



## **MEDIA RELEASE**

**November 25, 2019**

### **CELEBRATING \$250 MILLION FOR ONTARIO CHARITIES AND NON-PROFITS THROUGH THE CHARITABLE GAMING PARTNERSHIP**

**On November 25th we celebrated raising over \$250 M for charities and non-profits across Ontario through Charitable Gaming Revitalization with an event at Queen's Park with MPPs, the Ontario Charitable Gaming Association (OCGA), the Commercial Gaming Association Ontario (CGAO), the Ontario Lottery and Gaming Corporation (OLG) and the Alcohol and Gaming Commission of Ontario (AGCO).**

The Charitable Gaming Revitalization (cGaming) initiative is a partnership between charities, commercial operators, OLG, AGCO, municipalities and the Government of Ontario.

In 2005 to support charities, the government approved cGaming in four pilot sites which introduced the use of technology in concert with traditional bingo and charitable gaming products. Two additional sites were added in 2009. At the request of the industry, this partnership between OLG, AGCO, charities, commercial bingo centre operators, and municipalities resulted in a further expansion of this initiative beginning in 2012. **There now are 32 Charitable Gaming Centres across Ontario.**

The cGaming initiative is all about supporting Ontario organizations such as food banks, women's shelters, programs for special needs children, service clubs, health organizations, youth sports programs and seniors' programs. The focus is on growing charity revenues to provide needed services in communities across Ontario.

To-date, **over \$250 M** (\$44 M this past fiscal) has been directed to almost **2,000 participating charities and non-profits** providing vital services in their communities. Charities and non-profits provide volunteers in the sites to support customer service and bring awareness of how the funds benefit the community. **Over 28,000 volunteers are contributing their time.**

The initiative has several components designed to provide a viable fundraising tool for charities and non-profits delivering local programs and services. It includes:

- Offering customers, a new entertainment experience in redesigned facilities
- A greater focus on customer service with improved food options and amenities
- Introduces electronic versions of traditional charitable gaming products that can be played on touch screens alongside traditional paper products
- Products include various versions of electronic bingo, break open tickets and themed instant tickets, along with a variety of "tap and play" games.

Under the cGaming model, OLG has oversight through contracts with the registered commercial operators who manage the day-to-day operations.

**Operators have made significant investments (estimated at \$65 M)** in renovations and capital improvements to their buildings creating appealing and attractive facilities. Ongoing responsibilities include selecting approved product, staffing the operations, operating the games, facility maintenance and advertising and promotion. **This initiative has led to approximately 1,830 employment opportunities.**

cGaming provides significant benefits to local communities not only by supporting the important services delivered by the charities, but through the economic development provided by the private sector. Also, participating municipalities maintain an important role in determining the eligibility of charities and monitoring how charities spend their funds in the community and in return receive a percentage of the proceeds.

All sites also have a *substantial* responsible gambling component with “PlaySmart” information and resource kiosks managed by the Responsible Gambling Council of Ontario. As well all employees and volunteers are trained to support responsible gambling.

***For more information contact:***

Lynn Cassidy, Executive Director, Ontario Charitable Gaming Association  
905-824-5478 or [lcassidy@charitablegaming.com](mailto:lcassidy@charitablegaming.com)  
<https://www.charitablegaming.com>

Peter McMahon, CEO, Commercial Gaming Association Ontario  
416-420-4155 or [mcmahon.pli@sympatico.ca](mailto:mcmahon.pli@sympatico.ca)  
<https://cgao.ca>

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