially those that include loot boxes, in-game purchases, and skins betting, incorporate gambling-like elements that expose youth to addictive behaviors. The risk of developing gambling problems can increase as they transition from gaming into real-money gambling, often without understanding the risks. Providing specialized training, such as the International Gaming Disorder Certificate, ensures that counselors are prepared to recognize and address these behaviors, creating a safer and healthier environment for youth to thrive.

By supporting the Colorado Schools Education and Prevention Project, PGCC will ensure that counselors are equipped to identify Gaming Disorder early, intervene effectively, and provide the appropriate care for youth at risk. This initiative will also enhance the services available through the I-Matter program and help improve outcomes for young people across the state.







**COLORADO**  
Office of School Safety  
Department of Public Safety

700 Kipling Street, Ste 1000  
Lakewood, Colorado 80215

I strongly support PGCC's request for funding through the Colorado Responsible Gaming Grant program and believe that this project is vital for the future health and success of Colorado's youth. Thank you for your consideration of this important request.

Sincerely,

Christine R. Harms, Director  
Colorado Office of School Safety  
Colorado Department of Public Safety  
Christine.harms@state.co.us  
303-912-6915



11/22/2024  
Colorado Division of Gaming  
1707 Cole Boulevard, Suite 300  
Lakewood, CO 80401

Dear Colorado Division of Gaming,

On behalf of the Colorado High School Activities Association (CHSAA), I am pleased to write in strong support of the **Colorado Schools Gambling and Gaming Education Project** proposed by the Problem Gambling Coalition of Colorado (PGCC). As the General Manager of CHSAA, I have seen firsthand the importance of promoting the well-being of our student-athletes and their families. This initiative aligns seamlessly with our mission to foster healthy habits, sportsmanship, and integrity within Colorado's high school communities.

CHSAA has been committed to enriching the lives of high school students through athletics, activities, and education for nearly 100 years. We understand that the challenges facing today's youth extend beyond the field and classroom, as gambling and gaming addiction increasingly impact their mental health, academic performance, and relationships. These challenges threaten not only the success of individual students but also the values of teamwork and fairness that CHSAA strives to promote.

Our partnership with PGCC in this project reflects a shared commitment to addressing these issues proactively. By working together, we aim to create impactful messaging, resources, and educational opportunities for students, athletes, parents, coaches, school staff, and communities across Colorado. Through assemblies, digital campaigns, On-site CHSAA Event messaging and educational branding, and targeted outreach, CHSAA is dedicated to raising awareness about the risks of gambling and gaming addiction while providing practical tools for prevention. The resources created through this project will not only benefit current students but will also serve as reusable content for future campaigns, ensuring sustainability and lasting impact.

We believe this project represents a critical opportunity to equip Colorado's high school communities with the knowledge and support needed to combat gambling and gaming addiction. The collaboration between CHSAA and PGCC underscores our shared values of fostering resilience, promoting education, and empowering students to make healthy choices.

We strongly encourage the Division of Gaming to support the **Colorado Schools Gambling and Gaming Education Project** and join us in investing in the well-being of Colorado's youth. Please feel free to contact me directly if I can provide any additional information or further demonstrate CHSAA's unwavering support for this initiative.

Sincerely,

Kurt Dzaman  
General Manager  
Colorado High School Activities Association (CHSAA)  
14855 E 2nd Ave

Aurora, CO. 80011  
303-303-912-7338  
kdzaman@chsaa.org



November 20, 2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

As the President of the International Gambling Counselor Certification Board (IGCCB), I am writing to offer my strong support for the Problem Gambling Coalition of Colorado (PGCC) and their Colorado Schools Education and Prevention Project. This initiative is an important step forward in equipping counselors and support staff who work with school-aged youth with the tools they need to address the growing issue of gaming and gambling disorders. The project will provide scholarships for professionals to earn an International Gaming Disorder Certificate (IGDC) through the IGCCB, which will be crucial in supporting youth who may be struggling with these issues.

The I-Matter program in Colorado plays a vital role in supporting the mental health needs of youth by providing up to six free therapy sessions to children and adolescents across the state. The program is an essential resource, ensuring that young people have access to the mental health care they need, and it is particularly relevant for those experiencing gaming-related issues. The I-Matter program allows counselors to offer support in a confidential and accessible manner, but to truly support these youth, it is crucial that counselors are equipped with the proper training to identify, understand, and respond to symptoms of gaming disorder.

Gaming disorder is a recognized mental health condition, characterized by impaired control over gaming, preoccupation with gaming, and continued gaming despite negative consequences in various areas of life. For school-aged youth, gaming disorder can significantly impact academic performance. Youth who become absorbed in gaming are at risk of neglecting their studies, losing focus in school, and experiencing diminished academic achievement. Excessive gaming can also lead to increased absenteeism and, in some cases, school disengagement, as youth prioritize their gaming activities over attending school or participating in other important social and educational activities.

As the lines between gaming and gambling become increasingly blurred, it is essential that counselors understand the overlap between these behaviors. Video games, especially those that include in-game purchases, loot boxes, or skins betting, increasingly incorporate gambling-like elements that can lead to early exposure to addictive behaviors. For youth already vulnerable to

problem behaviors, these mechanics can increase the likelihood of transitioning from gaming to real-money gambling. Training counselors to identify and address gaming disorder can prevent this dangerous progression and equip them to offer timely interventions.

By providing scholarships for counselors to earn the International Gaming Disorder Certificate, PGCC is ensuring that Colorado's youth have access to qualified professionals who can recognize, understand, and respond to gaming and gambling issues. This will significantly strengthen the state's ability to support youth in need, especially those receiving services through the I-Matter program, and will contribute to better long-term outcomes for these youth.

I strongly support PGCC's efforts to provide scholarships for counselors through the Colorado Schools Education and Prevention Project and believe that this initiative will have a lasting positive impact on the well-being of youth in Colorado. Thank you for considering this important request.

Sincerely,

A handwritten signature in black ink that reads "Jody Bechtold". The signature is written in a cursive, flowing style.

Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT  
President, International Gambling Counselor Certification Board (IGCCB)



**COLORADO**

Office of School Safety

Department of Public Safety

700 Kipling Street, Ste 1000  
Lakewood, Colorado 80215

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

November 18, 2024

Dear Members of the Colorado Limited Gaming Control Commission,

As the Director of the Colorado Office of School Safety, I am writing to express my full support for the Problem Gambling Coalition of Colorado's (PGCC) Colorado Schools Education and Prevention Project. This initiative is vital in addressing the increasing exposure of our youth to the risks of gaming and gambling. PGCC is seeking funding through the Colorado Responsible Gaming Grant program, and I believe their work is crucial for the safety and well-being of students in Colorado schools.

The Colorado Office of School Safety, housed within the Department of Public Safety, is committed to providing no-cost training, resources, and support to schools and districts across the state to ensure safe and supportive learning environments. Our office plays a key role in delivering training and technical assistance on school safety plans, emergency preparedness, and mental health resources. Our team of Regional Training Consultants works directly with schools to identify and mitigate potential risks to student safety, including emerging concerns such as the influence of gaming and gambling on young people.

The Colorado Schools Education and Prevention Project, developed by PGCC, will provide critical education on the risks associated with gaming and gambling through online modules accessible to students, parents, educators, and school staff. Additionally, PGCC plans to implement a comprehensive Train the Trainer program for key school staff, including our Office of School Safety Regional Training Consultants, ensuring that this knowledge is shared widely and embedded in school safety programs across the state. This will empower schools to take proactive steps in addressing problem gambling and gaming behaviors among youth.

Research shows that young people are increasingly vulnerable to the risks associated with gaming and gambling. Many video games now incorporate gambling-like elements, such as loot boxes and in-game purchases, which expose children to gambling mechanics at a young age. A study in the Journal of Behavioral Addictions found that adolescents who engage in simulated gambling activities, such as loot boxes, are more likely to gamble with real money and develop gambling problems later in life. Furthermore, the National Council on Problem Gambling reports that 60-80% of high school students have gambled for money in the past year, with 4-6% of adolescents already facing gambling-related problems.

The impact of problem gambling and gaming behaviors on youth is profound, affecting their mental health, academic performance, and family relationships. Educating students, parents, and educators on the signs of problem gambling and providing them with





**COLORADO**  
Office of School Safety  
Department of Public Safety

700 Kipling Street, Ste 1000  
Lakewood, Colorado 80215

prevention tools is critical to reducing these risks. The Colorado Schools Education and Prevention Project will address this urgent need by delivering evidence-based content and training across the state.

I fully support PGCC's request for funding through the Colorado Responsible Gaming Grant program. The initiative aligns with our mission at the Colorado Office of School Safety to promote the well-being of students and create safer school environments. This project will enhance our ability to protect youth from the dangers of gaming and gambling, and I look forward to collaborating with PGCC to make this a reality.

Thank you for your consideration of this important request.

Sincerely,

Christine R. Harms, Director  
Colorado Office of School Safety  
Colorado Department of Public Safety  
Christine.harms@state.co.us  
303-912-6915  
[www.Colorado.gov/OSS](http://www.Colorado.gov/OSS)



11/21/2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Butler Institute for Families at the University of Denver, I am writing to express our strong support for the Problem Gambling Coalition of Colorado's (PGCC) request for funding through the Responsible Gaming Grant program. Our institute is dedicated to strengthening and improving services for families and communities, and we are eager to partner with PGCC to enhance their efforts in addressing problem gambling in the state of Colorado.

The Butler Institute specializes in data collection, program evaluation, and capacity building to support organizations in measuring the effectiveness of their initiatives. In collaboration with PGCC, our goal is to assist in the systematic collection and reporting of data to assess the impact of current and future programming for individuals affected by problem gambling. Through this partnership, we will help PGCC identify gaps in client engagement and retention, ensuring that those in need of support can access and stay connected to the necessary services.

Additionally, we will work with PGCC to identify trends in problem gambling throughout the state of Colorado, allowing for informed decision-making and targeted recommendations to the Colorado Division of Gaming. By analyzing the data collected, we can better understand how problem gambling affects various communities, identify areas where additional resources may be needed, and evaluate the overall effectiveness of the programs being offered.

The Butler Institute is committed to using evidence-based approaches to improve outcomes for individuals and families, and we believe that our collaboration with PGCC will significantly enhance the ability to address problem gambling in Colorado. We fully support their request for funding, as this investment will allow us to jointly provide comprehensive, data-driven insights and recommendations that will benefit both PGCC and the larger community.

Thank you for considering this important request. We look forward to the opportunity to work alongside PGCC and contribute to the continued success of their efforts to combat problem gambling in Colorado.

Sincerely,

Robin Leake  
*Robin Leake*

*Holly Gary*

Holly Gary  
Grant & Contract Administrator  
Office of Research & Sponsored Programs  
University of Denver

The Butler Institute for  
Families University of Denver  
<https://socialwork.du.edu/butler>



**Problem Gambling  
Coalition of Colorado -  
Education and Awareness  
Digital Campaign**

*Response to State Request for Application*

*for*

**Education and Awareness Digital Campaign**

*Submitted to:*

**The Colorado Limited Gaming Control Commission**

and

Colorado Department of Revenue, Division of Gaming

1707 Cole Boulevard, Suite 300

Lakewood, CO 80421

*Submitted by:*



Jamie Glick, President

7585 West Arkansas Avenue, Suite 202

Lakewood, Colorado 80226

*Date Submitted: November 30, 2024*

## PGCC EDUCATION AND AWARENESS DIGITAL CAMPAIGN

### EXECUTIVE SUMMARY

The Problem Gambling Coalition of Colorado (PGCC), in partnership with Captiv Content, is requesting **\$287,500** to support the **Education and Awareness Digital Campaign**—an innovative initiative employing digital media to address the growing challenges associated with gambling in Colorado. As gambling opportunities expand, so do the risks, making education and prevention critical components of public health. This campaign aims to enhance awareness, promote responsible gambling practices, and equip individuals and professionals with the tools to effectively address gambling-related challenges. Please see Digital Media Campaign details at <https://pitch.com/v/pgcc-grant-proposal-pfyz22>

#### Campaign Goals:

1. **Raise Awareness:** Highlight the risks associated with gambling and educate the public on recognizing problematic behaviors.
2. **Promote Responsible Gambling:** Provide engaging and accessible content to encourage healthy gambling habits.
3. **Build Professional Capacity:** Equip treatment professionals with advanced knowledge and resources for assessing and treating gambling disorder.
4. **Connect Struggling Individuals to Resources:** Ensure accessible pathways to support services for individuals and families affected by gambling issues.

#### Key Components of the Campaign:

- **Social Media Campaigns:** Development of dynamic, shareable content—such as videos, infographics, and posts—tailored to diverse demographics to increase public engagement.
- **Professional Development Webinars:** Expert-led training sessions for clinicians and counselors on the latest practices in gambling disorder treatment and assessment.
- **User-Generated Content and Mentorship:** A mentorship program to empower local influencers, who will create authentic, relatable content to amplify awareness.
- **Podcast Creation:** A series addressing gambling awareness, treatment, and recovery, featuring expert insights and personal stories to inspire and inform.

#### Expected Impact:

This campaign will use innovative digital strategies to engage individuals, families, and professionals, fostering a culture of responsibility, education, and support. Through its outreach, the initiative aims to mitigate gambling-related harm, connect those in need to critical resources, and empower professionals to deliver effective care. By funding this initiative, you will contribute to a healthier Colorado, where communities are equipped to understand, prevent, and address gambling-related challenges. Together, PGCC and Captiv Content can make a significant and lasting impact on individuals and communities across the state.

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |                                      |  |          |
|--|--------------------------------------|--|----------|
| Legal Name of Organization   |                                      | Problem Gambling Coalition of Colorado |          |
| Department (if applicable)   |                                      |  |          |
| Mailing Address  |                                      |  |          |
| PO Box 260435  |                                      |  |          |
| City   |                                      | State                                  | ZIP Code |
| Lakewood   |                                      | CO                                     | 80226    |
| Phone  | Website                              |  |          |
| 303-955-4682   | problemgamblingcoalitioncolorado.org |  |          |
| EIN  | Organization Email Address           |  |          |
| 84-1306226   | problemgamblingcoalitionco@gmail.com |  |          |
| Application Contact  |                                      |  |          |
| Jamie Glick  |                                      |  |          |
| Application Title  |                                      |  |          |
| Education and Awareness Digital Campaign   |                                      |  |          |
| Contact Phone  | Contact Email                        |  |          |
| 303-396-7541   | jamiieg.pgcenter@gmail.com           |  |          |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |                                      |  |          |
| Jamie Glick, Executive Director, jamiieg.pgcenter@gmail.com, (303) 396-7541  |                                      |  |          |
| Robert Runco, Deputy Director, rrunco@runprolaw.com, (720) 452-2647  |                                      |  |          |
| Lee Ann Aden, CPA, CEAP, Finance Coordinator, LeeAnn@BeyondBalanceSheets.com, (720) 662-7475   |                                      |  |          |
| Diane Skufca, Grant Management/Development Coordinator, dlsdenver@gmail.com, (303) 520-7406  |                                      |  |          |
|  |                                      |  |          |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |                                      |  |          |

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

Jamie Glick, Board President, Inspire Health and Performance, University of Denver School of Social Work, Inspire Health and Performance- 1 Year

Robert C. Runco, Esquire, Board Vice-President, Runco & Proffitt, P.C, 14 years

Daniel Bewley, Board Secretary, Former Gaming Industry Member, 4 years

Peggi O'Keefe, Board Director, Colorado Gaming Association, 7 years

Peggy Brown, Board Director, National Council on Problem Gambling - PGCC Affiliate Representative, Gambler Recovery Hub (Founder/CEO), 20+ years

Diane Skufca, Board Director, Colorado Division of Youth Services, North Star Advisors, 2 years

Layne Jacobson, LAC, LPC, ICGC-II, BACC, Board Director, Dove Counseling, 8 Years

\*All board appointments are for 1 year and renewed every January.

Mission Statement

Mission: To increase awareness, advocate for treatment, and promote research and education on problem gambling.

Purpose: To serve as the state affiliate of the National Council on Problem Gambling and as the state advocate for programs and services to assist all affected by problem gambling throughout the state of Colorado.

Vision: To restore and maintain the quality of life of individuals and communities impacted by problem gambling.

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

Geographic Area Served

As the state affiliate of the National Council on Problem Gambling, PGCC represents and serves the entire state of Colorado. Resource and services are accessible and available to all 64 counties through both in-person and virtual methods.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$287,500

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

Education and Awareness Digital Campaign

Description of What the Grant Funding will be Used For

The Problem Gambling Coalition of Colorado (PGCC) is proposing the Education and Awareness Digital Campaign, an innovative initiative designed to address the growing challenges associated with gambling in Colorado. In partnership with Captiv Content, this campaign seeks to enhance awareness, promote responsible gambling practices, and empower individuals and professionals with the tools and knowledge to tackle gambling-related challenges effectively.

Goals of the Campaign:

1. Raise Awareness: Illuminate the potential risks of gambling and provide education on recognizing problematic behaviors.
2. Promote Responsible Gambling: Encourage and support healthy gambling habits through engaging, accessible digital content.
3. Build Professional Capacity: Enhance the knowledge and skills of the treatment community by providing resources on the assessment and treatment of gambling disorder.
4. Connect Struggling Individuals to Resources: Ensure those affected by gambling issues have access to critical support systems and interventions.

Key Components:

The Education and Awareness Digital Campaign will utilize a variety of digital strategies to reach a diverse audience:

**Social Media Campaigns:** Engaging and shareable content, including short-form videos, info graphics, and educational posts, tailored to resonate with different demographics.

**Professional Development Webinars:** Expert-led sessions designed to educate clinicians and counselors on best practices for gambling disorder assessment and treatment.

**User-Generated Content and Mentorship:** A mentoring program aimed at fostering local social media influencers who can authentically promote awareness through their platforms.

**Podcast Creation:** The launch of a podcast to discuss critical topics related to gambling awareness, treatment, and recovery, featuring experts and personal stories to inspire and educate.

Impact:

This comprehensive campaign will leverage digital platforms to reach a broad audience, empowering individuals, families, and professionals to understand, prevent, and address gambling-related challenges effectively. Through creative and engaging content, PGCC aims to foster a culture of responsibility and support, ensuring no one faces the struggles of gambling disorder alone. By funding this initiative, you will help PGCC and Captiv Content make a significant impact on individuals and communities across Colorado, promoting health, education, and recovery.

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



Anticipated Program Milestones to be Achieved during the grant period

1. Project Launch and Strategy Development-

Finalize partnership agreement with Captiv Content. Develop a comprehensive campaign strategy, including target audience analysis, messaging framework, and digital platform selection. Establish a project timeline and assign roles to team members.

2. Content Creation and Initial Roll-out-

Produce high-quality short-form videos, info graphics, and social media posts designed to promote responsible gambling and increase awareness. Begin the initial rollout of content across social media platforms and track early engagement metrics.

3. Webinar Series for Professionals-

Develop and launch a series of webinars aimed at building capacity among mental health and addiction professionals. Provide training on gambling disorder assessment and treatment, and collect participant feedback for improvement.

4. Mentorship Program for Social Media Influencers-

Recruit and mentor local social media influencers to create user-generated content aligned with campaign goals. Provide training on responsible gambling messaging and empower influencers to amplify campaign reach.

5. Podcast Launch-

Plan and produce the first series of podcast episodes featuring experts, personal stories, and discussions about gambling awareness and recovery. Promote the podcast on social media and partner platforms to drive listenership.

