


Improving Outcomes Fund for women and minority communities affected by gambling harm



Application overview and guidance

Section A: Improving Outcomes Fund

- criteria, aims and priorities

Applications open: Wednesday 13th December 2023

Application deadline: Wednesday 31st January 2024 (5pm)

- **Geographical area:** England, Wales, Scotland
- **Application deadline:** Wednesday 31st January 2024, 5pm
- **Funding length:** up to 2 years
- **Funding levels available:** up to £150,000 for small organisations or new ideas, up to £300,000 for larger organisations or for more established projects.
- **Total funding pot:** £4,300,000
- **Target groups:** a) women b) people from minority religious and ethnic minority communities experiencing harm related to gambling.

This guidance document aims to support your application for the Improving Outcomes Fund. Please read all the information and review the supporting paperwork. If you have any questions do contact us at commissioning@gambleaware.org

The opportunity

This funding programme is a response to research published by GambleAware in 2023, demonstrating that people from particular groups in society face additional burdens of gambling harm, as well as barriers in accessing services which meet their needs. This fund aims to drive change within the sector by investing in activities which respond to the research recommendations. The overall ambition is to reduce the inequalities which exist relating to gambling harm for women and people from minority religious and ethnic minority communities.

This project is funded by the Regulatory Settlement allocated to GambleAware by The Gambling Commission¹ in accordance with their Statement of Principles for determining financial penalties. In keeping with the principles, funding from regulatory settlements to GambleAware will be used for specific, agreed purposes that accelerate our commissioning plans, including encouraging innovative practices.

This is an opportunity for innovative thinking within gambling-harms prevention and support, and we are encouraging collaboration between gambling harm specialist providers and other third sector organisations. We particularly welcome applications from smaller and/ or lived experience led organisations through this funding programme.

¹ The Gambling Commission allocated regulatory settlement funding to GambleAware in accordance with their Statement of principles for determining financial penalties (ctfassets.net)

The research focusing on the impact of gambling harm among women and among minority communities demonstrates the individual experiences, structural inequalities and stigma for these communities in relation to gambling and gambling harms. Whilst drivers behind gambling participation and associated risk factors vary, both women and minority communities experience significant gaps in service provision.

For women, there is a lack of a gender-sensitive approaches to treatment and support, and women as affected others often are not aware of the support available or are as well-served in terms of some of their experiences of trauma². Some of the other reasons surrounding low take up of support among women include practical barriers, such as distance to and the location of support, financial constraints, additional burdens of stigma, and experience of domestic abuse which can make accessing support even harder³.

For minority communities, a general distrust towards organisations that are not embedded within those communities may be a contributing factor to low awareness and use of gambling specific treatment and support⁴. In addition, stigma may also lead individuals to feel that they cannot access informal support, with minority groups statistically significantly less likely to talk to friends and family if they were worried about their gambling (56% vs. 63% of the white British majority group)⁵.

For this programme, we are using the definition of minority groups used in the Ipsos research as follows:

“Referring to the primary audience for this study, minority groups, though are hugely heterogeneous and diverse communities, are subject to similar contexts in terms of living in an inequitable, post-colonial Great Britain marked by structural racism and discrimination. For the purposes of this research, these groups include those who meet at least one of the following criteria (as per categories used by ONS data⁶):

- Identify as a member of an ethnic minority group;
- Identify as a member of a religious minority group (not Christian);
- Those who do not speak English as their first language”.

We recommend that you read these research reports, before applying for funding:

1. Minority Communities and Gambling Harms: Quantitative Lived Experience, Racism, Discrimination and Stigma, Final Report, undertaken by Ipsos, commissioned by GambleAware

There are two parts to this research:

Quantitative Report: Minority Communities & Gambling Harm (March 2023)

² IFF, University of Bristol, GamCare, Building Knowledge of Women’s Lived Experience of Gambling and Gambling Harms Across Great Britain, April 2023. Available [here](#)

³ Ibid

⁴ BetKnowMore, Under-represented Communities Desktop Review: EOI submission responses and Q1 Ethnicity and Gender data. Available [here](#)

⁵ Moss, N., Wheeler, J., & Sarkany, A., Minority Communities & Gambling Harms: Quantitative Report, March 2023. Available [here](#)

⁶ <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/religion/articles/exploringreligioninenglandandwales/february2020>

Qualitative Report: Minority Communities & Gambling Harms (December 2023)

2. Building Knowledge of Women's Lived Experience of Gambling and Gambling Harms Across Great Britain, undertaken by IFF, commissioned by GambleAware:

This research is located here: [Women and Gambling Summary Report](#)

Outcomes

The overall aim of this funding is **to reduce the inequalities experienced relating to gambling harms for women and people from minority communities.**

As part of the programme design, we have co-produced a theory of change diagram which attempts to articulate the overall impact we are seeking to achieve as well as the short, medium and long term outcomes (or changes) required to achieve this. As with any theory of change, this is intended to be a living document, and it will be reviewed alongside the portfolio of organisations funded within this programme.



