



Fundraising for **G**ambling **R**esearch, **E**ducation and **T**reatment of problem gambling

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PRESS RELEASE

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Available for interview Geoffrey Godbold OBE – Director of The GREaT Foundation

THE GREAT FOUNDATION PRODUCES A WINNER!

Following their end of year Board meeting, the Trustees of The GREaT Foundation are delighted to announce that they have achieved the £5million fundraising target which was set by the Government and the Responsible Gambling Strategy Board (RGSB) for the financial year 2009/10.

Commenting on this success, Andrew Tottenham - Chairman of The GREaT Foundation – said:

“This is a particularly impressive outcome; the targets were suggested nearly three years ago when the economic climate was very much more buoyant. Our fundraising total for 2009/10 increased by more than 42% on the previous year and we are extremely grateful to all those who supported us so generously. To have raised these funds in the worst recession in decades is a great tribute to the Gambling Industry and its determination to demonstrate commitment to social responsibility.

The Gambling Industry is unique in funding research, education and treatment for those few who have a problem with their products, which for the vast majority of people is simply great entertainment. All those who have made donations should be rightly proud of this achievement”.

Looking forward, the fundraising target that the Gambling Industry will attempt to raise for 2010/11 is £6million. Geoffrey Godbold OBE – Director of The GREaT Foundation – recognises that several changes will have to happen to achieve this. He said:

“First of all, we need to see many more of those in the Gambling Industry donating. In 2009/10 only just over a third of those holding licences did so. Those who are leaving it up to others are unfairly not

fulfilling their responsibility and are relying on others to cover for them. We wonder how they are justifying this on their licence returns to the Gambling Commission.

Secondly, we would like to see all operators donating at the equivalent rate of 0.085% of their Gross Gambling Profit or Yield. This would ensure that everyone is donating on the same basis and not, as some are, just making a token gesture. We also need to see a more active role played by those who make income indirectly from gambling – banks, lawyers, accountants and trade suppliers. We had some positive results in 2009/10 but this again needs to be taken up by all, and indeed, some sections, such as the media, need to accept their responsibility and start donating.

That leads on to the third area where there are those who are making a large income from gambling but dodging the issue by claiming that they are not the cause of problem gambling. Everyone is aware that this is an industry-wide responsibility and no-one should try and get out of donating. Recent comment in the trade press has highlighted these shortfalls and we hope that they can be resolved.

That said, the 2009/10 result is a fantastic achievement and we are extremely grateful to all those who made their donation”.

- ENDS -

NOTES TO EDITORS

For further information or to request an interview with Geoffrey Godbold OBE - Director of The GREaT Foundation - please contact Karen Churches on 020 7518 0023 or by email churchesk@thegreatfoundation.org.uk.

The GREaT Foundation, formerly known as RIGT, was established in 2002 as the Gambling Industry’s charity responsible for tackling problem gambling through the funding and commissioning of research, education and treatment from voluntary donations. In 2009, following a restructuring of the charity, RIGT was renamed The GREaT Foundation and returned to its original perceived function solely of raising funds for gambling research, education and treatment of problem gamblers.