6. Campaign Evaluation and Optimization-

Conduct a detailed review of campaign performance metrics, including social media engagement, webinar attendance, and podcast downloads. Adjust content strategies and delivery methods based on data insights and audience feedback.

7. Campaign Conclusion and Final Impact Report-

Compile a comprehensive report detailing the campaign's reach, engagement, and outcomes. Highlight key successes, lessons learned, and recommendations for future campaigns. Share results with the Division of Gaming to showcase the campaign's impact and secure support for continued initiatives.

8. Timely Reporting-

Complete all reports required by the Division of Gaming Responsible Gaming grant including quarterly, mid-grant, and final report.

*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  
Since the organization's founding in 1995, PGCC has served as the official state affiliate to the National Council on Problem Gambling (NCPG). PGCC has partnered with a wide range of organizations over the years on a variety of programs to address the issues of problem gambling in Colorado.

#### PAST PROJECTS:

1995:PGCC established the Colorado Problem Gambling Helpline, which it has maintained ever since.

2002-2023: Collaborated with the Colorado Gaming Association (CGA) and the former Office of Behavioral Health in developing and distributing gambling brochures.

2003: Partnered with the University of Denver in establishing and funding a treatment program for problem gamblers in Colorado.

2003-2024: Collaboration with the Colorado Lottery for Problem Gambling Awareness Month every March.

2004-2023: Established the Voluntary Self Exclusion List with the Colorado Gaming Association and oversaw its administration until the Division of Gaming took over the program in 2023.

2019: Assisted the organization of the NCPG 33rd National Conference on Problem Gambling and Responsible Gaming and hosted the Conference in Denver.

2021-2023: Workforce Development Program to increase the number of IGCCB certified gambling counselors in Colorado through funding from the Office of Behavioral Health / Behavioral Health Administration PGCC worked directly with Speaker of the House Alec Garnett, the Division of Gaming, and other stakeholders in the drafting and passage of HB 22-1402 which substantially increased the state's funding for problem gambling and established the Responsible Gaming Grant Program.

2021-2023: Education and Awareness Campaign funded by the Division of Gaming Responsible Gaming Grant which has led to over 24 million impressions.

2023: Opened the Problem Gambling Center in Lakewood, CO, the state's first dedicated space committed to addressing problem gambling and providing information and resources to those in need.

2023: Collegiate Education and Prevention Program to raise awareness about problem gambling and promoted responsible gaming in Colorado colleges and universities.

2023-2024: Distribution of promotional marketing items to 570 Colorado community based organizations and individuals.

#### CURRENT PROJECTS:

- Online maintenance of webinar series featuring both state and national experts on problem gambling; applicable for Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB)
- Reinstatement of the annual Colorado Problem Gambling Symposium in 2023; held annually each year in October
- Implementation of a Workforce Development Program which provides scholarships for International Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB) and clinical supervision for counselors working towards this certification. Over two years, 11 counselors in Colorado have been certified and 39 individuals are in the process of certification.
- Development and implementation of multiple digital marketing campaigns promoting the Problem Gambling Helpline.
- Partnership with IDEA Marketing on a broad scale social marketing problem gambling research and marketing campaign.
- Sustained operations of the PGCC Problem Gambling Center in Lakewood, CO, focused on problem gambling awareness, education, support, and recovery resource provision for Coloradans affected by Problem Gambling.
- Development and implementation of an innovative program designed to raise awareness about the dangers of underage gambling through a partnership with Denver Justice High School and the Denver Art Society. This program was funded through an NCPG Agility Grant awarded to PGCC in 2023 in a nationally competitive grant process.

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

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

The Problem Gambling Coalition of Colorado (PGCC) is committed to fostering a well-informed public, recognizing that the decision to gamble is a personal choice that carries significant responsibility. To support individuals in making informed decisions, PGCC advocates for clear and accessible information about the financial and health risks associated with gambling, guidelines for responsible gaming, early recognition of addiction signs, and resources for support and recovery.

Our mission is rooted in the power of collaboration, requiring the collective engagement of a diverse spectrum of stakeholders. These include government entities, the gambling industry, social service providers, individuals in recovery, families affected by gambling, medical and financial professionals, and the legal and judicial communities. Together, we can create a multifaceted approach to problem gambling that addresses its far-reaching impacts.

PGCC views problem gambling through the lens of public health, understanding its profound and enduring effects on individuals, families, and communities across Colorado. We are guided by an unwavering commitment to prevention, education, treatment, and research, coupled with promoting responsible gambling practices and recovery support. Our strategic plan directs this mission, aligning our efforts with the overarching goal of reducing the personal, social, and economic burdens of problem gambling while improving public health outcomes statewide.

**PGCC STRATEGIC GOALS:**

- 1) To broaden public awareness of problem gambling throughout Colorado.
- 2) To sustain and expand programming that supports problem gambling prevention, education, awareness, treatment and recovery through partnerships with key stakeholders, both in the state and throughout the global industry, and to ensure that these resources are made freely available to all Coloradans.
- 3) To continue advocacy for state funded services for problem gamblers and their families.
- 4) To maintain a diverse Board of Directors that reflects a wide range of perspectives surrounding problem gambling that will actively serve in furthering our goals and objectives.

**CURRENT PROGRAMS/PROJECTS:**

- 1) The PGCC Problem Gambling Center - a virtual and physical hub of resources and support for the problem gambler, their friends and family, and the workforce uniquely trained to care for them. Focuses on awareness and education, community outreach, and center based and virtually accessible recovery and support services.
- 2) The PGCC Awareness and Education Project - The Problem Gambling Coalition of Colorado (PGCC) partnered with The Idea Marketing, an award-winning social marketing agency, to lead the Problem Gambling Awareness and Education Project. This two-year initiative aims to raise public awareness of problem gambling, promote available resources, drive traffic to the PGCC website, and increase calls and texts to the 1-800-GAMBLER helpline. Year one focused on market research and a pilot campaign, laying the groundwork for a broader campaign and follow-up research in year two.
- 3) The Colorado Problem Gambling Helpline (1-800-GAMBLER) - This helpline, operated in partnership with the Louisiana Association on Compulsive Gambling, provides 24/7 support and resource referral including translation services and accessibility for hearing impaired callers. Chat and text access is also available.
- 4) The Denver Justice "Stacked Deck" Project - PGCC, in partnership with the Denver Justice High School and the Denver Art Society, is increasing youth awareness and education of problem gambling by delivering the Stacked Deck problem gambling prevention curriculum to high-school students. The project enhances and reinforces youth engagement in the curriculum by employing art-based activities, workshops and positive reinforcement learning incentives.

*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.

The Problem Gambling Coalition of Colorado (PGCC), in partnership with Captiv Content, is proposing the Education and Awareness Digital Campaign to address the challenges of gambling in Colorado. This innovative project aims to increase public awareness about the risks of gambling, promote responsible gambling practices, and ensure those struggling with gambling disorder have access to resources and support. The campaign will leverage engaging digital strategies, including short-form videos and social media content, a series of webinars for professionals on gambling assessment and treatment, mentorship for local social media influencers to create user-generated content, and the launch of a dedicated podcast featuring expert insights and personal stories. By combining education, professional development, and community engagement, this campaign seeks to empower individuals, families, and professionals to better understand and address gambling-related issues. Through these efforts, PGCC is fostering a culture of responsibility, awareness, and support to improve the lives of Coloradans affected by problem gambling.

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

The Education and Awareness Digital Campaign addresses a pressing issue in Colorado: the growing impact of gambling on individuals, families, and communities. With gambling increasingly accessible through online platforms, casinos, and sports betting, more Coloradans are at risk of developing unhealthy gambling behaviors. This has led to challenges such as financial instability, strained relationships, and mental health struggles for many individuals. Furthermore, the stigma surrounding gambling disorder often prevents people from seeking help, leaving them without the resources or support they need. Colorado also faces a lack of widespread understanding among mental health and addiction professionals about how to effectively assess and treat gambling-related challenges. This knowledge gap limits the ability of the treatment community to provide adequate care for those in need. However, these challenges present opportunities for impactful intervention. By leveraging the power of digital platforms, the campaign can educate the public about the risks of gambling, promote responsible habits, and break down the stigma surrounding gambling disorder. Additionally, training professionals through webinars and other resources will strengthen the state's capacity to address gambling issues effectively. This project capitalizes on the opportunity to use modern, scalable approaches to create a ripple effect of awareness, support, and responsible behavior, ultimately improving the well-being of Coloradans impacted by gambling.

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

Please see Attachment 1, "Education and Awareness Digital Campaign Proposed Goals and Objectives".

*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

#### Captiv Content-

Captiv Content is a creative agency specializing in producing high-quality digital content that engages audiences and drives social change messaging. Their services include video production, brand strategy, and social change initiatives. In collaboration with the Problem Gambling Coalition of Colorado (PGCC), Captiv Content will play a pivotal role in the Education and Awareness Digital Campaign. Their responsibilities will encompass:

**Content Creation:** Developing engaging short-form videos, infographics, and social media posts to promote responsible gambling and raise awareness about gambling-related challenges.

**Webinar Production:** Assisting in the creation of professional webinars aimed at educating mental health and addiction professionals on gambling disorder assessment and treatment.

**Mentorship Program Support:** Providing guidance and resources to local social media influencers, enabling them to produce user-generated content that aligns with the campaign's objectives.

**Podcast Development:** Planning and producing a series of podcast episodes featuring experts and personal stories to discuss gambling awareness and recovery.

By leveraging Captiv Content's expertise in digital media production, PGCC aims to effectively disseminate information, engage the community, and promote responsible gambling practices throughout Colorado.

*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.

The partnership between the Problem Gambling Coalition of Colorado (PGCC) and Captiv Content leverages cutting-edge digital strategies to address the challenges associated with gambling by meeting audiences where they already are—on digital platforms and social media. This approach is rooted in the understanding that digital media, particularly social platforms and on-demand content, is central to how people consume information and engage with causes today.

#### Social Media and Digital Platforms:

Social media is a powerful tool for raising awareness and engaging diverse audiences. Platforms like Instagram, TikTok, Facebook, and LinkedIn have billions of users worldwide, making them ideal for reaching target demographics effectively and efficiently. Research shows that the average person spends nearly 2.5 hours daily on social media, offering consistent opportunities for messaging exposure. Additionally, social media algorithms amplify well-crafted and engaging content, enabling campaigns to reach audiences beyond their direct followers.

#### The Power of Short-Form Videos:

Short-form videos are particularly impactful because they align with the way modern audiences consume content. Platforms like TikTok, Instagram Reels, and YouTube Shorts have demonstrated the ability to drive significant engagement with concise, visually engaging, and easily shareable content. According to HubSpot, short-form videos have the highest ROI of any social media strategy, with over 80% of marketers reporting that they effectively capture audience attention. For PGCC's campaign, short-form videos will serve as a compelling medium to highlight responsible gambling practices and provide quick, digestible information.

#### Webinars for Professional Education:

Webinars are a critical component of this campaign, offering an accessible and scalable way to educate professionals in mental health and addiction fields. Gambling disorder often goes underdiagnosed due to a lack of knowledge about assessment and treatment techniques among clinicians. Webinars provide a direct channel to equip these professionals with up-to-date, evidence-based practices. Moreover, webinars are cost-effective and flexible, allowing busy professionals to attend live or access recorded sessions, thereby enhancing reach and impact.

#### The Impact of User-Generated Content:

User-generated content (UGC) is one of the most authentic and sustainable forms of campaign engagement. By mentoring local influencers, PGCC ensures that campaign messages are amplified through trusted voices within the community. Studies show that 92% of consumers trust peer recommendations more than traditional advertisements, making UGC a powerful tool to drive behavior change. Furthermore, UGC is sustainable because it encourages ongoing content creation beyond the life of the campaign, fostering a community-driven approach to promoting responsible gambling.

#### The Role of Podcasts in Today's Media:

Podcasts have emerged as one of the most influential forms of media in the digital age, with over 60% of U.S. adults reporting that they listen to podcasts regularly. Podcasts offer a unique opportunity to dive deeper into critical topics, allowing for in-depth discussions with experts and personal stories that resonate with listeners. The intimate and conversational nature of podcasts builds trust and engages audiences in a meaningful way. For PGCC, launching a podcast provides an enduring platform to address gambling awareness, share success stories, and provide actionable advice.

#### Why This Approach Works:

By combining the immediacy of social media, the depth of webinars and podcasts, and the authenticity of user-generated content, PGCC and Captiv Content ensure a comprehensive strategy that meets people where they are, delivers information effectively, and fosters long-term engagement. This multifaceted approach maximizes reach, drives sustainable change, and empowers communities across Colorado to address gambling-related challenges proactively.

*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

The success of the Education and Awareness Digital Campaign will be evaluated through a combination of quantitative and qualitative metrics, ensuring a comprehensive assessment of its impact. Social media engagement will be measured through reach, impressions, and engagement rates such as likes, shares, comments, and click-throughs. Video performance metrics, including views and completion rates, will help gauge the effectiveness of short-form content. Webinar success will be tracked by analyzing registration and attendance rates, completion rates, and post-session feedback from professionals, with the goal of hosting four webinars that improve participants' confidence in addressing gambling-related challenges. User-generated content created by influencers will be evaluated based on the volume of content produced, audience engagement, and the total reach achieved. Podcast performance will focus on metrics such as downloads, listener retention, and audience feedback, with a target of 1,000 downloads within the first six months.

The campaign will also monitor website traffic, focusing on increased visits, resource downloads, and referral sources, aiming for a 20% increase in traffic linked to campaign activities. Overall reach and engagement will combine metrics across platforms, targeting at least 2 million impressions while tracking inquiries and referrals to gambling support services.

Stakeholder feedback from PGCC staff, Captiv Content, and partner organizations will be collected to gauge satisfaction with campaign execution. At the campaign's conclusion, a detailed impact report will summarize all data, highlight successes and lessons learned, and provide recommendations for future efforts, ensuring the campaign's long-term effectiveness and sustainability.

*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.

PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT

Dates: April 4, 2023 to March 31, 2024

Amounts: \$570,820

PGCC PROBLEM GAMBLING CENTER

Dates: April 4, 2023 to March 31, 2024

Amounts: \$286,880

COLLEGIATE GAMBLING EDUCATION & PREVENTION PROGRAM

Dates: April 4, 2023 to March 31, 2024

Amounts: \$250,000

PGCC PROBLEM GAMBLING CENTER

Dates: April 30, 20224 to March 31, 2025

Amounts: \$149,540.60

PGCC PROBLEM GAMBLING AWARENESS AND EDUCATION PROJECT

Dates: April 30, 20224 to March 31, 2025

Amounts: \$599,500

*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.

The Education and Awareness Digital Campaign faces several potential challenges that PGCC and Captiv Content are prepared to address. One key challenge is achieving sustained audience engagement, as social media algorithms can limit organic reach and gambling-related topics may not immediately resonate with all audiences. To counter this, the campaign will utilize content testing to identify the most effective messaging, employ targeted ads to boost visibility, and collaborate with influencers to create relatable user-generated content.

Another challenge is the stigma surrounding gambling disorder, which may prevent individuals from engaging with the campaign. The campaign will tackle this by normalizing conversations through nonjudgmental messaging, sharing recovery stories, and emphasizing access to confidential resources.

Reaching diverse target audiences is another hurdle, as different groups require tailored messaging. To overcome this, the campaign will create segmented content, collaborate with influencers for culturally relevant messaging, and use multiple platforms to broaden its reach.

Finally, measuring and demonstrating impact across various digital activities is a complex task. By using centralized analytics tools, defining clear metrics, and sharing progress regularly, the campaign will ensure its success is well-documented and communicated. Through these proactive measures, PGCC and Captiv Content will maximize the campaign's effectiveness and impact across Colorado.

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

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

Sustainability of the Education and Awareness Digital Campaign Beyond Grant Funding  
The Education and Awareness Digital Campaign has been designed with sustainability in mind, ensuring its impact continues well beyond the initial grant funding. Several strategies will support ongoing awareness efforts and resource dissemination.

**Content Reusability and Database:**

Throughout the campaign, PGCC and Captiv Content will create a robust library of digital assets, including short-form videos, infographics, webinar recordings, and podcast episodes. These materials will form a database of evergreen content that can be re-used, repurposed, or updated for future campaigns. For example, short-form videos and infographics can be shared annually during Responsible Gambling Month, while recorded webinars can be made available as on-demand training for professionals. By maintaining a well-organized content database, PGCC can ensure that the educational materials produced during the campaign remain a valuable resource for years to come.

**Sustainability of User-Generated Content:**

User-generated content (UGC) plays a critical role in sustaining the campaign's momentum without ongoing funding. By training and mentoring local influencers during the campaign, PGCC will establish a network of advocates who can continue to amplify messages on their own platforms. UGC is inherently self-sustaining, as it empowers individuals to create and share content organically, building community ownership of the campaign's goals. Influencers and community members who align with PGCC's mission are likely to continue promoting responsible gambling awareness, creating a ripple effect of engagement.

**Cost Efficiency of Podcasts:**

The initial investment in podcasting typically involves setup costs such as equipment (microphones, soundproofing, and editing software) and strategy development (branding, format, and content planning). However, once these upfront costs are covered and the infrastructure is in place, podcasts operate at relatively low costs. Ongoing expenses are limited to occasional guest fees, platform hosting, and promotion, making podcasts a sustainable long-term communication channel. Additionally, engaging corporate sponsors can offset podcasting costs, providing financial support while aligning with companies that value responsible gambling initiatives. Corporate sponsors may view the podcast as an opportunity to demonstrate corporate social responsibility, further enhancing sustainability.

By combining a reusable content database, community-driven UGC, and cost-efficient podcasting, PGCC ensures the longevity of the campaign's impact. These strategies, paired with the potential for partnerships and sponsorships, will enable the continuation of awareness efforts even without additional grant funding.

*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

To evaluate the success of the Education and Awareness Digital Campaign, PGCC and Captiv Content will employ a range of metrics to measure performance and impact:

Social media metrics will include reach, impressions, engagement rates (likes, shares, comments, and click-throughs), and video performance indicators such as views, completion rates, and average watch time.

Website metrics will track traffic to the PGCC website, referral sources from campaign activities, resource downloads, and conversion rates for users accessing help services.

Webinars will be assessed based on registration numbers, attendance and completion rates, feedback scores, and knowledge improvement through pre- and post-webinar evaluations.

Podcast performance will be evaluated by downloads, listener retention, audience growth, and feedback or ratings from listeners.

User-generated content metrics will focus on the volume of content produced, reach and impressions, and engagement with influencer-created posts.

