



## Alternative funding to pokie machine revenue

March 2008

### Pokie machines statistics

- Gambling industry turnover in 2007 was \$14.013b
- Money lost \$2.020 billion, of which \$950 million was lost on non-casino pokies (2007).
- Up to 42% of pokie revenue is from problem gamblers,
- 6 major societies distribute 60% of all non casino expenditure funding to community organisations.
- Each poker machine grant is approximately \$12,438 annually.

who make up only 3% of gamblers.

### Be proud of not using pokie funding—use it as a marketing tool.

Currently New Zealand community and sports groups depend heavily on the funding they receive from gambling, breweries and fast food companies. However, it must be remembered that much of the money comes from the pockets of those who can least afford it and are also experiencing the social and health impacts of these products.

Sports sponsorship is a marketing tool. But it can come from companies whose product poses a risk to health, through

'unhealthy' products such as tobacco, fatty foods or from gambling. A recent New Zealand study<sup>1</sup> found that the sponsorship of popular sports for young people was dominated by 'unhealthy' sponsorship.

Pokie trusts get their money from non-casino pokie machines profits throughout New Zealand. A percentage of this money is put back into the community through grants to community groups. An examination of the recipients of these grants shows that the money does not

always go back into the community it came from, and that the major recipients are sports clubs not groups working to improve the health or welfare of those who live in the area. \$259 million is distributed from 47 New Zealand Trusts in approximately 33,000 grants. \$125 million goes to sports—mainly rugby and racing, \$44 million to community support and \$90 million to community groups. Alternative fundraising creates social cohesion and thus helps communities to work towards their goals.

### Need funds?

#### Fundraising means getting out from behind the desk and getting out into the community

1. Raise your profile use all avenues including branding and the Internet.
2. Use branding and slogans such as your donation will allow/ or stop .....
3. Special events fundraisers or selling a product
4. Raising money through business and sales activities.
5. Seek funds from non pokie foundations, corporations and government.
6. Legacy giving—Money left in wills.
7. Recruit staff, volunteers and board members who are willing and able to raise money. They can help to plan your fundraising program represent it in public, host parties, provide names of likely supporters, institute giving programs within their workplace.
8. Retirees constitute a huge pool of potential volunteers and they have a huge skill pool to use for creative fundraising.
9. Keep a up-to-date database of donors.
10. Find out why people give, what motivates your supporters —don't expect everyone to give.
11. People seem to give when they feel they will get something back. An altruistic person gives for a wide variety of reasons from tax deduction to bringing about justice so the more links between their motivations and what your organisation offers the more likely they are to give.
12. Don't concentrate on only the wealthy, diversify depending on the community base therefore mobilize your community.

Join the no pokies register

[http://](http://www.gamblingwatch.org.nz/)

[www.gamblingwatch.org.nz/](http://www.gamblingwatch.org.nz/)

to show your organisations support and get some stickers to hand out at events, you can also use this as a fundraising strategy.



**If you apply for funding from pokie trusts you are supporting the negative social and health impacts associated with problem gambling**



Up to 82% of donations are from individuals in the lower income bracket.

### Use the Internet as part of a fundraising strategy

The internet offers the opportunity to cheaply and cost effectively market the organisation and raise funds. So use the Internet as part of your strategy to brand and get your organisation know. Organisations need to view fundraising as a mechanism to educate the public on issues and increase community awareness.

WebPages can allow donors to donate online. Make this enjoyable and show donors how their funds are being spent while emphasizing your goals.

### Raise awareness of the organisation to encourage donations by:

Wearing a T-shirt from your group whenever possible, sell them for a small donation of \$25.00 or so.

Always carry brochures, fact sheets and information about your group to hand to someone if the topic comes up.

### How to keep funding coming in

Newsletters from organisation to their supporters are an important exchange for financial support. They reinforce the work of the organisation and give the opportunity to show how the money has been spent and also a chance to officially recognize the support. Article should include information on list of donors, event announcements, announcements of work of organisation and also profiles on volunteers, donors or staff.

You can never be too thankful—handwritten letters to donors—personal rather than computer generated.

Take active steps to increase the interest of supporters or they are likely to leave after a couple of years.



### Ideas for fundraising

- Phoneathon / Bowlathon
- Door to door collections
- Special events
- Direct mail collections
- Fairs
- Special theme evenings and dinners
- Fun runs (with donated prizes)
- Promotional tables at local markets
- Develop effective written materials to handout
- Maintain donors
- Use board members to help seek funding
- Legacy giving—put on your web site and pamphlets
- ASB trust or Council wellbeing funding

**FUNDING IS ABOUT RELATIONSHIP BUILDING**  
finding common purposes  
mutual respect  
communication

**It is hard to fundraise. Don't be afraid to ask for money.  
Think about where your funding comes from,  
you keep harmful substances out of your community  
so don't take pokie trust money from the pockets of problem gamblers**

1. Maher et al. Patterns of sports sponsorship by gambling, alcohol and food companies: an Internet survey. *BMC Public Health* 2006, 6:95-103.
2. Grassroots Fundraising Journal. Fundraising ideas that work. <http://www.grassrootsfundraising.org>

**Problem Gambling Foundation Hotline**  
**0800 664 262**