

### **What is the Revitalization of Charitable Bingo and Gaming Initiative?**

The Commercial Gaming Association of Ontario (CGAO), the Ontario Charitable Gaming Association (OCGA) and the Ontario Lottery Corporation (OLG) are helping to revitalize Ontario's Charitable Bingo and Gaming industry. The Revitalization of Charitable Bingo and Gaming Initiative is a partnership between the Ontario Lottery Corporation (OLG), the charities, municipalities and commercial operators.

To generate interest, and ultimately more money for thousands of local charities, OLG is looking to develop new products and technologies – like electronic bingo and other games – to invigorate the traditional bingo experience and appeal to a wider audience.



### **Why be part of the Revitalization of Charitable Bingo and Gaming Initiative?**

Recently, there has been a significant decline in Charitable Gaming in Ontario. Ten years ago, there were more than 6,000 charities raising funds at approximately 230 bingo halls, but today, there are just under 2,800 charities fundraising in 61 halls. As of November 2013, 25 halls have confirmed and will be converting to E-Bingo. **Cambridge became a part of the Revitalization of Charitable Bingo and Gaming Initiative in September 2013 – only municipality in Waterloo Region.**

### Decline in the Bingo Industry

The following chart illustrates the decline in the Bingo Industry since 1999

	1999	2005	2007	2009	2011
<b>No. of Commerical Sites</b>	229	100	80	75	74
<b>Annual Bingo Revenues</b>	\$1.14 Billion	\$973 Million	\$805 Million	\$651 Million	\$552 Million
<b>Number of Charities Supported (est)</b>	6,200	4,500	3,000	2,800	2,800
<b>Charity Revenues</b>	\$171 Million	\$108 Million	\$88 Million	\$54 Million	\$43 Million
<b>Municipal Revenues (est)</b>	\$24 Million	\$20 Million	\$18 Million	\$15 Million	\$13 Million
<b>Jobs sustained (est)</b>	8,000	3,500	2,800	2,600	2,550

### How did the Revitalization of Charitable Bingo and Gaming Initiative begin?

- The foundation of the initiative is partnership between the Ontario Lottery Corporation (OLG), Ontario Charitable Gaming Association (OCGA) and the Commercial Gaming Association Ontario (CGAO). A strong relationship between the three organizations have been forged over a decade of working together collaboratively.
- At the end of 2005, with the co-operation of the Charities, the Operators, and the Municipalities, OLG introduced electronic versions of existing paper-based bingo games to six halls in five communities.
- The six charitable gaming centres in Barrie, Kingston, Peterborough, Sudbury and Windsor have since raised \$43 million in proceeds for local charities. Of this, \$14+million is added revenue for charities above what the proceeds would have been with only paper products.
- In 2010, OLG was mandated to proceed with phased rollout province-wide of ebingo and electronic bingo-themed games to charitable gaming centres
- The next stage for Ontario's Charitable Gaming Revitalization Initiative Began

**What is the plan for the Revitalization of Charitable Bingo and Gaming Initiative?**

The plan is to introduce a standardized suite of paper and electronic games to all interested bingo halls in Ontario. Currently, there are 37 bingo centres which have expressed interest in the initiative, and six pilot sites that will test the newly expanded model.

**Strategic Goals of the Revitalization of Charitable Bingo and Gaming Initiative**

- Stabilize and grow the primary source of funding for 2800 charities and sustain the contribution they make by doing “good work” in local communities.
- Drive economic and social benefits back to communities
- Modernize the products to continue to support a distinct customer entertainment experience of the charitable gaming players.
- Current Status as of June 2013: 37 Service Providers and the Charities expressed interest in proceeding; To date have over 20 of 34 Municipalities have agreed to be part of the Initiative with more in discussion.
- To move forward with implementation, all three groups need to be aligned – Service Providers, Charities, Municipalities

**What products will be offered in Revitalization of Charitable Bingo and Gaming Initiative?**

The product offering will include:

<b>Current Products</b>	<b>New Products</b>
Paper Bingo	Electronic Bingo (eBingo)
Paper Break-Open Tickets	Electronic Break-Open Tickets (TapTix)
	Electronic Play on Demand Games (POD)
<b>Products Under Development</b>	
Electronic Rapid Draw Bingo	
Electronic Shutterboard	

**Who are the Major Players in the Revitalization of Charitable Bingo and Gaming Initiative?**

The Revitalization of Charitable Bingo and Gaming Initiative is a partnership of the following:

Ontario Lottery Corporation	<ul style="list-style-type: none"> <li>- Provide the electronic equipment</li> <li>- “Conduct and Manage” sessions through contracts with the Hall Operator</li> </ul>
Cambridge Bingo Centre	<ul style="list-style-type: none"> <li>- Manages the day to day operations – facility, games, finances, advertising and promotion</li> </ul>
City of Cambridge	<ul style="list-style-type: none"> <li>- Determines eligibility for groups that want to participate</li> <li>- Issue permits instead of licences</li> <li>- Reviews monthly reports</li> </ul>
Cambridge Gaming Association	<ul style="list-style-type: none"> <li>- Schedules Assignments for Charities</li> <li>- No longer responsible for games and cash</li> <li>- Distributes shares on a monthly basis</li> </ul>
Member Charities	<ul style="list-style-type: none"> <li>- Supports the operation of the bingo (no cash or game management</li> <li>- Provide customer service and increase public awareness of the contribution charitable gaming dollars raised in the facility make to the local community.</li> </ul>
Ontario Charitable Gaming Association	<ul style="list-style-type: none"> <li>- Provide support services to charitable organizations and Charitable Gaming Centre Associations (CGCA) engaged in the Charitable Bingo and Gaming initiative</li> </ul>

**How does the Revitalization of Charitable Bingo and Gaming Initiative affect the Charities?**

The following chart outlines the changes on how the Revitalization of Charitable Bingo and Gaming Initiative affects the Charities.

<b>Requirements</b>	<b>Previously</b>	<b>Now</b>
Volunteers Required	Minimum of 3	Minimum of 2
Volunteer Time Requirement	3 to 4 hours	2.5 hours
Manages and Conducts Event	Yes	n/a OLG manages/conducts
Selling of Gaming Product	Yes	n/a Hall Operator
Handling of Cash / Deposits	Yes	n/a Hall Operator
Event Reports at End of Session	Yes	n/a
Reconcile and Balance Bingo	Yes	n/a Hall Operator
Licence Fee Per Session	\$150.00 per event to City of Cambridge	Permit now issued – \$0.00
Use of Proceeds Report (City of Cambridge)	Yes - Monthly	Yes - Monthly
<b>New Requirements</b>		
Dress Code for Volunteers		New
Building and Promoting Charity Awareness		New
Customer Care Role		Increased
Volunteer Roles and Responsibilities		Increased
Assist with promotions (internal/external)		New
Supporting Responsible Gambling / AODA		New
Penalties for Non-Compliance		New