Campaign-wide metrics will include total impressions across all platforms, community engagement measured by inquiries or referrals to gambling support services, and feedback from stakeholders and partners. As many of the campaigns will promote the 1-800 Gambler number, monthly statistics will be tracked on the usage of this hotline. These metrics will be regularly tracked using analytics tools, surveys, and stakeholder feedback, with findings compiled into a final impact report that highlights successes, challenges, and recommendations for future initiatives.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 96 %         |
| Government Contracts                              | %            |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 2 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | 2 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |   |   |                       |
|--|---|---|-----------------------|
| Organization Budget for fiscal year<br>2023  | Fiscal Year Date<br>1/1/23-12/31/23           | Income<br>\$1,432,798                                       | Expenses<br>\$599,214 |
| For Project/Program Requests:  |   |   |                       |
| Program Budget<br>\$287,500  | Dates of budget period<br>4/1/25-3/31/26      | Income<br>\$287,500   | Expenses<br>\$287,500 |
| Name of Person Responsible for Financial Reporting   |   | Name of Financial Institution where funds will be deposited |                       |
| <b>Attachments</b>   |   |   |                       |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |   |   |                       |
| <b>List of Attachments</b>   |   |   |                       |
| 1.   | Grant Goals and Objectives and Project Budget |   |                       |
| 2.   | PGCC IRS Letter of Determination              |   |                       |
| 3.   | Letters of Support                            |   |                       |
| <b>Acknowledgments</b>   |   |   |                       |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |   |   |                       |
| Signature   |   |   | Date<br>11/22/24      |

**ATTACHMENT 1:**

**PGCC EDUCATION AND AWARENESS DIGITAL CAMPAIGN**

**GOALS AND OBJECTIVES AND PROJECT BUDGETS**



## **Education and Awareness Digital Campaign Proposed Goals and Objectives**

### **Project Launch and Strategy Development (April – May 2025)**

#### **Goals and Objectives:**

- Establish a strong foundation for the campaign by finalizing partnerships, strategy, and operational plans.
- Define the target audience, messaging framework, and platforms for engagement.

#### **Activities:**

1. Finalize partnership agreement with Captiv Content, outlining deliverables, timelines, and responsibilities.
2. Perform a detailed target audience analysis utilizing existing market research results.
3. Develop a messaging framework tailored to promote responsible gambling and support resources.
4. Select the most effective digital platforms for campaign distribution (e.g., social media, email, podcasts).
5. Draft a comprehensive project timeline and assign roles and responsibilities to team members.

#### **Anticipated Timeline:**

- April 1–30, 2025: Finalize partnership, kickoff meeting, target audience analysis.
- May 1–31, 2025: Develop messaging, select platforms, establish timeline, assign roles.

---

### **Content Creation and Initial Rollout (June – July 2025)**

#### **Goals and Objectives:**

- Produce high-quality, engaging content to promote responsible gambling.
- Launch the initial wave of campaign content and track audience engagement.

#### **Activities:**

1. Develop creative content, including short-form videos, infographics, and social media posts.
2. Collaborate with Captiv Content for the production of visually appealing materials.
3. Schedule and publish content across selected platforms.
4. Monitor engagement metrics, including impressions, likes, shares, and comments.
5. Adjust content strategies based on early feedback and performance analytics.

**Anticipated Timeline:**

- June 1–30, 2025: Produce content, finalize creative materials.
  - July 1–31, 2025: Launch content rollout and begin tracking engagement metrics.
- 

**Webinar Series for Professionals (August 2025– March 2026)**

**Goals and Objectives:**

- Build professional knowledge and capacity in gambling disorder assessment and treatment.
- Gather feedback to continuously improve training offerings.

**Activities:**

1. Identify and recruit expert speakers for the webinar series.
2. Develop webinar content and supporting materials, including slides and resource guides.
3. Promote webinars through email campaigns, social media, and professional networks.
4. Host four webinars, with opportunities for Q&A and interactive discussions.
5. Collect participant feedback through surveys to improve future offerings.

**Anticipated Timeline:**

- August 1–31, 2025: Develop webinar materials, recruit speakers, begin promotion.
  - September 1, 2025 – March 1, 2026: Host webinars, collect feedback, and share session recordings.
- 

**Mentorship Program for Social Media Influencers (September 2025– March 2026)**

**Goals and Objectives:**

- Engage and train local influencers to amplify the campaign’s reach through authentic user-generated content.
- Foster a network of advocates promoting responsible gambling awareness.



**Activities:**

1. Identify and recruit local influencers with diverse followings.
2. Develop training materials focused on campaign goals and responsible gambling messaging.
3. Host mentorship sessions to guide influencers in creating user-generated content.
4. Support influencers in publishing content and ensure alignment with campaign objectives.
5. Track the reach and engagement of user-generated content.

**Anticipated Timeline:**

- September 1–30, 2025: Recruit influencers, develop training materials.
  - October 1, 2025-March 1, 2026: Conduct mentorship sessions, support influencer content creation.
- 

**Podcast Launch (October – December 2025)****Goals and Objectives:**

- Produce and distribute a podcast series to educate and engage audiences on gambling awareness and recovery.
- Build an initial listener base and establish the podcast as a trusted resource.

**Activities:**

1. Plan podcast episodes, including themes, guest speakers, and format.
2. Record and edit the first series of episodes (4–6 episodes).
3. Launch the podcast and promote it through campaign channels, including social media and email.
4. Monitor listener metrics, such as downloads, ratings, and audience feedback.

**Anticipated Timeline:**

- October 1–31, 2025: Plan episodes, record, and edit content.
  - November 1–30, 2025-March 1, 2026: Launch and promote podcast, track listener metrics.
- 

**Mid-Campaign Evaluation and Optimization (January 2026)****Goals and Objectives:**

- Assess the campaign’s performance to date and refine strategies for greater impact.
- Address gaps and capitalize on opportunities identified through data analysis.

**Activities:**

1. Analyze performance metrics, including social media engagement, webinar attendance, and podcast downloads.
2. Host stakeholder meetings to review progress and gather input.
3. Identify areas for improvement and implement changes to content or delivery methods.

**Anticipated Timeline:**

- January 1–31, 2026: Conduct data analysis, stakeholder meetings, and implement adjustments.
- 

**Campaign Conclusion and Final Impact Report (March 2026)**

**Goals and Objectives:**

- Summarize the campaign’s achievements, insights, and future recommendations.
- Share results with stakeholders and funders to demonstrate impact and secure ongoing support.

**Activities:**

1. Compile data from all campaign activities, including content reach, webinar attendance, and podcast metrics.
2. Document successes, challenges, and lessons learned in a comprehensive impact report.
3. Share the report with funders and partners, highlighting the campaign’s value and outcomes.

**Anticipated Timeline:**

- March 1–30, 2026: Data compilation, report preparation, stakeholder presentation

**PROBLEM GAMBLING COALITION OF COLORADO**  
**Education and Awareness Digital Campaign**

**Project Budget 4/1/25 – 3/31/26**

|                                     |                                    |
|-------------------------------------|------------------------------------|
| Captiv Content                      | \$ 230,000.00                      |
| Subject Matter Expert Consultation  | \$ 20,000.00                       |
|                                     | <hr/>                              |
| <b>Total Direct Expense</b>         | <b><u>\$ 250,000.00</u></b>        |
| 15% Indirect Administrative Expense | \$ 37,500.00                       |
|                                     | <hr/>                              |
| <b>Total Project Budget</b>         | <b><u><u>\$ 287,500.00</u></u></b> |

**Other Funding Source**  
**Education and Awareness Digital Campaign**

|  |                            |
|--|----------------------------|
| Private Donations (Individuals & Corporations) | <u>\$ 61,380.00</u>        |
| <b>Total Other Sources</b>                     | <b><u>\$ 61,380.00</u></b> |

## Budget Breakdown

| Strategy   | Price            |
|--|------------------|
| <b>Content Creation and Campaign Development</b> | <b>\$160,000</b> |
| Video Production (30+ videos)                    | \$80,000         |
| Podcast Development (4-6 episodes)               | \$30,000         |
| Webinar Production (Quarterly)                   | \$30,000         |
| Editing and Post-Production                      | \$30,000         |
| Multilingual Content Development                 | \$10,000         |
| <b>Advertising and Media Buy</b>                 | <b>\$40,000</b>  |
| Paid Social Media Campaigns                      | \$30,000         |
| Google Ads                                       | \$10,000         |

## Budget Highlights

### Content Creation and Campaign Development (\$160,000):

- **Video Production (30+ videos):** \$80,000 for storytelling-driven social media content.
- **Podcast Development (4-6 episodes):** \$30,000 to share in-depth recovery stories and expert insights.
- **Webinar Production (Quarterly):** \$30,000 to educate professionals on problem gambling.
- **Editing and Post-Production:** \$30,000 to ensure high-quality, professional content.
- **Multilingual Content Development:** \$10,000 for culturally relevant and accessible materials.

### Advertising and Media Buy (\$40,000):

- **Paid Social Media Campaigns:** \$30,000 to amplify content reach across platforms.
- **Google Ads:** \$10,000 to drive resource-seeking audiences to targeted content.

## Budget Breakdown

| Strategy                                  | Price          |
|---|----------------|
| <b>Website Enhancements</b>               | <b>\$6,000</b> |
| Webinar Hosting Integration               | \$2,000        |
| Resource Page Updates                     | \$2,000        |
| Analytics and UX Improvements             | \$2,000        |
| <b>PGCC Events and Community Outreach</b> | <b>24,000</b>  |
| Video Capture of Events                   | \$12,000       |
| Event Showcase Video Editing              | \$12,000       |

## Budget Highlights

### Website Enhancements (\$6,000):

- **Webinar Hosting Integration:** \$2,000 to enable seamless hosting and archiving of webinars.
- **Resource Page Updates:** \$2,000 to feature new storytelling content and improve user navigation.
- **Analytics and UX Improvements:** \$2,000 to track engagement and enhance the user experience.

### PGCC Events and Community Outreach (\$24,000):

- **Video Capture of Events:** \$12,000 to professionally record key moments from existing PGCC events.
- **Event Showcase Video Editing:** \$12,000 to create compelling highlight reels for promotional use.

**ATTACHMENT 2:**

**PROBLEM GAMBLING COALITION OF COLORADO**

**IRS LETTER OF DETERMINATION**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

Date:  
January 18, 2023  
Employer ID number:  
84-1306226  
Form 990 required:  
Yes  
Person to contact:  
Name: MS. WINN  
ID number: 1000110131

PROBLEM GAMBLING COALITION OF  
PO BOX 260435  
LAKEWOOD, CO 80226

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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, 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 990-EZ, 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 990EZ
- 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](http://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., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 4168 (Rev. 9-2020)  
Catalog Number 66666G

**ATTACHMENT 3:**

**PGCC EDUCATION AND AWARENESS DIGITAL CAMPAIGN PROJECT**

**LETTERS OF SUPPORT**



November 22, 2024

Colorado Division of Gaming  
1707 Cole Blvd #300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the National Council on Problem Gambling (NCPG) to express our support for the Problem Gambling Coalition of Colorado (PGCC) and their application for funding through the Colorado Division of Gaming Responsible Gaming Grant program.

As the state affiliate of the NCPG, PGCC plays a critical role in addressing problem gambling in Colorado. Their work is aligned with the mission of the NCPG, which is to lead national efforts for advocacy, awareness, and assistance for individuals and families affected by problem gambling. Affiliates like PGCC serve as vital extensions of this mission, implementing statewide initiatives tailored to the unique needs of their communities.

The PGCC has consistently demonstrated its ability to educate, advocate, and provide resources to mitigate the negative impacts of problem gambling in Colorado. Their collaboration with healthcare providers, the gaming industry, and other stakeholders ensures a comprehensive approach to responsible gaming practices. Moreover, PGCC's commitment to public awareness campaigns, prevention programs, and support services for individuals and families affected by problem gambling embodies the principles of the NCPG.

The Responsible Gaming Grant program represents a vital opportunity to advance these efforts. With this funding, PGCC will be able to expand its reach and impact, develop innovative programs, and strengthen its ability to provide critical resources and services for problem gambling prevention and intervention.

Thank you for considering this letter of support. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,

Keith Whyte, Executive Director





**Prepared By:**

Danny Colella - Co-Founder  
[Danny@CaptivContent.com](mailto:Danny@CaptivContent.com)  
614-345-8989

**DATE: November 21, 2025**

Dear Division of Gaming,

I am writing on behalf of CaptivContent to express our commitment to addressing the challenges of problem gambling in Colorado. Since our establishment in 2017, CaptivContent has specialized in creating best-in-class content for visionary businesses, particularly within the behavioral healthcare sector, encompassing both mental health and addiction services. Our services include video production, brand strategy, and business growth initiatives, all aimed at engaging audiences and driving growth.

[Captiv Content](#)

Through our collaboration with the Problem Gambling Coalition of Colorado (PGCC) and the support of a state grant, we aim to significantly increase awareness and provide essential resources to individuals and families affected by problem gambling. Our strategy involves producing engaging digital media, partnering with user-generated content creators, and collaborating with gambling influencers to expand our reach and understanding of problem gambling.

We plan to connect with stakeholders both within Colorado and nationally to ensure that residents are aware of accessible resources, whether in-person or remote. Additionally, we will host webinars to educate clinicians and foster a supportive treatment community, and launch a podcast to discuss the effects of problem gambling.

At CaptivContent, we believe in a trust-first marketing approach, focusing on authentic storytelling and strategic outreach to connect with our target audience effectively. Our goal is to elevate awareness of problem gambling and drive meaningful change in Colorado.

We are eager to collaborate with stakeholders across the state and beyond to make a lasting impact. Thank you for your consideration and support as we embark on this important initiative. We look forward to serving the state of Colorado through our partnership with PGCC and the Division of Gaming.

Sincerely,



*Danny Colella*

Co-Founder - CaptivContent

**Problem Gambling  
Coalition of Colorado -  
Therapist Certification  
Sustainability Project**

*Response to State Request for Application*

*for*

**THERAPIST CERTIFICATION AND SUSTAINABILITY PROJECT**

*Submitted to:*

**The Colorado Limited Gaming Control Commission**

and

Colorado Department of Revenue, Division of Gaming

1707 Cole Boulevard, Suite 300

Lakewood, CO 80421

*Submitted by:*



Jamie Glick, President

7585 West Arkansas Avenue, Suite 202  
Lakewood, Colorado 80226

*Date Submitted: November 30, 2024*

# PGCC THERAPIST CERTIFICATION AND SUSTAINABILITY PROJECT

## EXECUTIVE SUMMARY

### **Self-Sustaining Partnership for Long-Term Impact**

This innovative program will establish a sustainable partnership, independent of reliance on state funding, between the **University of Denver Graduate School of Social Work (GSSW)**, the **International Gambling Counselor Certification Board (IGCCB)**, and the **Problem Gambling Coalition of Colorado (PGCC)**. Designed for long-term viability, the initiative integrates International Certified Gambling Counselor (ICGC-I) competencies into the social work curriculum and is self-sustaining through student tuition and university resources. Once implemented, the program will serve as a replicable model for other higher education institutions across the country. To launch this initiative, we are requesting **\$134,550** to support critical start-up activities.

### **Dual-Focused Curriculum Development**

The program will develop a Master's-level course allowing students to earn credit toward their Master of Social Work (MSW) degree while simultaneously progressing toward ICGC-I certification. By embedding gambling counseling competencies into broader social work practices, the curriculum addresses the growing need for professionals trained to tackle problem gambling and addiction.

### **Hands-On Internship Experience**

A cornerstone of the initiative is its focus on practical, supervised learning through internship placements with local treatment centers. These placements will enable students to accumulate the supervised practice hours required for ICGC-I certification by the time they graduate. Upon completion, students will be equipped with both their MSW and ICGC-I credentials, uniquely positioning them to deliver specialized gambling addiction treatment.

### **Strategic Use of Funding**

The \$134,550 requested will support the development of the curriculum, the establishment of local internship partnerships, and the creation of a replicable toolbox for other institutions. This resource will include guidelines for integrating ICGC-I competencies into social work programs, strategies for securing internship placements, and tools to support students on their certification journey.

### **Advancing the Field of Gambling Addiction Counseling**

By fostering a financially sustainable model that minimizes dependence on state funding, the program will create a steady pipeline of highly qualified professionals. This initiative will advance the field of gambling addiction counseling, meeting the growing demand for specialized services and ensuring long-term impact and adaptability across the field.

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |   |  |  |  |
|--|---|--|--|--|
| Legal Name of Organization<br><p style="text-align: center;">Problem Gambling Coalition of Colorado</p>  |   |  |  |  |
| Department (if applicable)   |   |  |  |  |
| Mailing Address<br><p style="text-align: center;">PO Box 260435</p>  |   |  |  |  |
| City<br><p style="text-align: center;">Lakewood</p>  |   |  | State<br><p style="text-align: center;">CO</p> | ZIP Code<br><p style="text-align: center;">80226</p> |
| Phone<br><p style="text-align: center;">303-955-4682</p>   | Website<br><p style="text-align: center;">problemgamblingcoalitioncolorado.org</p>                    |  |  |  |
| EIN<br><p style="text-align: center;">84-1306226</p>   | Organization Email Address<br><p style="text-align: center;">problemgamblingcoalitionco@gmail.com</p> |  |  |  |
| Application Contact<br><p style="text-align: center;">Jamie Glick</p>  |   |  |  |  |
| Application Title<br><p style="text-align: center;">Therapist Certification Sustainability Project</p>   |   |  |  |  |
| Contact Phone<br><p style="text-align: center;">303-396-7541</p>   | Contact Email<br><p style="text-align: center;">jamiieg.pgcenter@gmail.com</p>                        |  |  |  |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position.   |   |  |  |  |
| <p>Jamie Glick, Executive Director, jamiieg.pgcenter@gmail.com, (303) 396-7541</p> <p>Robert Runco, Deputy Director, rrunco@runprolaw.com, (720) 452-2647</p> <p>Lee Ann Aden, CPA, CEAP, Finance Coordinator, LeeAnn@BeyondBalanceSheets.com, (720) 662-7475</p> <p>Diane Skufca, Grant Management/Development Coordinator, dlsdenver@gmail.com, (303) 520-7406</p> |   |  |  |  |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |   |  |  |  |



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

Jamie Glick, Board President, Inspire Health and Performance, University of Denver School of Social Work, Inspire Health and Performance- 1 Year

Robert C. Runco, Esquire, Board Vice-President, Runco & Proffitt, P.C, 14 years

Daniel Bewley, Board Secretary, Former Gaming Industry Member, 4 years

Peggi O'Keefe, Board Director, Colorado Gaming Association, 7 years

Peggy Brown, Board Director, National Council on Problem Gambling - PGCC Affiliate Representative, Gambler Recovery Hub (Founder/CEO), 20+ years

Diane Skufca, Board Director, Colorado Division of Youth Services, North Star Advisors, 2 years

Layne Jacobson, LAC, LPC, ICGC-II, BACC, Board Director, Dove Counseling, 8 years

\*All board appointments are for 1 year and renewed every January.

Mission Statement

Mission: To increase awareness, advocate for treatment, and promote research and education on problem gambling.

Purpose: To serve as the state affiliate of the National Council on Problem Gambling and as the state advocate for programs and services to assist all affected by problem gambling throughout the state of Colorado.

Vision: To restore and maintain the quality of life of individuals and communities impacted by problem gambling.

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

Geographic Area Served

As the state affiliate of the National Council on Problem Gambling, PGCC represents and serves the entire state of Colorado. Resources and services are accessible and available to all 64 counties through both in-person and virtual methods.

*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

\$134,550

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

Therapist Certification Sustainability Project

Description of What the Grant Funding will be Used For

The proposed program will establish a partnership between the University of Denver Graduate School of Social Work (GSSW) and the International Gambling Counselor Certification Board (IGCCB) to integrate competencies for the International Certified Gambling Counselor (ICGC-I) into the social work curriculum. The goal is to create a Master's-level course that allows students to earn credit towards their Master of Social Work (MSW) degree while simultaneously working toward their ICGC-I certification. This dual-focus course will embed gambling counseling competencies within broader social work practices, addressing the growing need for professionals trained to handle problem gambling and addiction.

The program will also facilitate internship placements for students, providing them with the opportunity to gain hands-on experience by working with clients struggling with gambling addiction. These placements will allow students to accumulate the necessary hours required for certification by graduation. By the end of the program, students will be well-equipped to enter the field with both their MSW degree and the ICGC-I certification, ensuring they are highly qualified to provide specialized gambling addiction treatment.

The funding requested will support the development of the curriculum, the creation of partnerships with local treatment centers for internship placements, and the formation of a toolbox that can be shared with other universities. This toolbox will include guidelines for incorporating ICGC-I competencies into social work programs, strategies for securing internship placements, and resources to support students on their path to certification.

Once established, the program is designed to be self-sustaining through student tuition and university resources, positioning it as a model that can be replicated in other higher education institutions. This initiative will not only advance the field of gambling addiction counseling but also ensure a steady pipeline of qualified professionals to meet the increasing demand for these specialized services.

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

Anticipated Program Milestones to be Achieved during the grant period

1. Curriculum Development and Refinement-

Complete the development and refinement of the Master's-level course integrating gambling addiction counseling competencies into the social work curriculum. This milestone includes finalizing the course content, syllabus, and materials, ensuring alignment with both the MSW degree requirements and ICGC-I certification standards.

2. Partnerships and Internship Placement Agreements-

Secure formal partnerships with Birches Health, Kindbridge Behavioral Health, and other local treatment centers for student internships. Develop and finalize internship placement agreements, ensuring a sufficient number of placements for students to complete required clinical hours and gain hands-on experience in gambling addiction counseling.

3. Program Launch and Student Enrollment-

Officially launch the program and begin student enrollment for the first cohort. This milestone includes marketing the program, recruiting students, and integrating the new course into the University of Denver's social work curriculum.

4. First Cohort Enrollment and Completion of the Program Timeline-

Monitor the enrollment and completion of the first cohort of students, ensuring they complete the course and meet the requirements for both their MSW degree and ICGC-I certification. This milestone includes tracking retention rates and providing support for students throughout their academic journey.

5. Development of the Toolbox-

Create and distribute the toolbox for other universities, providing resources and guidelines for replicating the program. This will include curriculum integration strategies, internship placement models, and support materials for students pursuing ICGC-I certification.

6. Program Evaluation and Impact Assessment-

Complete the evaluation of the program's first two years, in collaboration with the Butler Institute for Children and Families. This includes assessing metrics such as student engagement, course effectiveness, internship completion, client hours, and workforce entry. The evaluation results will inform any necessary adjustments to the program and support efforts to expand and replicate the model at other institutions.

7. Timely Reporting-

Complete all reports required by the Division of Gaming Responsible Gaming grant including quarterly and mid-grant reports.

*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 Since the organization's founding in 1995, PGCC has served as the official state affiliate to the National Council on Problem Gambling (NCPG). PGCC has partnered with a wide range of organizations over the years on a variety of programs to address the issues of problem gambling in Colorado.

#### PAST PROJECTS:

1995:PGCC established the Colorado Problem Gambling Helpline, which it has maintained ever since.

2002-2023: Collaborated with the Colorado Gaming Association (CGA) and the former Office of Behavioral Health in developing and distributing gambling brochures.

2003: Partnered with the University of Denver in establishing and funding a treatment program for problem gamblers in Colorado.

2003-2024: Collaboration with the Colorado Lottery for Problem Gambling Awareness Month every March.

2004-2023: Established the Voluntary Self Exclusion List with the Colorado Gaming Association and oversaw its administration until the Division of Gaming took over the program in 2023.

2019: Assisted the organization of the NCPG 33rd National Conference on Problem Gambling and Responsible Gaming and hosted the Conference in Denver.

2021-2023: Workforce Development Program to increase the number of IGCCB certified gambling counselors in Colorado through funding from the OBH/BHA. PGCC worked directly with Speaker of the House Alec Garnett, the Division of Gaming, and other stakeholders in the drafting and passage of HB 22-1402 which substantially increased the state's funding for problem gambling and established the Responsible Gaming Grant Program.

2021-2023: Education and Awareness Campaign funded by the Division of Gaming Responsible Gaming Grant which has led to over 24 million impressions.

2023: Opened the Problem Gambling Center in Lakewood, CO, the state's first dedicated space committed to addressing problem gambling and providing information and resources to those in need.

2023: Collegiate Education and Prevention Program to raise awareness about problem gambling and promoted responsible gaming in Colorado colleges and universities.

2023-2024: Distribution of promotional marketing items to 570 Colorado community based organizations and individuals.

#### CURRENT PROJECTS:

-- Online maintenance of webinar series featuring both state and national experts on problem gambling; applicable for Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB)

-- Reinstatement of the annual Colorado Problem Gambling Symposium in 2023; held annually each year in October

-- Implementation of a Workforce Development Program which provides scholarships for International Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB) and clinical supervision for counselors working towards this certification. Over two years, 11 counselors in Colorado have been certified and 39 individuals are in the process of certification.

-- Development and implementation of multiple digital marketing campaigns promoting the Problem Gambling Helpline.

-- Partnership with IDEA Marketing on a broad scale social marketing problem gambling research and marketing campaign.

-- Sustained operations of the PGCC Problem Gambling Center in Lakewood, CO, focused on problem gambling awareness, education, support. and recovery resource provision for Coloradans affected by Problem Gambling.

-- Development and implementation of an innovative program designed to raise awareness about the dangers of underage gambling through a partnership with Denver Justice High School and the Denver Art Society. This program was funded through an NCPG Agility Grant awarded to PGCC in 2023 in a nationally competitive grant process.

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

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

The Problem Gambling Coalition of Colorado (PGCC) is committed to fostering a well-informed public, recognizing that the decision to gamble is a personal choice that carries significant responsibility. To support individuals in making informed decisions, PGCC advocates for clear and accessible information about the financial and health risks associated with gambling, guidelines for responsible gaming, early recognition of addiction signs, and resources for support and recovery.

Our mission is rooted in the power of collaboration, requiring the collective engagement of a diverse spectrum of stakeholders. These include government entities, the gambling industry, social service providers, individuals in recovery, families affected by gambling, medical and financial professionals, and the legal and judicial communities. Together, we can create a multifaceted approach to problem gambling that addresses its far-reaching impacts.

PGCC views problem gambling through the lens of public health, understanding its profound and enduring effects on individuals, families, and communities across Colorado. We are guided by an unwavering commitment to prevention, education, treatment, and research, coupled with promoting responsible gambling practices and recovery support. Our strategic plan directs this mission, aligning our efforts with the overarching goal of reducing the personal, social, and economic burdens of problem gambling while improving public health outcomes statewide.

**PGCC STRATEGIC GOALS:**

- 1) To broaden public awareness of problem gambling throughout Colorado.
- 2) To sustain and expand programming that supports problem gambling prevention, education, awareness, treatment and recovery through partnerships with key stakeholders, both in the state and throughout the global industry, and to ensure that these resources are made freely available to all Coloradans.
- 3) To continue advocacy for state funded services for problem gamblers and their families.
- 4) To maintain a diverse Board of Directors that reflects a wide range of perspectives surrounding problem gambling that will actively serve in furthering our goals and objectives.

**CURRENT PROGRAMS/PROJECTS:**

- 1) The PGCC Problem Gambling Center - a virtual and physical hub of resources and support for the problem gambler, their friends and family, and the workforce uniquely trained to care for them. Focuses on awareness and education, community outreach, and center based and virtually accessible recovery and support services.
- 2) The PGCC Awareness and Education Project - The Problem Gambling Coalition of Colorado (PGCC) partnered with The Idea Marketing, an award-winning social marketing agency, to lead the Problem Gambling Awareness and Education Project. This two-year initiative aims to raise public awareness of problem gambling, promote available resources, drive traffic to the PGCC website, and increase calls and texts to the 1-800-GAMBLER helpline. Year one focused on market research and a pilot campaign, laying the groundwork for a broader campaign and follow-up research in year two.
- 3) The Colorado Problem Gambling Helpline (1-800-GAMBLER) - This helpline, operated in partnership with the Louisiana Association on Compulsive Gambling, provides 24/7 support and resource referral including translation services and accessibility for hearing impaired callers. Chat and text access is also available.
- 4) The Denver Justice "Stacked Deck" Project - PGCC, in partnership with the Denver Justice High School and the Denver Art Society, is increasing youth awareness and education of problem gambling by delivering the Stacked Deck problem gambling prevention curriculum to high-school students. The project enhances and reinforces youth engagement in the curriculum by employing art-based activities, workshops and positive reinforcement learning incentives.

*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.

The proposed program will follow these steps to create a sustainable, replicable program to train professionals in gambling addiction counseling:

1. Partnership: Establish a collaboration between the University of Denver GSSW and the International Gambling Counselor Certification Board (IGCCB) to integrate ICGC-I competencies into the social work curriculum.
2. Curriculum Development: Create a Master's-level course that allows students to earn MSW credits while working toward ICGC-I certification, combining social work training with specialized gambling counseling skills.
3. Internship Placements: Form partnerships with gambling treatment providers to offer internships, allowing students to gain hands-on experience and accumulate required hours for certification.
4. Certification Pathway: Design the program to ensure students complete the necessary hours and coursework for ICGC-I certification by graduation.
5. Toolbox Creation: Develop a toolbox with guidelines and resources for other universities to replicate the program.

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

The proposed project directly addresses the current lack of a long-term sustainability plan for developing qualified therapists to treat gambling addiction by creating a self-sustaining and replicable framework. By leveraging student tuition and university resources, the program eliminates the need for ongoing state funding. Once established, the program operates independently, creating a steady pipeline of professionals qualified to meet the demand for gambling addiction counseling. This initiative provides a scalable and financially sustainable solution to the state's need for qualified gambling addiction therapists, ensuring long-term impact and expanding access to specialized care across the field.

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

Please see Attachment 1: "Therapist Certification Sustainability Projected Proposed Goals and Objectives".

*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

#### University of Denver Graduate School of Social Work (GSSW)-

The University of Denver Graduate School of Social Work (GSSW) is a nationally recognized leader in social work education, known for its commitment to advancing social justice and equipping students with the skills and knowledge to address complex social issues. Established in 1931, GSSW offers a range of Master's and doctoral programs that emphasize innovation, community engagement, and evidence-based practice. With faculty who are actively engaged in research and practice across diverse fields, including mental health, addiction, and community development, GSSW is well-positioned to support this collaboration. GSSW will work closely with the International Gambling Counselor Certification Board (IGCCB) to integrate the competencies required for the International Certified Gambling Counselor (ICGC-I) credential into its existing MSW curriculum. This includes designing and implementing a new Master's-level course specifically focused on gambling addiction, ensuring students graduate with the specialized knowledge necessary to treat problem gambling. The program will be offered as part of the MSW degree, allowing students to earn academic credit while working toward certification. GSSW will promote the program among its student body, attracting those interested in specializing in addiction counseling and addressing the critical need for gambling addiction treatment providers. GSSW and PGCC will leverage their networks of community partnerships to secure internship placements for students at local treatment centers. These internships will provide hands-on experience working with individuals affected by gambling addiction and will allow students to accumulate the clinical hours required for certification by graduation. GSSW will play a key role in developing the framework and resources that will allow the program to be replicated at other institutions. This includes contributing to the creation of the toolbox that will guide universities in incorporating ICGC-I competencies into their programs.

#### International Gambling Counselor Certification Board (IGCCB)-

The International Gambling Counselor Certification Board (IGCCB) is a globally recognized organization dedicated to ensuring the highest standards of practice in gambling addiction counseling. It administers certifications such as the International Certified Gambling Counselor (ICGC-I and ICGC-II) and the Certificate in Gambling Addiction Counseling for organizations and individuals working to address the challenges posed by problem gambling. By providing evidence-based training and rigorous credentialing processes, the IGCCB ensures that counselors are equipped with the specialized knowledge and skills necessary to help individuals and families affected by gambling addiction. The IGCCB will provide the essential competencies and guidelines required for International Certified Gambling Counselor (ICGC-I) certification. These standards will form the foundation for the specialized gambling addiction counseling course integrated into the University of Denver Graduate School of Social Work (GSSW) curriculum. The IGCCB will work closely with GSSW to ensure the curriculum aligns with ICGC-I certification requirements. This includes identifying key knowledge areas, skills, and ethical standards that students must meet to earn certification. Their expertise ensures that the course content is comprehensive and up to date with the latest research and best practices in gambling addiction counseling. As the certifying body, the IGCCB will oversee the credentialing process for students completing the program. This includes reviewing applications, verifying qualifications, and awarding the ICGC-I credential to graduates who meet the necessary standards. Their involvement guarantees the program's credibility and recognition in the field. The IGCCB will collaborate on the creation of a toolbox to guide other universities in integrating ICGC-I competencies into their social work or counseling programs. This resource will include strategies for curriculum development, internship placement, and certification support, facilitating the expansion of this training model to other institutions. By contributing its expertise and resources, the IGCCB ensures the project produces highly qualified, credentialed professionals ready to meet the growing demand for gambling addiction counselors. Their involvement not only elevates the program's rigor but also establishes a replicable framework for expanding the gambling counseling workforce nationwide.

#### The Butler Institute for Children and Families-

The Butler Institute for Children and Families is a renowned research and evaluation organization specializing in the assessment of programs aimed at improving the well-being of individuals and communities. With expertise in evaluating social service programs, the Institute has a strong track record of measuring outcomes, analyzing program effectiveness, and providing data-driven insights to inform continuous improvement. As a partner in this project, the Butler Institute will play a crucial role in the evaluation and assessment of the program's success. They will collaborate closely with the University of Denver, PGCC and the other project partners to monitor key metrics such as student engagement, course evaluations, internship hours, client hours served, and workforce entry. The Institute's expertise in collecting and analyzing data will ensure that the program's outcomes are rigorously measured and that its impact can be demonstrated. Additionally, the Butler Institute will provide valuable feedback on the curriculum and overall structure of the program, helping to refine and enhance the initiative over time.

*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.

PGCC is addressing the problem through this innovative approach to create a consistent pipeline of qualified therapists to treat gambling disorder for several key reasons:

1. Addressing the Growing Demand for Specialized Therapists:

Gambling addiction is a significant and growing public health issue, yet the availability of qualified counselors to address this disorder remains limited. Many regions, including Colorado, lack enough therapists with the specialized skills needed to provide effective treatment. By embedding gambling addiction competencies into the University of Denver's Graduate School of Social Work (GSSW) curriculum, the organization ensures a steady flow of new professionals entering the field annually, equipped to meet this critical need.

2. Ensuring Long-Term Sustainability:

Relying on year-to-year state funding creates uncertainty and instability, which hampers efforts to develop a sustainable workforce. This program is designed to be self-sustaining, funded through student tuition and university resources once established. By building gambling addiction training into an existing degree program, it reduces dependency on external funding and integrates these skills as a standard part of social work education.

3. Reducing Barriers to Entry for New Therapists:

Many aspiring therapists are deterred by the time and cost required to pursue additional certifications outside their primary education. This program streamlines the process by allowing students to earn credit toward their Master of Social Work (MSW) degree while simultaneously working toward International Certified Gambling Counselor (ICGC-I) certification. This dual focus removes financial and logistical barriers, encouraging more students to specialize in gambling addiction counseling.

4. Creating a Replicable and Scalable Model:

The development of a curriculum and toolbox that can be shared with other universities ensures this approach can be scaled nationwide. This replication potential helps address the broader shortage of gambling addiction counselors across the U.S., contributing to a sustainable solution that extends beyond Colorado.

5. Promoting Evidence-Based and Integrated Treatment:

By embedding gambling addiction counseling competencies into a Master's-level social work program, the organization ensures that treatment for gambling disorder is grounded in evidence-based practices and integrated with broader mental health and social work interventions. This approach not only improves the quality of care but also elevates the understanding of gambling addiction as a legitimate and pressing public health concern.

6. Fostering Workforce Readiness:

The inclusion of internship placements within the program provides students with hands-on experience treating individuals with gambling addiction. This ensures graduates enter the workforce fully prepared and credentialed, capable of immediately contributing to treatment centers and community organizations.

7. Strengthening Collaboration and Community Impact:

By partnering with the University of Denver and the International Gambling Counselor Certification Board (IGCCB), the program leverages the expertise and resources of established organizations. This collaborative approach enhances the program's credibility and reach, creating a robust network of professionals dedicated to combating gambling disorder.

8. Reduced Reliance on State Funding:

This innovative approach addresses the critical shortage of gambling addiction counselors by creating a sustainable, scalable solution embedded within higher education. By reducing reliance on state funding and streamlining the certification process, the program ensures a consistent pipeline of highly qualified therapists, meeting an urgent and growing need while laying the groundwork for long-term impact.

*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

The program will measure its impact through the following key performance indicators:

Student Enrollment and Completion: Number of students who enroll in and complete the program.

Percentage of graduates earning both their MSW degree and ICGC-I certification.

Workforce Contributions: Number of graduates entering the workforce specializing in gambling addiction counseling.

Program Replication: Number of universities adopting the curriculum and toolbox.

Community Impact: Number of internship hours completed by students in gambling treatment settings. Number of clients served by student interns.

Feedback from treatment centers on the effectiveness of student interns.

*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.

PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT

Dates: April 4, 2023 to March 31, 2024

Amounts: \$570,820

PGCC PROBLEM GAMBLING CENTER

Dates: April 4, 2023 to March 31, 2024

Amounts: \$286,880

COLLEGIATE GAMBLING EDUCATION & PREVENTION PROGRAM

Dates: April 4, 2023 to March 31, 2024

Amounts: \$250,000

PGCC PROBLEM GAMBLING CENTER

Dates: April 30, 20224 to March 31, 2025

Amounts: \$149,540.60

PGCC PROBLEM GAMBLING AWARENESS AND EDUCATION PROJECT

Dates: April 30, 20224 to March 31, 2025

Amounts: \$599,500

*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.

One potential challenge to this project is a lack of engagement from students, which could limit enrollment and impact the program's success. To address this, small scholarships will be offered to incentivize student participation and reduce financial barriers to enrolling in the program. Additionally, the Problem Gambling Coalition of Colorado (PGCC) will partner with the University of Denver to actively market the program, using targeted outreach to highlight its unique benefits, including the dual focus on earning an MSW degree and ICGC-I certification. This program will also be offered to students in other Masters level programs at the University including the Graduate School of Professional Psychology, and the Graduate School of Sports Psychology. To further promote the program and build enthusiasm, a program completion event will be held to celebrate the achievements of graduating students. This event will not only recognize their hard work but also serve as a platform to generate interest among prospective students, showcasing the program's impact and the opportunities it creates.

Another potential challenge is securing enough internship placements for students, which are critical for meeting certification requirements and gaining practical experience. To address this, both Birches Health and Kindbridge Behavioral Health have committed to supporting the program by taking on interns. Additionally, outreach efforts will focus on identifying and engaging other potential internship sites, building partnerships with organizations that can provide valuable hands-on training opportunities. These efforts aim to ensure that every student has access to the necessary clinical experience to complete the program successfully and enter the workforce well-prepared.

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

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

Once the curriculum is developed and refined, the program is designed to be self-sustaining without relying on grant funding. The University of Denver Graduate School of Social Work (GSSW) will have the option to continue offering the course as part of its regular curriculum, integrating it into the MSW program. As the course becomes established and students enroll, the program will be primarily supported through tuition revenue, covering the costs of instruction, administration, and ongoing curriculum development. This model ensures that the program remains financially viable in the long term, without the need for external funding. Additionally, the program's integration into the university's existing structure allows it to evolve as part of the broader social work curriculum, further embedding the training for gambling addiction counseling within the institution and creating a lasting impact on the field.

In addition, through the development of the toolbox, the program will provide a replicable framework that other universities can use to establish similar initiatives utilizing their own resources. The toolbox will include guidelines for integrating gambling addiction counseling competencies into social work programs, strategies for securing internship placements, and resources to support students in their path to certification. By offering a structured, scalable model, the toolbox will make it easier for other higher education institutions to adopt and implement the program, thereby expanding the reach of gambling addiction training without requiring significant external funding. Schools can leverage their existing faculty, infrastructure, and financial resources to support the program, ensuring its sustainability and creating more opportunities for students to specialize in gambling addiction counseling across the nation. This collaborative and scalable approach will contribute to a broader, long-term solution and a national model for developing qualified therapists in the field.

*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

The program will be evaluated by the Butler Institute for Children and Families, which will assess key metrics to measure its effectiveness and impact. The evaluation will focus on several important areas:

**Program Engagement:**

The Butler Institute will track the number of students who enroll in and complete the program, including retention rates and student engagement throughout the course. Surveys and interviews will be conducted to gauge student satisfaction and participation in program activities.

**Course Evaluations:**

Students will complete course evaluations at the end of each semester to provide feedback on the curriculum, teaching quality, and how well the program prepares them for certification. This will help refine and improve the course content and teaching methods.

**Internship Hours Completed:**

The Institute will track the number of internship hours completed by students, ensuring that they meet the certification requirements and gain sufficient hands-on experience in gambling addiction counseling.

**Client Hours:**

The evaluation will also measure the number of client hours served by students during their internships, offering insights into the practical impact of the program on individuals struggling with gambling addiction.

**Workforce Entry:**

Follow-up surveys with graduates will measure the number of students who enter the workforce specializing in gambling addiction counseling, as well as their employment settings and job satisfaction.

These metrics will be collected through surveys, direct data from the University of Denver and internship sites, and interviews with program participants and employers. The findings will provide a comprehensive evaluation of the program's success, identifying areas for improvement and opportunities for replication at other institutions.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | %            |
| Government Contracts                              | 96 %         |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 2 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | 2 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |   |   |                       |
|--|---|---|-----------------------|
| Organization Budget for fiscal year<br>2023  | Fiscal Year Date<br>1/1/23-12/31/23   | Income<br>\$1,432,798   | Expenses<br>\$599,214 |
| For Project/Program Requests:  |   |   |                       |
| Program Budget<br>\$134,550  | Dates of budget period<br>4/1/25-3/31/26  | Income<br>\$134,550   | Expenses<br>\$134,550 |
| Name of Person Responsible for Financial Reporting<br>Jamie Glick  |   | Name of Financial Institution where funds will be deposited<br>1st Bank |                       |
| <b>Attachments</b>   |   |   |                       |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |   |   |                       |
| <b>List of Attachments</b>   |   |   |                       |
| 1.   | Goals and Objectives and Project Budget   |   |                       |
| 2.   | PGCC IRS Letter of Determination  |   |                       |
| 3.   | Letters of Support  |   |                       |
| <b>Acknowledgments</b>   |   |   |                       |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |   |   |                       |
| Signature  |  |   | Date<br>11/22/24      |

**ATTACHMENT 1:**

**PGCC THERAPIST CERTIFICATION AND SUSTAINABILITY PROJECT**

**PROJECT GOALS AND OBJECTIVES AND PROJECT BUDGET**





## Therapist Certification Sustainability Projected Proposed Goals and Objectives

### 1. Curriculum Development and Refinement

**Timeline: April 1, 2025 – August 30, 2025**

- **Goal 1:** Finalize course content, syllabus, and materials for the Master's-level course, ensuring alignment with MSW and ICGC-I certification standards.
    - **Objective:** Develop and approve the course outline, including core topics and competencies to be taught.
    - **Objective:** Secure faculty approval for course integration into the existing MSW program at the University of Denver.
  - **Goal 2:** Refine and validate the course curriculum with input from gambling addiction professionals and the International Gambling Counselor Certification Board (IGCCB).
    - **Objective:** Hold focus groups with professionals in the field to gather feedback on course relevance and applicability.
    - **Objective:** Modify course content as needed based on feedback and ensure all certification competencies are covered.
  - **Goal 3:** Prepare and finalize all course delivery materials (e.g., lectures, readings, and assignments) and ensure accessibility for students.
    - **Objective:** Create all instructional materials (slides, reading lists, online resources).
    - **Objective:** Ensure the materials are accessible and formatted for both in-person and online learning platforms.
- 

### 2. Partnerships and Internship Placement Agreements

**Timeline: April 1, 2025 – September 30, 2025**

- **Goal 1:** Formalize internship agreements with Birches Health and Kindbridge Behavioral Health.
  - **Objective:** Sign memorandums of understanding (MOUs) with both treatment centers to secure internship placements for students.
  - **Objective:** Outline specific roles and responsibilities for both the treatment centers and the students during internships.
- **Goal 2:** Expand internship placement network by engaging additional local treatment centers and organizations.

- **Objective:** Reach out to at least 2 more local treatment centers to secure internship agreements.
  - **Objective:** Develop a streamlined process for managing and tracking internship placements for students.
- 

### 3. Program Launch and Student Enrollment

**Timeline: July 1, 2025 – September 30, 2025**

- **Goal 1:** Officially launch the program, integrating the new course into the University of Denver’s MSW curriculum.
    - **Objective:** Announce the program launch through university channels, including social media, newsletters, and university website.
    - **Objective:** Begin student recruitment and provide program details through admissions materials.
  - **Goal 2:** Enroll the first cohort of students for the new program.
    - **Objective:** Enroll at least 6 students in the first cohort by the end of the first recruitment cycle.
    - **Objective:** Ensure all enrolled students meet MSW and ICGC-I certification eligibility requirements.
  - **Goal 3:** Establish a student support system to ensure engagement and retention throughout the program.
    - **Objective:** Monitor student progress through regular check-ins and feedback sessions.
- 

### 4. First Cohort Enrollment and Completion of the Program

**Timeline: October 1, 2025 – March 31, 2026**

- **Goal 1:** Track the academic progress and certification readiness of the first cohort of students.
  - **Objective:** Monitor completion of required coursework and certifications aligned with ICGC-I standards.
  - **Objective:** Provide regular progress reports on student achievement and readiness for certification.
- **Goal 2:** Ensure all students complete internship hours and gain hands-on experience in gambling addiction counseling.
  - **Objective:** Track internship hours for each student to ensure they meet the required hours for certification.
  - **Objective:** Gather feedback from internship supervisors regarding student performance and preparedness.

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## 5. Development of the Toolbox for Replication

**Timeline: January 1, 2026 – March 31, 2026**

- **Goal 1:** Create a comprehensive toolbox that includes guidelines for integrating gambling addiction counseling competencies into social work programs.
  - **Objective:** Develop a clear, detailed guide on course integration and curriculum development.
  - **Objective:** Include examples of successful student internship models for replication.
- **Goal 2:** Produce resources to support other universities interested in adopting the program.
  - **Objective:** Develop templates and materials for universities to use when recruiting students and managing internship placements.
  - **Objective:** Create a resource bank with readings, exercises, and online tools to support other programs.

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## 6. Program Evaluation and Impact Assessment

**Timeline: January 1, 2026 – March 31, 2026**

- **Goal 1:** Begin evaluating the effectiveness of the program through student surveys and stakeholder feedback.
  - **Objective:** Distribute program evaluations to students, faculty, and internship supervisors.
  - **Objective:** Gather feedback on the curriculum, course delivery, and internship experiences.
- **Goal 2:** Assess key metrics, including student engagement, internship hours, and workforce entry.
  - **Objective:** Compile data on student enrollment, graduation rates, and post-graduation employment.
- **Goal 3:** Analyze the overall impact and effectiveness of the program, using findings to refine future cohorts.
  - **Objective:** Review evaluation results and make recommendations for program adjustments.
  - **Objective:** Prepare an impact report outlining the program's successes, challenges, and future goals.

**PROBLEM GAMBLING COALITION OF COLORADO**  
**Therapist Certification and Sustainability Project**

**Project Budget 4/1/25 – 3/31/26**

|   |                                    |
|---|------------------------------------|
| Curriculum Development and Certification Validation | \$ 42,000.00                       |
| Program Recruitment                                 | \$ 8,000.00                        |
| Course Instructor Fee                               | \$ 12,000.00                       |
| Participant Scholarships                            | \$ 25,000.00                       |
| Program Completion Event                            | \$ 3,000.00                        |
| Course Development Toolbox                          | \$ 12,000.00                       |
| Program Evaluation                                  | \$ 15,000.00                       |
| <b>Total Direct Expense</b>                         | <b><u>\$ 117,000.00</u></b>        |
| 15% Indirect Administrative Expense                 | \$ 17,550.00                       |
| <b>Total Project Budget</b>                         | <b><u><u>\$ 134,550.00</u></u></b> |

**Other Funding Source**  
**Therapist Certification Sustainability Project**

|  |                            |
|--|----------------------------|
| Private Donations (Individuals & Corporations) | <u>\$ 61,380.00</u>        |
| <b>Total Other Sources</b>                     | <b><u>\$ 61,380.00</u></b> |

**ATTACHMENT 2:**

**PROBLEM GAMBLING COALITION OF COLORADO**

**IRS LETTER OF DETERMINATION**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

Date:  
January 18, 2023  
Employer ID number:  
84-1306226  
Form 990 required:  
Yes  
Person to contact:  
Name: MS. WINN  
ID number: 1000110131

PROBLEM GAMBLING COALITION OF  
PO BOX 260435  
LAKEWOOD, CO 80226

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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, 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 990-EZ, 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 990EZ
- 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](http://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., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 4168 (Rev. 9-2020)  
Catalog Number 66866G

**ATTACHMENT 3:**

**PGCC THERAPIST CERTIFICATION AND SUSTAINABILITY PROJECT**

**LETTERS OF SUPPORT**



November 22, 2024

Colorado Division of Gaming  
1707 Cole Blvd #300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the National Council on Problem Gambling (NCPG) to express our support for the Problem Gambling Coalition of Colorado (PGCC) and their application for funding through the Colorado Division of Gaming Responsible Gaming Grant program.

As the state affiliate of the NCPG, PGCC plays a critical role in addressing problem gambling in Colorado. Their work is aligned with the mission of the NCPG, which is to lead national efforts for advocacy, awareness, and assistance for individuals and families affected by problem gambling. Affiliates like PGCC serve as vital extensions of this mission, implementing statewide initiatives tailored to the unique needs of their communities.

The PGCC has consistently demonstrated its ability to educate, advocate, and provide resources to mitigate the negative impacts of problem gambling in Colorado. Their collaboration with healthcare providers, the gaming industry, and other stakeholders ensures a comprehensive approach to responsible gaming practices. Moreover, PGCC's commitment to public awareness campaigns, prevention programs, and support services for individuals and families affected by problem gambling embodies the principles of the NCPG.

The Responsible Gaming Grant program represents a vital opportunity to advance these efforts. With this funding, PGCC will be able to expand its reach and impact, develop innovative programs, and strengthen its ability to provide critical resources and services for problem gambling prevention and intervention.

Thank you for considering this letter of support. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,

Keith Whyte, Executive Director





11/22/2024

Colorado Division of Gaming  
1881 Cole Blvd., Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing to express our strong support for the **Sustainable Gambling Counselor Certification Project**, developed by the Problem Gambling Coalition of Colorado (PGCC). This collaborative initiative between the University of Denver Graduate School of Social Work (GSSW) and the International Gambling Counselor Certification Board (IGCCB) aims to address the critical need for qualified professionals in gambling addiction counseling.

At the University of Denver, we are committed to training the next generation of social workers to meet the diverse needs of our community. This project will integrate gambling addiction counseling competencies into our MSW curriculum, enabling students to work toward both their MSW degree and the International Certified Gambling Counselor (ICGC-I) certification. By providing hands-on experience and academic preparation, this program will ensure graduates are well-equipped to enter the workforce and specialize in gambling addiction treatment.

The program is designed to be self-sustaining through student tuition and university resources, ensuring its continued success without reliance on state funding. We are excited about the impact this project will have on the Colorado community and appreciate the opportunity to partner with PGCC and other stakeholders in addressing the growing demand for qualified gambling addiction counselors.

Thank you for your consideration and support.

Sincerely,

*Stephanie George*

**Stephanie George**  
Associate Dean for Academic Affairs  
University of Denver  
Graduate School of Social Work  
stephanie.george@du.edu  
303-871-3868





November 20, 2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

As President of the International Gambling Counselor Certification Board (IGCCB), I am writing to express my full support for the continued partnership between the Problem Gambling Coalition of Colorado (PGCC) and our organization. PGCC has played an instrumental role in supporting therapists in Colorado who are seeking certification to treat individuals affected by problem gambling.

The IGCCB is the leading certifying body for gambling addiction professionals worldwide, setting rigorous standards for counselor certification and ensuring that practitioners have the specialized knowledge and skills necessary to provide effective treatment. Our certifications, including the International Certified Gambling Counselor (ICGC), are recognized as a gold standard in the field, reflecting a deep commitment to excellence in care for those struggling with gambling disorder.

Through PGCC's scholarship program, Colorado has seen significant progress in expanding its pool of qualified and certified gambling counselors. At least 11 therapists have already obtained their certification, and an additional 39 are currently in the process of becoming certified. This represents a tremendous step forward in meeting the growing demand for skilled professionals who can provide specialized treatment for gambling addiction in Colorado. The importance of these efforts cannot be overstated; access to qualified treatment providers is critical for the effective treatment of problem gambling, which affects not only individuals but also their families and communities.

The ongoing partnership between PGCC and IGCCB is essential in ensuring that Colorado continues to develop and maintain a strong network of certified gambling counselors. There is still much work to be done, as the need for specialized care continues to grow. By continuing to offer scholarships and support to therapists pursuing certification, we can further expand access to quality care for those in need.

We wholeheartedly support PGCC's request for continued funding to provide these scholarships, which have already made a meaningful impact in Colorado. We look forward to continuing our work together to ensure that individuals struggling with gambling addiction have access to the highest level of care.

Thank you for your attention and consideration of this request.

Sincerely,

A handwritten signature in black ink that reads "Jody Bechtold". The signature is written in a cursive, flowing style.

Jody Bechtold, LCSW, ICGC-II, BACC, IGDC, CGT  
President, International Gambling Counselor Certification Board (IGCCB)  
20 Cedar Blvd, Suite 204, Pittsburgh, PA 15228

11/27/2024

Division of Gaming  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

To the Members of the Division of Gaming,

As Chief Executive Officer of Kindbridge Behavioral Health, I am writing to express my strong support for the Therapist Certification Sustainability Project, an exciting partnership between the University of Denver Graduate School of Social Work (GSSW), the International Gambling Counselor Certification Board (IGCCB), and the Problem Gambling Coalition of Colorado (PGCC). This initiative represents a forward-thinking solution to the growing need for qualified professionals trained in gambling addiction counseling.

The proposed program will integrate International Certified Gambling Counselor (ICGC-I) competencies into the MSW curriculum, allowing students to earn academic credit while progressing toward their ICGC-I certification. This dual-focus approach prepares students for general social work practice and equips them with the specialized knowledge and skills necessary to address problem gambling effectively.

PGCC's involvement in this partnership is critical. Their expertise in advocacy, community engagement, and prevention will enhance the program's real-world impact, ensuring students are well-prepared to meet the unique needs of individuals and families impacted by gambling addiction. Additionally, PGCC's deep connections within the state will facilitate meaningful internship placements, providing hands-on experience while helping them fulfill certification requirements.

Kindbridge Behavioral Health is proud to support this initiative and is open to serving as an internship site for master's level students. These placements will provide invaluable opportunities for students to gain practical experience, contributing to the development of a pipeline of highly qualified professionals ready to serve Colorado's communities.

This project's collaborative approach advances the field of gambling addiction counseling and establishes a replicable model for other universities. This initiative ensures a lasting impact on the field by fostering partnerships, creating sustainable curricula, and developing a toolbox for broader implementation.

I urge the Division of Gaming to support this visionary project, which will provide critical resources for addressing gambling addiction and strengthening Colorado's network of care.

Sincerely,



Michelle Hatfield, LMFT, ICGC-II, IGDC, SRT  
Chief Executive Officer  
Kindbridge Behavioral Health





# Birches Health

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November 21, 2024

Colorado Division of Gaming  
1707 Cole Boulevard, Suite 300  
Lakewood, CO 80401

Dear Director Shroder and the Colorado Division of Gaming,

As the Founder of Birches Health, I am writing to express my enthusiastic support for the **Therapist Certification Sustainability Project**, an initiative that addresses a critical need in Colorado: the development of a qualified workforce to treat individuals struggling with gambling addiction.

At Birches Health, we are committed to providing compassionate, evidence-based care for individuals facing a wide array of challenges with mental health, behavioral health, and addictive disorders, including gambling disorder. Colorado is experiencing a significant increase in gambling activity, from legalized sports betting to online gaming, which has brought a corresponding rise in the number of individuals and families impacted by problem gambling. Despite the growing need for treatment, there is a shortage of certified counselors equipped to address gambling-related harms and co-occurring issues. This gap leaves many Coloradans without access to the specialized care they need to recover and rebuild their lives.

The **Therapist Certification Sustainability Project** is a vital step toward building the necessary workforce to meet this growing demand. By providing resources, training, and certification opportunities for therapists, this project will not only increase the number of qualified professionals in the gambling treatment space but also ensure that those professionals are equipped with the skills and knowledge to deliver high-quality care. Workforce development of this kind is essential to supporting individuals and families affected by gambling and to addressing the broader public health challenges associated with gambling addiction.

Birches Health is proud to serve the Colorado community by providing innovative, holistic, and integrative care. We recognize the importance of having a robust network of skilled professionals to address specialized needs like gambling addiction. Supporting the certification and sustainability of therapists in this field aligns with our mission to empower individuals through accessible, high-quality treatment options.

We strongly encourage the Colorado Division of Gaming to support and invest in this critical initiative. The Therapist Certification Sustainability Project represents a meaningful opportunity to strengthen Colorado's mental health and addiction workforce, improve treatment access, and mitigate the growing impact of gambling disorder on our communities.

Thank you for your attention to this important matter. Please do not hesitate to contact me if I can provide additional information or further demonstrate our support for this project.

Sincerely,

Elliott Rapaport  
Founder & CEO, Birches Health

Birches Health  
720 S. Colorado Blvd., Penthouse North  
Denver, CO 80246

11/21/2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Butler Institute for Families at the University of Denver, I am writing to express our strong support for the Problem Gambling Coalition of Colorado's (PGCC) request for funding through the Responsible Gaming Grant program. Our institute is dedicated to strengthening and improving services for families and communities, and we are eager to partner with PGCC to enhance their efforts in addressing problem gambling in the state of Colorado.

The Butler Institute specializes in data collection, program evaluation, and capacity building to support organizations in measuring the effectiveness of their initiatives. In collaboration with PGCC, our goal is to assist in the systematic collection and reporting of data to assess the impact of current and future programming for individuals affected by problem gambling. Through this partnership, we will help PGCC identify gaps in client engagement and retention, ensuring that those in need of support can access and stay connected to the necessary services.

Additionally, we will work with PGCC to identify trends in problem gambling throughout the state of Colorado, allowing for informed decision-making and targeted recommendations to the Colorado Division of Gaming. By analyzing the data collected, we can better understand how problem gambling affects various communities, identify areas where additional resources may be needed, and evaluate the overall effectiveness of the programs being offered.

The Butler Institute is committed to using evidence-based approaches to improve outcomes for individuals and families, and we believe that our collaboration with PGCC will significantly enhance the ability to address problem gambling in Colorado. We fully support their request for funding, as this investment will allow us to jointly provide comprehensive, data-driven insights and recommendations that will benefit both PGCC and the larger community.

Thank you for considering this important request. We look forward to the opportunity to work alongside PGCC and contribute to the continued success of their efforts to combat problem gambling in Colorado.

Sincerely,

Robin Leake  
*Robin Leake*

*Holly Gary*

Holly Gary  
Grant & Contract Administrator  
Office of Research & Sponsored Programs  
University of Denver

The Butler Institute for  
Families University of Denver  
<https://socialwork.du.edu/butler>

**Problem Gambling  
Coalition of Colorado -  
Colorado Collegiate  
Education and Support  
Project**



*Response to State Request for Application*

*for*

**Colorado Collegiate Education and Support Project**

*Submitted to:*

**The Colorado Limited Gaming Control Commission**

and

Colorado Department of Revenue, Division of Gaming

1707 Cole Boulevard, Suite 300

Lakewood, CO 80421

*Submitted by:*



Jamie Glick, President

7585 West Arkansas Avenue, Suite 202

Lakewood, Colorado 80226

*Date Submitted: November 30, 2024*

# COLORADO COLLEGIATE EDUCATION AND SUPPORT PROJECT

## EXECUTIVE SUMMARY

The **Problem Gambling Coalition of Colorado** (PGCC) and **Integrity Compliance 360** (IC360) propose a **\$284,625** grant initiative to expand their successful partnerships with Colorado colleges and universities. Building on the 2023-2024 Collegiate Gambling Education and Prevention Project, this effort aims to enhance statewide gambling education and prevention, fostering healthier collegiate environments. **The project's goal is to reach at least 5,000 students, 1,000 staff, and 20 institutions of higher learning.**

### **Building on Success**

In 2023-2024, the Collegiate Gambling Education and Prevention Project reached over 3,200 college-aged students and 900 staff and administrators across 47 sessions at 19 Colorado institutions. This initiative demonstrated the efficacy of targeted, campus-specific education and prevention strategies. The proposed grant will leverage these proven approaches to expand the project's reach and impact, strengthening existing partnerships and forging new connections across Colorado's higher education landscape.

### **Comprehensive Campus Education and Support**

This project will deliver campus-wide educational campaigns designed to raise awareness about the risks of problem gambling and the resources available. Workshops, interactive sessions, and multimedia campaigns will be customized to address the specific needs of students, faculty, and staff at each institution, ensuring broad engagement and lasting impact.

### **Targeted Support for Collegiate Athletics Departments**

Recognizing the unique vulnerabilities of student-athletes, the project will offer specialized training for athletics staff and athletes. Focus areas include pressures related to performance, betting trends, and the risks of gambling. Key tools such as Prohibit, Integrity Monitoring, and Alert 360 will be integrated into the project to enhance prevention and detection efforts within athletics departments.

### **Enhanced Training for Counseling and Wellness Centers**

Collegiate counseling and wellness centers will receive specialized training to help staff identify, prevent, and address problem gambling behaviors among students. This component will strengthen the capacity of campus wellness resources to address gambling-related challenges comprehensively.

### **A Holistic Approach to Prevention and Education**

This proposal represents a critical step toward addressing the growing challenge of problem gambling in Colorado's higher education settings. By enhancing education, fostering preventive measures, and increasing access to resources across campuses, athletic departments, and wellness centers, the initiative will contribute to healthier collegiate environments. PGCC and IC360's proven expertise and history of collaboration provide a strong foundation for the success of this vital project.

## 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, 2024 at 5:00 PM MST** to be considered for

funding in 2025. 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](mailto: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 to the Commission on or before September 1 annually. 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

| <b>Summary Information Section</b>   |   |  |  |
|--|---|--|--|
| Legal Name of Organization<br><p style="text-align: center;">Problem Gambling Coalition of Colorado</p>  |   |  |  |
| Department (if applicable)   |   |  |  |
| Mailing Address<br><p style="text-align: center;">PO Box 260435</p>  |   |  |  |
| City<br><p style="text-align: center;">Lakewood</p>  |   |  | State<br><p style="text-align: center;">CO</p> |
| ZIP Code<br><p style="text-align: right;">80226</p>  |   |  |  |
| Phone<br><p style="text-align: center;">303-955-4682</p>   | Website<br><p style="text-align: center;">www.problemgamblingcoalitioncolorado.org</p>                |  |  |
| EIN<br><p style="text-align: center;">84-1306226</p>   | Organization Email Address<br><p style="text-align: center;">problemgamblingcoalitionco@gmail.com</p> |  |  |
| Application Contact<br><p style="text-align: center;">Jamie Glick</p>  |   |  |  |
| Application Title<br><p style="text-align: center;">Colorado Collegiate Education and Support Project</p>  |   |  |  |
| Contact Phone<br><p style="text-align: center;">303-396-7541</p>   | Contact Email<br><p style="text-align: center;">jamiieg.pgcenter@gmail.com</p>                        |  |  |
| List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position. |   |  |  |
| Jamie Glick, Executive Director, jamiieg.pgcenter@gmail.com, (303) 396-7541  |   |  |  |
| Robert Runco, Deputy Director, rrunco@runprolaw.com, (720) 452-2647  |   |  |  |
| Lee Ann Aden, CPA, CEAP, Finance Coordinator, LeeAnn@BeyondBalanceSheets.com, (720) 662-7475   |   |  |  |
| Diane Skufca, Grant Management/Development Coordinator, dlsdenver@gmail.com, (303) 520-7406  |   |  |  |
|  |   |  |  |
| <i>Attach supplemental information or supporting documentation if more room is needed.</i>   |   |  |  |

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

Jamie Glick, Board President, Inspire Health and Performance, University of Denver School of Social Work, Inspire Health and Performance, 1 Year

Robert C. Runco, Esquire, Board Vice-President, Runco & Proffitt, P.C, 14 years

Daniel Bewley, Board Secretary, Former Gaming Industry Member, 4 years

Peggi O'Keefe, Board Director, Colorado Gaming Association, 7 years

Peggy Brown, Board Director, National Council on Problem Gambling - PGCC Affiliate Representative, Gambler Recovery Hub (Founder/CEO), 20+ years

Diane Skufca, Board Director, Colorado Division of Youth Services, North Start Advisors

Layne Jacobson, LAC, LPC, ICGC-II, BACC, Board Director, Dove Counseling, 8 Years

\*All board appointments are for 1 year and renewed every January.

Mission Statement

Mission: To increase awareness, advocate for treatment, and promote research and education on problem gambling.

Purpose: To serve as the state affiliate of the National Council on Problem Gambling and as the state advocate for programs and services to assist all affected by problem gambling throughout the state of Colorado.

Vision: To restore and maintain the quality of life of individuals and communities impacted by problem gambling.

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

Geographic Area Served

As the state affiliate of the National Council on Problem Gambling, PGCC represents and serves the entire state of Colorado. Resources and services are accessible and available to all 64 counties through both in-person and virtual methods.

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

Tax Exempt Status (select):

|  |  |
|--|--|
| <input checked="" type="checkbox"/> 501(c)(3) Non-profit | <input type="checkbox"/> State Government Agency         |
| <input type="checkbox"/> Local Government Agency         | <input type="checkbox"/> Using a Fiscal Agent or Sponsor |
| <input type="checkbox"/> Other                           |  |

**Grant Request And Narrative Section**

Amount Requested

\$284, 625

Type of Grant Requested (select):  General Operating Support  Program or Project Support

Other:

**Program Requests Only:** Name of Program or Project

Colorado Collegiate Education and Support Project

Description of What the Grant Funding will be Used For

The Problem Gambling Coalition of Colorado (PGCC) and Integrity Compliance 360 (IC360) propose a collaborative grant initiative to expand the momentum established through prior partnerships with Colorado Colleges and Universities. Building on the success of the 2023-2024 Collegiate Gambling Education and Prevention Program—which engaged over 3,200 college-aged students and 900 staff/administrators across 47 sessions at 19 Colorado institutions—this grant aims to deepen and broaden the impact of gambling education and prevention efforts statewide. The grant will focus on three key categories to ensure a holistic approach to gambling education and prevention in Colorado's higher education landscape:

Education and Support for Entire Campuses by delivering comprehensive, campus-wide education campaigns to raise awareness about the risks of problem gambling and available resources. This will be accomplished through students, faculty, and staff workshops, interactive sessions, and multimedia campaigns tailored to the specific needs of each institution.

Education and Support for Collegiate Athletics Departments by providing targeted training for collegiate athletics staff and student-athletes on recognizing and addressing gambling-related issues. This will be accomplished through offering resources that focus on the unique vulnerabilities of athletes, including pressures related to performance and betting trends. In addition, athletic departments will be offered specific tools such as Prohibit, Integrity Monitoring, and Alert 360.

Training and Support for Collegiate Counseling and Wellness Centers by offering specialized training for counseling and wellness center staff to equip them with tools to identify, prevent, and treat problem gambling behaviors among students.

This grant proposal seeks to expand the program's reach and build upon the relationships the project partners have already established with Colorado Institutions of Higher Learning. By enhancing education, fostering preventive measures, and increasing access to resources across campuses, athletic departments, and wellness centers, this initiative will contribute to healthier collegiate environments and reduced gambling-related harms. With PGCC and IC360's proven expertise and a history of collaboration, this grant represents a vital step in addressing the growing challenge of problem gambling in higher education settings.

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

## Anticipated Program Milestones to be Achieved during the grant period

The goal for the overall impact of this grant is to reach at a minimum of 5,000 students, 1,000 staff, and 20 institutions of higher learning through this project. The Project has established the following Milestones:

1. Finalize Strategic Planning and Partnerships:

PGCC and IC360 will define roles, establish responsibilities, create a detailed project timeline, and formalize partnerships with participating colleges and universities.

2. Develop Tailored Educational Materials:

The project team will create and refine custom educational content for campus-wide initiatives, athletics departments, and counseling centers, ensuring materials are piloted and adjusted based on previous stakeholder and student feedback.

3. Launch Campus Engagement and Outreach Campaigns:

A comprehensive outreach effort will be conducted to confirm institutional participation, schedule sessions, and raise awareness through targeted communication strategies across campuses.

4. Implement Campus-Wide Educational Sessions:

Workshops, multimedia campaigns, and interactive sessions will be delivered to engage students, faculty, and staff at participating institutions.

5. Deliver Athletics Department Training:

Tailored training sessions will be provided to athletic department staff and student-athletes, focusing on the risks and prevention of gambling-related issues within the athletic context.

6. Conduct Counseling and Wellness Center Training:

In-depth training for counseling and wellness staff will be completed, equipping them with tools and strategies to address gambling-related concerns effectively.

7. Evaluate Program Outcomes and Plan for Sustainability:

A thorough evaluation of the program's impact will be conducted, and a sustainability plan will be developed to ensure continued engagement and potential expansion to additional institutions.

8. Create a Digital Toolbox For Continued Use:

Develop a digital toolbox that includes education and prevention content that can be distributed by Colorado College and Universities.

9. Accountable and Timely Project Reporting:

Complete all reports required by the Division of Gaming Responsible Gaming grant including quarterly, mid-grant, and final reports.

*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

Since the organization's founding in 1995, PGCC has served as the official state affiliate to the National Council on Problem Gambling (NCPG). PGCC has partnered with a wide range of organizations over the years on a variety of programs to address the issues of problem gambling in Colorado.

**PAST PROJECTS:**

1995:PGCC established the Colorado Problem Gambling Helpline, which it has maintained ever since.

2002-2023: Collaborated with the Colorado Gaming Association (CGA) and the former Office of Behavioral Health in developing and distributing gambling brochures.

2003: Partnered with the University of Denver in establishing a treatment program for problem gamblers in Colorado.

2003-2024: Collaboration with the Colorado Lottery for Problem Gambling Awareness Month every March.

2004-2023: Established the Voluntary Self Exclusion List with the Colorado Gaming Association and oversaw its administration until the Division of Gaming took over the program in 2023.

2019: Assisted the organization of the NCPG 33rd National Conference on Problem Gambling and Responsible Gaming and hosted the Conference in Denver.

2021-2023: Workforce Development Program to increase the number of IGCCB certified gambling counselors in Colorado through funding from the OBH/ BHA. Legislative Advocacy -- PGCC worked directly with Speaker of the House Alec Garnett, the DOG, and other stakeholders in the drafting and passage of HB 22-1402 which substantially increased the state's funding for problem gambling and established the Responsible Gaming Grant Program.

2021-2023: Education and Awareness Campaign funded by the Division of Gaming Responsible Gaming Grant which has led to over 24 million impressions.

2023: Opened the Problem Gambling Center in Lakewood, CO, the state's first dedicated space committed to addressing problem gambling and providing information and resources to those in need.

2023: Collegiate Education and Prevention Program to raise awareness about problem gambling and promoted responsible gaming in Colorado colleges and universities.

2023-2024: Distribution of promotional marketing items to 570 Colorado community based organizations and individuals.

**CURRENT PROJECTS:**

-- Online maintenance of webinar series featuring both state and national experts on problem gambling; applicable for Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB).

-- Reinstatement of the annual Colorado Problem Gambling Symposium in 2023; held annually each year in October.

-- Implementation of a Workforce Development Program which provides scholarships for International Problem Gambling Certification by the International Gambling Counselor Certification Board (IGCCB) and clinical supervision for counselors working towards this certification. Over two years, 11 counselors in Colorado have been certified and 39 individuals are in the process of certification.

-- Development and implementation of multiple digital marketing campaigns promoting the Problem Gambling Helpline.

-- Partnership with IDEA Marketing on a broad scale social marketing problem gambling research and marketing campaign.

-- Sustained operations of the PGCC Problem Gambling Center in Lakewood, CO, focused on problem gambling awareness, education, support, and recovery resource provision for Coloradans affected by Problem Gambling.

-- Development and implementation of an innovative program designed to raise awareness about the dangers of underage gambling through a partnership with Denver Justice High School and the Denver Art Society. This program was funded through an NCPG Agility Grant awarded to PGCC in 2023 in a nationally competitive grant process.

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

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

The Problem Gambling Coalition of Colorado (PGCC) is committed to fostering a well-informed public, recognizing that the decision to gamble is a personal choice that carries significant responsibility. To support individuals in making informed decisions, PGCC advocates for clear and accessible information about the financial and health risks associated with gambling, guidelines for responsible gaming, early recognition of addiction signs, and resources for support and recovery.

Our mission is rooted in the power of collaboration, requiring the collective engagement of a diverse spectrum of stakeholders. These include government entities, the gambling industry, social service providers, individuals in recovery, families affected by gambling, medical and financial professionals, and the legal and judicial communities. Together, we can create a multifaceted approach to problem gambling that addresses its far-reaching impacts.

PGCC views problem gambling through the lens of public health, understanding its profound and enduring effects on individuals, families, and communities across Colorado. We are guided by an unwavering commitment to prevention, education, treatment, and research, coupled with promoting responsible gambling practices and recovery support. Our strategic plan directs this mission, aligning our efforts with the overarching goal of reducing the personal, social, and economic burdens of problem gambling while improving public health outcomes statewide.

**PGCC STRATEGIC GOALS:**

- 1) To broaden public awareness of problem gambling throughout Colorado.
- 2) To sustain and expand programming that supports problem gambling prevention, education, awareness, treatment and recovery through partnerships with key stakeholders, both in the state and throughout the global industry, and to ensure that these resources are made freely available to all Coloradans.
- 3) To continue advocacy for state funded services for problem gamblers and their families.
- 4) To maintain a diverse Board of Directors that reflects a wide range of perspectives surrounding problem gambling that will actively serve in furthering our goals and objectives.

**CURRENT PROGRAMS/PROJECTS:**

- 1) The PGCC Problem Gambling Center - a virtual and physical hub of resources and support for the problem gambler, their friends and family, and the workforce uniquely trained to care for them. Focuses on awareness and education, community outreach, and center based and virtually accessible recovery and support services.
- 2) The PGCC Awareness and Education Project - The Problem Gambling Coalition of Colorado (PGCC) partnered with The Idea Marketing, an award-winning social marketing agency, to lead the Problem Gambling Awareness and Education Project. This two-year initiative aims to raise public awareness of problem gambling, promote available resources, drive traffic to the PGCC website, and increase calls and texts to the 1-800-GAMBLER helpline. Year one focused on market research and a pilot campaign, laying the groundwork for a broader campaign and follow-up research in year two.
- 3) The Colorado Problem Gambling Helpline (1-800-GAMBLER) - This helpline, operated in partnership with the Louisiana Association on Compulsive Gambling, provides 24/7 support and resource referral including translation services and accessibility for hearing impaired callers. Chat and text access is also available.
- 4) The Denver Justice "Stacked Deck" Project - PGCC, in partnership with the Denver Justice High School and the Denver Art Society, is increasing youth awareness and education of problem gambling by delivering the Stacked Deck problem gambling prevention curriculum to high-school students. The project enhances and reinforces youth engagement in the curriculum by employing art-based activities, workshops and positive reinforcement learning incentives.

*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.

The Problem Gambling Coalition of Colorado (PGCC) and Integrity Compliance 360 (IC360) are partnering on a grant initiative to expand their successful efforts in gambling education and prevention within Colorado Colleges and Universities. Building on the achievements of the 2023-2024 Collegiate Gambling Education and Prevention Program -- which engaged over 3,200 students and 900 staff across 47 sessions at 19 institutions—this grant will deepen and broaden the impact of statewide efforts to combat problem gambling. The project focuses on three key categories to provide a holistic approach to gambling education and prevention:

1. Campus-Wide Education and Support- Comprehensive education campaigns will raise awareness of the risks of problem gambling and available resources through workshops, interactive sessions, and multimedia content designed for students, faculty, and staff.

2. Education and Support for Collegiate Athletics Departments- Targeted training will help athletics staff and student-athletes recognize and address gambling-related issues, with a focus on the unique vulnerabilities of athletes. Specialized tools such as Prohibit, Integrity Monitoring, and Alert 360 will be offered to support athletic departments.

3. Training and Support for Collegiate Counseling and Wellness Centers- Counseling and wellness staff will receive specialized training to identify, prevent, and treat problem gambling behaviors, equipping them with essential tools to support student health and well-being. This grant will build on established relationships with Colorado institutions, enhancing education, preventive measures, and access to critical resources. Through PGCC and IC360's proven expertise, this initiative represents a significant step toward creating healthier collegiate environments and reducing gambling-related harm.

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

This project addresses the escalating issue of problem gambling among college students, a concern amplified by the increasing accessibility of sports betting and gambling platforms. Recent data underscores the prevalence of this issue: A 2023 NCAA survey of over 3,500 individuals aged 18 to 22 revealed that 58% had engaged in at least one sports betting activity. Notably, 67% of students living on campus reported betting, often at higher frequencies. Additionally, 41% of college students who bet on sports had placed bets on their school's teams, and 35% had used a student bookmaker. The same NCAA survey found that 16% of respondents had engaged in at least one risky behavior related to gambling, and 6% reported losing more than \$500 on sports betting in a single day.

The National Council on Problem Gambling (NCPG) has also highlighted concerns regarding youth gambling. Data from 2018 indicates that more than 75% of students gambled, with over 13% of adolescents wagering money on sports teams. This trend is concerning given the risk-taking behavior prevalent in adolescence and young adulthood, coupled with the increasing social acceptance and glamorization of gambling. By focusing on comprehensive education, targeted training, and specialized support, this initiative aims to mitigate the risks associated with gambling, foster healthier campus environments and support the well-being of students.

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

Please see Attachment 1: "Colorado Collegiate Education and Support Project Goals and Objectives."

*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

1) Problem Gambling Coalition of Colorado (PGCC):

As the lead organization, PGCC is dedicated to addressing problem gambling through advocacy, education, and prevention initiatives. For this grant, PGCC will oversee program management, coordinate with all partners, and ensure the program aligns with grant requirements and goals.

Collaboration Role: PGCC will act as the central organizer, liaising between IC360, the Butler Institute, and participating institutions to ensure all components are implemented effectively. PGCC will also handle compliance reporting and communication with the grantor.

2) Integrity Compliance 360 (IC360):

IC360 is a leader in providing tools and strategies to prevent and address gambling-related integrity issues, especially within athletic contexts. Their expertise includes resources such as Prohibit, Integrity Monitoring, and Alert 360.

Collaboration Role: IC360 will deliver tailored training and resources for athletic departments, focusing on preventing gambling-related risks among student-athletes and athletic staff. IC360 will collaborate with PGCC to align training content with broader program goals.

3) Butler Institute for Children and Families:

A research and evaluation institute affiliated with the University of Denver, the Butler Institute specializes in assessing program outcomes and providing data-driven recommendations for improvement.

Collaboration Role: The Butler Institute will handle data collection, analysis, and reporting for the program. They will design evaluation tools, gather feedback from participants, and compile comprehensive reports to measure the program's effectiveness and impact.

4) Colorado Colleges and Universities:

As the primary beneficiaries of the grant, Colorado Colleges and Universities represent a diverse group of higher education institutions committed to fostering student wellness and preventing gambling-related harm.

Collaboration Role: Participating institutions will provide access to students, faculty, athletic staff, and counseling professionals. They will host educational sessions and training, promote program activities, and facilitate communication between their campuses and the grant partners.

*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.

The Problem Gambling Coalition of Colorado (PGCC) is addressing the issue of problem gambling among college students, athletes, and staff with a comprehensive and collaborative approach to maximize impact, ensure sustainability, and effectively address the complex challenges posed by gambling-related harm in higher education. Problem gambling is a growing concern among young adults, particularly in college environments where access to gambling platforms is easy, and social and competitive pressures are high. Data indicates that over half of college students engage in gambling activities, yet many institutions lack adequate resources or training to address these risks.

To tackle this issue, PGCC is building on the momentum of its successful 2023-2024 Collegiate Gambling Education and Prevention Program, which engaged over 3,200 students and 900 staff. Expanding and refining the program ensures broader reach and greater impact while incorporating lessons learned from previous efforts. This approach recognizes that different stakeholders—students, athletes, faculty, and counseling staff—face unique challenges and risks related to gambling. Tailored solutions are key: campus-wide initiatives address general awareness and prevention, athletics department training focuses on gambling risks specific to sports and athletes, and counseling center support equips staff with tools to identify and intervene in gambling-related issues.

By leveraging the expertise of partners like Integrity Compliance 360 (IC360), the Butler Institute for Children and Families, and Colorado colleges and universities, the program combines specialized roles for maximum effectiveness. IC360 contributes resources and training specific to sports integrity, while the Butler Institute leads data collection and evaluation to ensure data-driven decision-making. Colorado institutions provide access to the target populations and integrate the program into campus life, with PGCC coordinating all efforts to align with the grant's goals.

Moreover, sustainability is a cornerstone of this approach. The program aims to establish a lasting framework for prevention by training institutional staff to carry efforts forward, developing peer education models, and using evaluation findings to refine and scale the program for broader adoption. This collaborative effort aligns with Colorado's broader commitment to responsible gaming and the wellness goals of higher education institutions. By addressing the issue in a coordinated, targeted, and sustainable manner, this project positions itself to make a lasting impact on gambling prevention and education across Colorado's higher education system.

*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

The goal for the overall impact of this grant is to reach at a minimum of 5,000 students, 1,000 staff, and 20 institutions of higher learning through this project.

### Measuring Impact

The impact of this project will be measured using a robust evaluation framework designed and implemented in partnership with the Butler Institute for Children and Families, a renowned research and evaluation organization. The evaluation process will focus on both quantitative and qualitative data to assess the project's effectiveness in addressing problem gambling among students, faculty, athletic staff, and counseling professionals in Colorado colleges and universities. The measurement process includes several key components:

#### 1. Data Collection

The Butler Institute will lead all data collection efforts, ensuring a rigorous and unbiased approach. Data will be gathered through: Pre- and Post-Session Surveys: Participants in workshops, training sessions, and other activities will complete surveys to measure changes in knowledge, attitudes, and behaviors regarding gambling. Attendance Records: Attendance will be tracked for all sessions to monitor engagement across campuses, athletics departments, and counseling centers. Digital Toolbox Metrics: Usage statistics for the digital toolbox, including downloads, views, and interactions, will be monitored to evaluate its reach and utility.

#### 2. Key Performance Indicators (KPIs)

The project's success will be measured against a set of predefined KPIs, including: Increased Awareness: Percentage of participants demonstrating improved knowledge of gambling risks and prevention strategies. Behavioral Change: Self-reported changes in gambling-related behaviors among students and staff. Engagement Levels: Number of participants across sessions and institutional participation rates. Resource Utilization: Frequency and breadth of digital toolbox use across institutions.

#### 3. Continuous Feedback Loops

The Butler Institute will establish a system for continuous feedback throughout the program lifecycle. Real-time feedback will allow for adjustments to materials, session content, and implementation strategies to ensure the program meets its objectives.

#### 4. Comprehensive Reporting

The Butler Institute will compile findings into comprehensive reports for each phase of the project: Quarterly Reports: Updates on program activities, participation, and preliminary findings. Mid-Grant Report: Analysis of progress toward goals, initial outcomes, and recommendations for mid-course adjustments. Final Report: A detailed summary of program outcomes, including a comparative analysis of pre- and post-session data, qualitative feedback, and overall impact. This report will also include recommendations for sustainability and scalability.

#### 5. Long-Term Outcomes

The evaluation will also consider long-term outcomes, such as: Sustained use of the digital toolbox by participating institutions. Continued integration of gambling education into campus-wide initiatives, athletic programs, and counseling services. Evidence of systemic changes in institutional approaches to gambling prevention and education.

### Collaborative Approach

PGCC will work closely with the Butler Institute and institutional partners to ensure the evaluation process is transparent, collaborative, and aligned with the project's goals. By leveraging the Butler Institute's expertise in research and evaluation, there will be a robust evidence base to demonstrate its impact and provide insights for future improvements and expansions.

*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.

PGCC PROBLEM GAMBLING AWARENESS & EDUCATION PROJECT

Dates: April 4, 2023 to March 31, 2024

Amounts: \$570,820

PGCC PROBLEM GAMBLING CENTER

Dates: April 4, 2023 to March 31, 2024

Amounts: \$286,880

COLLEGIATE GAMBLING EDUCATION & PREVENTION PROGRAM

Dates: April 4, 2023 to March 31, 2024

Amounts: \$250,000

PGCC PROBLEM GAMBLING CENTER

Dates: April 30, 20224 to March 31, 2025

Amounts: \$149,540.60

PGCC PROBLEM GAMBLING AWARENESS AND EDUCATION PROJECT

Dates: April 30, 20224 to March 31, 2025

Amounts: \$599,500

*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.

Implementing a comprehensive gambling education and prevention program across Colorado colleges and universities presents a range of challenges. These include ensuring institutional participation, addressing resistance from athletics departments, accommodating varying levels of institutional resources, engaging diverse stakeholders, and navigating cultural sensitivities and institutional diversity. To overcome these obstacles, PGCC and its partners have developed targeted strategies to ensure the project's success, inclusivity, and sustainability.

One of the primary challenges is securing institutional participation. Colleges and universities may prioritize other initiatives, lack resources, or be unaware of the importance of gambling prevention. To address this, PGCC will work with IC360 to engage institutional leadership early, presenting the program's value through data, success stories, and alignment with wellness and student success goals. Tailored outreach campaigns will highlight the project's flexibility and its ability to complement existing initiatives. Additionally, PGCC will leverage relationships built during previous programs to encourage broader institutional involvement.

Resistance from athletics departments is another potential hurdle. Departments may hesitate to participate due to concerns about reputational damage or perceived vulnerabilities. To address this, PGCC and IC360 will position the training as a proactive measure to protect athletes and support NCAA compliance. IC360's expertise in sports-specific gambling prevention and tools such as Integrity Monitoring and Prohibit will emphasize the project's practical benefits. By creating a confidential environment for athletics staff and athletes, the program will ensure open dialogue and reinforce its role as a supportive resource rather than a punitive measure.

Varying levels of institutional resources, especially among smaller colleges, pose additional challenges. Some institutions may lack the personnel or technology needed to implement the program fully. To address this, PGCC will offer scalable solutions, including simplified content delivery options such as PDFs and webinars. Dedicated technical support will be provided throughout the program, and institutional liaisons will be identified to serve as champions for implementation. These measures will ensure that institutions with limited resources can still participate effectively.

Engaging diverse stakeholder groups, such as students, faculty, athletics staff, and counseling professionals, can be difficult due to competing demands on their time. To address this, PGCC will offer flexible scheduling with multiple session formats, including in-person, virtual, and asynchronous options. Promotional campaigns via email, campus newsletters, and social media will raise awareness and encourage participation. Additionally, incentives such as continuing education credits or formal recognition will be provided to boost engagement, particularly among faculty and staff.

Cultural sensitivities and institutional diversity add complexity to program implementation. Colleges and universities in Colorado vary widely in size, demographics, and cultural norms, which may influence how the program is received. To navigate this, PGCC will customize materials to reflect the specific needs and contexts of each institution. Pilot sessions will be conducted at a few campuses to gather feedback and refine the project before full implementation. Furthermore, PGCC will actively engage diverse voices by working with institutional leaders and student representatives to ensure that materials are inclusive, relevant, and culturally sensitive.

By addressing these challenges with tailored strategies, PGCC and its partners will ensure that the program is inclusive, effective, and adaptable to the unique needs of Colorado's higher education institutions. This comprehensive approach will lay the foundation for long-term success in gambling prevention and education.

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



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

The sustainability of this project beyond the grant period is ensured through the provision of lasting resources, institutional capacity-building, and proactive planning for long-term impact. A key component of the project's sustainability is the digital toolbox, which contains a comprehensive collection of customizable educational materials, multimedia resources, and training modules. These tools will enable participating colleges and universities to independently implement gambling prevention and education programs. Designed for longevity, the toolbox will include user-friendly content that institutions can integrate into their existing wellness initiatives with minimal updates or additional costs. In addition to the digital toolbox, the project will provide institutions with tailored resources, such as templates for outreach campaigns, best practice guides for training athletics and counseling staff, and frameworks for peer education programs. These materials are designed to be self-sustaining, equipping institutions to continue addressing gambling prevention needs without external support.

In addition, Problem Gambling Coalition of Colorado (PGCC) continues to focus on fundraising efforts in order to decrease its reliance on the Division of Gaming to fund these critical programs and services. The fundraising efforts of the (PGCC) encompass a multi-faceted approach aimed at securing a steady flow of financial support for prevention and treatment initiatives. These efforts are designed to address the growing need for resources to combat problem gambling and ensure the long-term sustainability of services offered to individuals and families affected by gambling addiction.

One of the key components of PGCC's fundraising strategy is the addition of a donation button on the PGCC website. This simple yet effective tool allows visitors to contribute directly to the coalition's mission, making it easy for individuals, community members, and supporters to offer financial assistance. The donation button also facilitates recurring donations, providing an opportunity for ongoing support that can help maintain essential services.

The PGCC also hosts a yearly golf tournament, which has become a cornerstone of their fundraising efforts. This event not only raises significant funds but also helps increase awareness of problem gambling within the community. The golf tournament serves as a platform to engage with stakeholders, corporate sponsors, and individuals who may not otherwise be familiar with the issue of gambling addiction. By combining entertainment and fundraising, the event draws in participants who are motivated to support a good cause while enjoying a day of golf and networking.

In addition to these direct fundraising efforts, the PGCC has introduced the Affiliate Partner Program. This initiative invites businesses, organizations, and community groups to join the coalition's mission by becoming official partners. The program not only generates financial support but also expands the PGCC's network of advocates and stakeholders.

Finally, the PGCC is involved in legislative efforts aimed at establishing a consistent funding stream for problem gambling prevention and treatment. By working with lawmakers, the coalition seeks to secure dedicated funding that ensures the long-term availability of resources for those affected by problem gambling. Legislative success in this area would provide a stable and reliable source of income, reducing the coalition's reliance on individual donations and one-time events.

Together, these diverse fundraising efforts—ranging from website donations and annual events to corporate partnerships and legislative advocacy—allow the Problem Gambling Coalition of Colorado to generate the financial resources necessary to expand its impact and provide critical services to individuals struggling with gambling addiction. Through these initiatives, the coalition is able to build a robust foundation for the ongoing prevention and treatment of problem gambling across the state.

*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

The Problem Gambling Coalition of Colorado (PGCC), in partnership with the Butler Institute for Children and Families, will implement a comprehensive evaluation plan to assess the results of the requested funding and the success of the project. The evaluation will utilize both qualitative and quantitative methods to measure the project's effectiveness and its impact on the target populations, including students, faculty, athletics staff, and counseling professionals.

Key metrics will include knowledge gains, as measured by pre- and post-session surveys, to evaluate changes in participants' understanding of gambling risks and prevention strategies. Behavioral changes will be assessed through self-reported modifications in gambling habits among students and staff. The Butler Institute will lead data collection efforts, including attendance tracking, focus groups, and interviews to gather insights on program reception and areas for improvement.

The effectiveness of resources like the digital toolbox will also be evaluated through usage analytics and feedback from institutional liaisons. Midpoint evaluations will allow for adjustments to improve the project's delivery, while a final comprehensive report will summarize outcomes, lessons learned, and recommendations for sustainability. This thorough evaluation process ensures accountability for the requested funding and provides a robust foundation for long-term program improvement and scalability.

The goal for the overall impact of this grant is to reach at a minimum of 5,000 students, 1,000 staff, and 20 institutions of higher learning through this project.

*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**

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

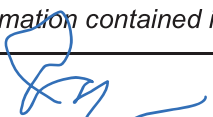
For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

**Source Income Table**

- (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
- (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.

**Percentage Funding Sources (for 501c3 nonprofit organizations)**

|   |              |
|---|--------------|
| Government grants (federal, state, county, local) | 96 %         |
| Government Contracts                              | %            |
| Foundations                                       | %            |
| Business  | %            |
| Events  | %            |
| Individual Contributions                          | 2 %          |
| Fees/earned income                                | %            |
| Workplace giving campaigns                        | %            |
| In-kind contributions                             | %            |
| Other   | 2 %          |
| <b>Total (must equal 100%)</b>                    | <b>100 %</b> |

| <b>Financial Information Section</b>   |   |   |                       |
|--|---|---|-----------------------|
| Organization Budget for fiscal year<br>2023  | Fiscal Year Date<br>1/1/2023-12/31/2023   | Income<br>1,432,798   | Expenses<br>599,214   |
| For Project/Program Requests:  |   |   |                       |
| Program Budget<br>\$284,625  | Dates of budget period<br>4/1/25-3/31/25  | Income<br>\$284,625   | Expenses<br>\$284,625 |
| Name of Person Responsible for Financial Reporting<br>Jamie Glick  |   | Name of Financial Institution where funds will be deposited<br>1st Bank |                       |
| <b>Attachments</b>   |   |   |                       |
| <p>Applicants need to submit the following required documents as attachments to their application:<br/>           Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)<br/> <b>(Optional)</b> Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.</p>   |   |   |                       |
| <b>List of Attachments</b>   |   |   |                       |
| 1.   | Grant Goals and Objectives and Project Budget                                       |   |                       |
| 2.   | PGCC IRS Letter of Determination  |   |                       |
| 3.   | Letters of Support  |   |                       |
| <b>Acknowledgments</b>   |   |   |                       |
| <p>By signing below, I acknowledge the following:</p> <p>The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and</p> <p>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</p> <p>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</p> <p>The grant applicant will use grant money only for the purpose for which the grant money was awarded; and</p> <p>The information contained in this application is true and correct to the best of my ability.</p> |   |   |                       |
| Signature  |  |   | Date<br>11/24/24      |

**ATTACHMENT 1:**

**COLORADO COLLEGIATE EDUCATION AND SUPPORT PROJECT  
GOALS AND OBJECTIVES AND PROJECT BUDGET**



## Colorado Collegiate Education and Support Project Proposed Goals and Objectives

### 1. Finalize Strategic Planning and Partnerships

**Timeline:** April 1 - April 30, 2025

**Goal:** Establish a strong foundation for the project by defining roles, responsibilities, and formalizing partnerships with participating institutions.

**Objectives:**

- Define specific roles for PGCC and IC360.
- Develop a comprehensive project timeline with clear deliverables.
- Formalize agreements with colleges and universities.
- Identify key institutional contacts for coordination and communication.

**Activities:**

1. Conduct initial planning meetings between PGCC and IC360 to assign responsibilities.
  2. Create a detailed timeline and checklist for project milestones.
  3. Draft and sign Memorandums of Understanding (MOUs) with partner institutions.
  4. Establish institutional points of contact for scheduling and logistics.
- 

### 2. Develop Tailored Educational Materials

**Timeline:** May 1 - July 31, 2025

**Goal:** Create educational resources tailored to the needs of students, athletic staff, and counseling professionals to ensure effective program delivery.

**Objectives:**

- Develop educational content for campus-wide initiatives, athletics departments, and counseling centers.
- Pilot the materials at select institutions and gather feedback.
- Revise materials based on feedback to align with cultural and institutional needs.

**Activities:**

1. Design multimedia resources, including presentations, infographics, and videos.
  2. Develop specific content for each audience group (students, athletes, staff, and counselors).
  3. Conduct pilot sessions at 2 institutions to test materials.
  4. Incorporate feedback and finalize materials for broader use.
- 

**3. Launch Campus Engagement and Outreach Campaigns**

**Timeline:** June 1 – August 31, 2025

**Goal:** Maximize awareness and engagement by promoting program activities across participating campuses.

**Objectives:**

- Confirm institutional participation and finalize session schedules.
- Develop promotional materials to generate interest and awareness.
- Establish clear communication channels for logistics and updates.

**Activities:**

1. Send outreach emails and schedule virtual meetings with participating institutions.
  2. Launch awareness campaigns using social media, email, and campus newsletters.
  3. Distribute promotional posters and flyers on campuses.
  4. Coordinate with institutional liaisons to finalize logistics.
- 

**4. Implement Campus-Wide Educational Sessions**

**Timeline:** August 2025 - March 2026

**Goal:** Deliver impactful workshops and interactive sessions to educate students, faculty, and staff about the risks and prevention of problem gambling.

**Objectives:**

- Engage students, faculty, and staff in campus-wide gambling education programs.
- Use multimedia tools to increase participation and retention of information.
- Collect feedback to improve future sessions.

**Activities:**

1. Host workshops and interactive sessions on gambling prevention and awareness.
  2. Implement multimedia campaigns, including digital signage and videos.
  3. Administer post-session surveys to gather feedback.
  4. Adjust sessions based on participant responses and needs.
- 

## **5. Deliver Athletics Department Training**

**Timeline:** August 2025 - March 2026

**Goal:** Provide specialized training for athletics department staff and student-athletes to address gambling risks specific to the sports context.

### **Objectives:**

- Educate athletic staff and athletes on the unique challenges of gambling in sports.
- Offer tools such as Prohibit, Integrity Monitoring, and Alert 360.
- Foster a culture of awareness and prevention within athletic programs.

### **Activities:**

1. Conduct training sessions tailored to athletic staff and student-athletes.
  2. Discuss specific risks related to performance pressures and betting trends.
  3. Distribute resources to integrate training into regular athletic department activities.
  4. Follow up with athletic staff to ensure ongoing program engagement.
- 

## **6. Conduct Counseling and Wellness Center Training**

**Timeline:** September 2025 – March 2026

**Goal:** Equip counseling and wellness center staff with tools to identify, address, and prevent gambling-related behaviors among students.

### **Objectives:**

- Provide in-depth training on recognizing gambling-related risks and behaviors.
- Equip staff with intervention tools and referral resources.
- Establish peer education frameworks to sustain prevention efforts.

### **Activities:**

1. Host comprehensive training sessions for counseling and wellness staff.
2. Share intervention strategies and referral processes.



3. Introduce peer education frameworks and provide ongoing support.
  4. Offer follow-up consultation and resource updates as needed.
- 

## **7. Evaluate Program Outcomes and Plan for Sustainability**

**Timeline:** Ongoing throughout the project

**Goal:** Assess the program's impact and establish a plan for long-term sustainability and expansion with data collection and reporting led by the Butler Institute for Children and Families.

**Objectives:**

- Collaborate with the Butler Institute for Children and Families to evaluate program effectiveness using qualitative and quantitative methods.
- Compile a comprehensive final report summarizing outcomes, lessons learned, and areas for improvement.
- Develop a sustainability plan to ensure ongoing program impact and potential expansion.

**Activities:**

1. Work with the Butler Institute for Children and Families to collect and analyze participation and feedback data from all workshops and training sessions.
  2. Use evaluation findings to identify program successes and areas for improvement.
  3. Collaborate with the Butler Institute to prepare a final report detailing program outcomes, sustainability recommendations, and impact metrics.
  4. Create a roadmap for future expansion and long-term engagement with institutions.
- 

## **8. Create a Digital Toolbox for Continued Use**

**Timeline:** May 2025 - March 2026

**Goal:** Develop a digital toolbox with accessible, customizable educational and prevention content for ongoing use by Colorado colleges and universities.

**Objectives:**

1. Design a user-friendly digital toolbox with comprehensive resources.
2. Pilot test the toolbox and refine based on feedback.
3. Distribute the toolbox to institutions and provide usage guidance.

**Activities:**

- Create multimedia content, including videos, presentations, and infographics.
  - Pilot test the toolbox with select institutions and incorporate feedback.
  - Distribute the toolbox with a user guide and provide technical support.
- 

**9. Complete Required Reports for Division of Gaming Responsible Gaming Grant**

**Timeline:** Ongoing throughout the project

**Goal:** Ensure compliance with grant requirements by submitting detailed progress and impact reports.

**Objectives:**

- Provide transparent updates on project activities and expenditures.
- Highlight successes and challenges in quarterly, mid-grant, and final reports.

**Activities:**

1. Submit quarterly reports as determined by DOG.
2. Prepare a mid-grant report as determined by DOG summarizing progress and adjustments.
3. Deliver a final report by the date determined by DOG detailing outcomes, sustainability plans, and lessons learned.

**PROBLEM GAMBLING COALITION OF COLORADO**  
**Colorado Collegiate Education and Support Project**

**Project Budget 4/1/25 – 3/31/26**

|   |                                    |
|---|------------------------------------|
| Integrity Compliance 360 (IC 360)                   | \$ 125,000.00                      |
| Counseling Center Training Development and Delivery | \$ 60,000.00                       |
| Campus Support and Table Events                     | \$ 30,000.00                       |
| Digital Toolbox Support                             | \$ 8,000.00                        |
| Travel  | \$ 5,000.00                        |
| Promotional and Educational Materials               | \$ 4,500.00                        |
| Program Evaluation                                  | <u>\$ 15,000.00</u>                |
| <b>Total Direct Expense</b>                         | <b><u>\$ 247,500.00</u></b>        |
| 15% Indirect Administrative Expense                 | \$ 37,125.00                       |
| <b>Total Project Budget</b>                         | <b><u><u>\$ 284,625.00</u></u></b> |

**Other Funding Source**  
**CO Schools Gambling and Gaming Project**

|  |                            |
|--|----------------------------|
| Private Donations (Individuals & Corporations) | <u>\$ 61,380.00</u>        |
| <b>Total Other Sources</b>                     | <b><u>\$ 61,380.00</u></b> |

**ATTACHMENT 2:**

**PROBLEM GAMBLING COALITION OF COLORADO**

**IRS LETTER OF DETERMINATION**



Department of the Treasury  
Internal Revenue Service  
Tax Exempt and Government Entities  
PO Box 2508  
Cincinnati, OH 45201

Date:  
January 18, 2023  
Employer ID number:  
84-1306226  
Form 990 required:  
Yes  
Person to contact:  
Name: MS. WINN  
ID number: 1000110131

PROBLEM GAMBLING COALITION OF  
PO BOX 260435  
LAKEWOOD, CO 80226

Dear Sir or Madam:

We're responding to your request dated November 05, 2022, about your tax-exempt status.

We issued you a determination letter in December 1995, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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, 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 990-EZ, 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 990EZ
- 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](http://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., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

Letter 4168 (Rev. 9-2020)  
Catalog Number 66666G

**ATTACHMENT 3:**

**COLORADO COLLEGIATE EDUCATION AND SUPPORT PROJECT  
LETTERS OF SUPPORT**



November 22, 2024

Colorado Division of Gaming  
1707 Cole Blvd #300  
Lakewood, CO 80401

Dear Members of the Colorado Division of Gaming,

I am writing on behalf of the National Council on Problem Gambling (NCPG) to express our support for the Problem Gambling Coalition of Colorado (PGCC) and their application for funding through the Colorado Division of Gaming Responsible Gaming Grant program.

As the state affiliate of the NCPG, PGCC plays a critical role in addressing problem gambling in Colorado. Their work is aligned with the mission of the NCPG, which is to lead national efforts for advocacy, awareness, and assistance for individuals and families affected by problem gambling. Affiliates like PGCC serve as vital extensions of this mission, implementing statewide initiatives tailored to the unique needs of their communities.

The PGCC has consistently demonstrated its ability to educate, advocate, and provide resources to mitigate the negative impacts of problem gambling in Colorado. Their collaboration with healthcare providers, the gaming industry, and other stakeholders ensures a comprehensive approach to responsible gaming practices. Moreover, PGCC's commitment to public awareness campaigns, prevention programs, and support services for individuals and families affected by problem gambling embodies the principles of the NCPG.

The Responsible Gaming Grant program represents a vital opportunity to advance these efforts. With this funding, PGCC will be able to expand its reach and impact, develop innovative programs, and strengthen its ability to provide critical resources and services for problem gambling prevention and intervention.

Thank you for considering this letter of support. Please do not hesitate to contact me if you have any questions or require further information.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith Whyte", written in a cursive style.

Keith Whyte, Executive Director



November 26, 2024

Division of Gaming  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Division of Gaming in Colorado,

It is my pleasure to write this letter of support for the Colorado Collegiate Education and Support Project, a vital initiative developed through the collaborative efforts of the Problem Gambling Coalition of Colorado (PGCC) and IC360. Having served as the Director for the Division of Gaming in New Jersey, I witnessed firsthand the importance of addressing gambling-related harm and promoting education and prevention efforts, particularly among vulnerable populations such as college students and college athletes.

This initiative is essential for several reasons. College students, particularly athletes, are at heightened risk for gambling-related harm due to factors such as peer influence, exposure to high-stakes environments, and the growing accessibility to both illegal and legal online fantasy sports and sports betting platforms. Without targeted education and support, this population faces increased risk of financial hardship, academic difficulties, and compromised mental health.

The Problem Gambling Coalition of Colorado has a long-standing reputation for its commitment to addressing problem gambling through awareness, advocacy, and education. By aligning with IC360—a leader in providing cutting-edge, data-driven solutions to mitigate gambling harm—this partnership is uniquely equipped to address the challenges faced by young adults. IC360’s innovative approach to early identification and support aligns seamlessly with PGCC’s mission to create safe and informed communities, ensuring that college students and athletes, especially those under the age of 21, receive the resources they need to make informed decisions about gambling.

The Colorado Collegiate Education and Support Project exemplifies how these values come together in action. Through targeted outreach, educational workshops, and accessible resources, the project equips students with the knowledge and tools to navigate gambling-related challenges while fostering healthier relationships with gaming and betting activities. This proactive approach not only protects individuals but also strengthens the integrity of Colorado’s gaming industry by demonstrating a commitment to responsible gambling practices.

I commend the Division of Gaming in Colorado for its dedication to promoting responsible gaming practices, and I urge you to support the Colorado Collegiate Education and Support Project. Your support of this initiative will further demonstrate Colorado’s leadership in addressing the unique needs of this vulnerable population and further establish the state as a model for responsible gambling education and prevention.

Thank you for your attention and consideration. Please do not hesitate to contact me for further discussion or information.

Sincerely,

David Rebuck  
Retired Director  
New Jersey Division of Gaming





November 27, 2024

Colorado Department of Revenue  
Division of Gaming  
1707 Cole Blvd., Ste 300  
Lakewood, Colorado 80401

**RE: Letter Supporting the Grant Application of the Problem Gambling Coalition of Colorado, Inc.**

Dear Division of Gaming:


On behalf of Integrity Compliance 360 Inc. (“IC360”), I write to express our support for the Problem Gambling Coalition of Colorado, Inc.’s (“PGCC”) application for a Responsible Gaming Grant.

IC360 is impressed with the philanthropic endeavors undertaken by PGCC and its leadership team in fulfilling their mission to increase awareness, advocate for treatment, and promote research and education on problem gambling throughout the state of Colorado. PGCC has a proven track record as Colorado’s advocate for programs and services to assist all affected by problem gambling. Based on this track record, IC360 welcomes the opportunity to support PGCC.

PGCC and IC360 have recently engaged in conversations and a partnership surrounding collegiate education while offering ongoing support with tools (Alert360, IM, Prohibit) designed to preserve individual wellbeing and the integrity of sport. By aligning our priorities, our joint efforts will continue to foster safer gambling in Colorado communities.

IC360 serves as a comprehensive regulatory technology solution provider, offering best-in-class products and services tailored to the gaming and sports betting industries. With deep expertise, robust resources, and a wealth of industry knowledge, IC360 delivers cutting-edge solutions that empower organizations to uphold the highest standards of integrity, compliance, and operational excellence. IC360 is deeply committed to promoting safer gambling environments and leveraging our expertise in regulatory compliance and integrity technology, including responsible gaming, to enhance self-exclusion options for individuals who seek protection from gambling-related harms.

Thank you for your time and consideration. We hope you will take our letter of support into consideration in making your decision on PGCC’s Responsible Gaming Grant application.

Respectfully,  
Signed by:  
  
ERIC FRANK  
President



Gloria Nevarez, Commissioner

November 25, 2024

Division of Gaming  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

To the Members of the Division of Gaming,

As Deputy Commissioner of the Mountain West Conference, I am deeply committed to the well-being of our student-athletes and the integrity of collegiate athletics. I am writing to express my strong support for the Colorado Collegiate Education and Support Project, a collaboration between the Problem Gambling Coalition of Colorado (PGCC) and IC360.

This project addresses a critical issue: the growing risk of gambling-related harm among college students and athletes. IC360's established relationships with universities nationwide provide a tested and effective framework for tackling these challenges. By leveraging these existing partnerships, Colorado has a unique opportunity to implement tailored education and support programs that directly benefit our campuses and athletic programs.

The Mountain West Conference stands for integrity, accountability, and the holistic development of student-athletes. This initiative reflects those values and offers an important step toward mitigating gambling risks that could harm students and jeopardize the integrity of collegiate athletics. I strongly encourage the Division of Gaming to support this impactful program.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bret A. Gilliland', written in a cursive style.

Bret A. Gilliland  
Deputy Commissioner  
Mountain West Conference



**Council on  
Compulsive Gambling  
of Pennsylvania**

PO Box 444  
Spring House, PA 19477-0444

Office: 215-643-4542  
josh@pacouncil.com

November 25, 2024

Division of Gaming  
1707 Cole Blvd., Suite 300  
Lakewood, CO 80401

Dear Members of the Division of Gaming in Colorado,

The Council on Compulsive Gambling of Pennsylvania, Inc. (CCGP) strongly supports the Colorado Collegiate Education and Support Project, a vital initiative developed through the collaborative efforts of the Problem Gambling Coalition of Colorado (PGCC) and IC360. Serving as a problem gambling advocacy organization in the Commonwealth of Pennsylvania, we believe it is important to raise awareness of ways to approach gambling in an informed manner, and to implement tools and resources to reduce gambling-related harm. This is best done through education and prevention efforts, particularly among vulnerable populations such as college students and college athletes.

This initiative is essential for several reasons. College students, particularly athletes, are at heightened risk for gambling-related harm due to factors such as peer influence, exposure to high-stakes environments, and the growing accessibility of online and sports betting platforms. Without targeted education and support, this population faces increased risk of financial hardship, academic difficulties, and compromised mental health.

The Problem Gambling Coalition of Colorado has a long-standing reputation for its commitment to addressing problem gambling through awareness, advocacy, and education. By aligning with IC360—a leader in providing cutting-edge, data-driven solutions to mitigate gambling harm—this partnership is uniquely equipped to address the challenges faced by young adults. IC360's innovative approach to early identification and support aligns seamlessly with PGCC's mission to create safe and informed communities, ensuring that college students and athletes receive the resources they need to make informed decisions about gambling.

The Colorado Collegiate Education and Support Project exemplifies how these values come together in action. Through targeted outreach, educational workshops, and accessible resources, the project equips students with the knowledge and tools to navigate gambling-related challenges while fostering healthier relationships with gaming and betting activities. This proactive approach not only protects individuals but also strengthens the integrity of Colorado's gaming industry by demonstrating a commitment to responsible gambling practices.

I commend the Division of Gaming in Colorado for its dedication to promoting responsible gaming practices. Your support of this initiative will demonstrate Colorado's leadership in addressing the unique needs of this vulnerable population and further establish the state as a model for responsible gambling education and prevention.

Thank you for your attention and consideration. Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads 'Josh Ercole'. The signature is fluid and cursive, with the first name 'Josh' being particularly prominent.

Josh Ercole  
Executive Director, CCGP

Statewide Helpline

**1-800-GAMBLER®**

[www.pacouncil.com](http://www.pacouncil.com)



11/21/2024

Colorado Limited Gaming Control Commission  
Colorado Department of Revenue  
1707 Cole Blvd, Suite 300  
Lakewood, CO 80401

Dear Members of the Colorado Limited Gaming Control Commission,

On behalf of the Butler Institute for Families at the University of Denver, I am writing to express our strong support for the Problem Gambling Coalition of Colorado's (PGCC) request for funding through the Responsible Gaming Grant program. Our institute is dedicated to strengthening and improving services for families and communities, and we are eager to partner with PGCC to enhance their efforts in addressing problem gambling in the state of Colorado.

The Butler Institute specializes in data collection, program evaluation, and capacity building to support organizations in measuring the effectiveness of their initiatives. In collaboration with PGCC, our goal is to assist in the systematic collection and reporting of data to assess the impact of current and future programming for individuals affected by problem gambling. Through this partnership, we will help PGCC identify gaps in client engagement and retention, ensuring that those in need of support can access and stay connected to the necessary services.

Additionally, we will work with PGCC to identify trends in problem gambling throughout the state of Colorado, allowing for informed decision-making and targeted recommendations to the Colorado Division of Gaming. By analyzing the data collected, we can better understand how problem gambling affects various communities, identify areas where additional resources may be needed, and evaluate the overall effectiveness of the programs being offered.

The Butler Institute is committed to using evidence-based approaches to improve outcomes for individuals and families, and we believe that our collaboration with PGCC will significantly enhance the ability to address problem gambling in Colorado. We fully support their request for funding, as this investment will allow us to jointly provide comprehensive, data-driven insights and recommendations that will benefit both PGCC and the larger community.

Thank you for considering this important request. We look forward to the opportunity to work alongside PGCC and contribute to the continued success of their efforts to combat problem gambling in Colorado.

Sincerely,

Robin Leake  
*Robin Leake*

Holly Gary  
Grant & Contract Administrator  
Office of Research & Sponsored Programs  
University of Denver

The Butler Institute for  
Families University of Denver  
<https://socialwork.du.edu/butler>

# Applicant Interviews

| Applicant   | Video Link  |  |  |  |
|---|---|--|--|--|
| Kindbridge Research Institute                           | <a href="https://drive.google.com/file/d/1802iuVEJftSi8PKoZTpGG9L0Qudagc2R/view?usp=sharing">https://drive.google.com/file/d/1802iuVEJftSi8PKoZTpGG9L0Qudagc2R/view?usp=sharing</a>       |  |  |  |
| International Proglem Gambling and Gaming Certification | <a href="https://drive.google.com/file/d/19pJoJoSa8tqYax9fKX1_WytA_N_92UMb/view?usp=sharing">https://drive.google.com/file/d/19pJoJoSa8tqYax9fKX1_WytA_N_92UMb/view?usp=sharing</a>       |  |  |  |
| Problem Gambling Coalition of Colorado                  | <a href="https://drive.google.com/file/d/1L2JqZGtAtp_cljG2te5BlzoaB6Amta9P/view?usp=sharing">https://drive.google.com/file/d/1L2JqZGtAtp_cljG2te5BlzoaB6Amta9P/view?usp=sharing</a>       |  |  |  |
| FREE Recovery   | <a href="https://drive.google.com/file/d/1PVKChKvXIY-R81kYzCD4cyc2-NI5gKUv/view?usp=sharing">https://drive.google.com/file/d/1PVKChKvXIY-R81kYzCD4cyc2-NI5gKUv/view?usp=sharing</a>       |  |  |  |
| MA Council on Gaming and Health (EVIVE)                 | <a href="https://drive.google.com/file/d/1wCJoO0meNrxQCy_kxTh7rjydo-Mud4EZ/view?usp=drive_link">https://drive.google.com/file/d/1wCJoO0meNrxQCy_kxTh7rjydo-Mud4EZ/view?usp=drive_link</a> |  |  |  |
| MA Council on Gaming and Health (idPair)                | <a href="https://drive.google.com/file/d/1sfQWoGlxYVsJOJ_dicKxHfVmjev_he7d/view?usp=drive_link">https://drive.google.com/file/d/1sfQWoGlxYVsJOJ_dicKxHfVmjev_he7d/view?usp=drive_link</a> |  |  |  |