We are expecting applicants to respond to one or more areas within the theory of change diagram, explaining how you will address one or more of the outcomes listed within the document.

As part of the development of this programme, we collaborated both with the researchers involved in the research publications listed above, and with people with lived experience of gambling harms. This is an overview of the co-produced key principles underpinning our approach to this funding programme:

- Projects where there is a clear reason why women or minority communities would engage / where these groups have power in the definition and establishing of the service.
- Targeted at areas of highest need (this might be depth of need rather than prevalence).
- Commitment to building capability and capacity around gambling harms. Non-gambling harm specialist organisations may need to partner with a specialist organisations to ensure we build on the skills and knowledge of the current system.
- Provide greater choice and options for women and people from minority communities to engage in support and treatment.
- Commitment to sharing learning and good practice.
- Having the infrastructure and systems that work for people from minority communities and women. Mobilising movement building is important. Projects funded do not have to be beneficiary/client facing interventions.
- Focus on preventing duplication and seeking innovation.

The list below is intended to provide some examples of the types of projects we might receive. They are not prescriptive or definitive:

- Tailored support for women or people from minority communities.
- Investing in women and minority community-led organisations trusted organisations.
- Interventions to reduce barriers to access support.
- Projects which focus on reducing stigma and shame, enabling people to recognise their gambling harm and take steps to seek treatment or support.
- Sensitised gender or cultural competency workforce training.
- Network building mobilising communities who can campaign and influence change.
- Strengthening and sharing good practice within the current system to improve access and outcomes.

Decision making

In line with our overall approach to commissioning, applications will be reviewed by a member of the GambleAware team to consider the following elements:

- a. Evidence of need
- b. Delivery model and approach
- c. Potential outcomes and impact
- d. Value for money and sustainability
- e. Organisation's track record

A funding panel, which will include Lived Experience, will meet to discuss each application and make recommendations on which projects should be funded.

Criteria

The following are the key criteria for this fund. In the application form linked below, you will be asked to tick to confirm your eligibility:

1	The impact of the activity and any direct delivery of services is in England, Scotland and/or Wales.
2	We are predominantly seeking to fund registered charities, or not for profit organisations. We will also fund other types of organisations, but your governing documents must clearly outline the organisation's social purpose, demonstrate that profits are used for this purpose and that an asset lock is in place.
3	You have not requested more than 50% of your previous year's turnover. <i>This is to ensure we are funding organisations with a track record and financial management experience. If you do not meet the 50% threshold, please provide some more details in section 6.3 of the application form.</i>
4	The funding will not be used on any projects that are co-funded by the gambling industry.
5	Activities must be in line with GambleAware's <u>charitable objectives</u> .

Monitoring, evaluation, and learning

GambleAware is committed to proportionate monitoring and evaluation across all our funded projects and programmes in order to generate learning to inform future services and contribute to the body of evidence to influence wider policy and practice.

Once funding has been allocated, we will work with successful applicants to agree project-specific outcomes and implement monitoring procedures. Successful applicants must be willing to be actively engaged and involved with an external evaluation of the portfolio which will be commissioned by GambleAware.

Partnerships

We are looking to fund a range of organisations including current National Gambling Support Network providers, other current funded partners and organisations new to GambleAware.

We are encouraging partnership applications. Where an organisation doesn't have experience within gambling harms, we would suggest reaching out to one of the NGSN partners, or alternatively please contact the GambleAware team for support: commissioning@gambleaware.org

Additionally, gambling harm specialist organisations may benefit from partnering with organisations that have specific reach to women or minority ethnic or minority religious communities.

Funding levels

There are two levels of funding available:

- Level 1: £150,000 for up to two years for smaller/ emergent organisations with less of a track record within the gambling harms sector.

- Level 2: £300,000 for up to two years for larger organisations or more established projects.

Timescales

Activity	Date
Fund open for applications	Wednesday 13 th December 2023
Q&A session via Teams (please register here)	Tuesday 9 th January 2023 (4-5pm)
Clarification question deadline	Friday 12 th January 2024 (12noon)
Clarification of application answers circulated	Wednesday 17 th January 2024
Application deadline	Wednesday 31 st January 2024 (5pm)
Organisations informed of funding decision	By Friday 15 th March 2024
Agreements signed	By Wednesday 27 th March 2024

Submission of completed forms

Completed application forms should be submitted to commissioning@gambleaware.org or procurement@gambleaware.org by **5pm Wednesday 31st January 2024**, with the subject title 'Improving outcomes – funding programme'. Once your application and documentation has been reviewed, you will receive an acknowledgement from GambleAware within 2 working days. If you do not receive an acknowledgement email, please assume your application has not been received.

The following documents will need to be attached alongside your application, (please note that these must be submitted to pass our initial eligibility checks):

- A completed budget form
- A completed due diligence form
- Published accounts for your last financial year, audited/non-audited.
- Management accounts for the most recent 3 months. If you don't have management accounts, please provide a profit and loss statement, to include the current assets, current liabilities and reserves level

Terms and Conditions

To ensure expediency, we ask that any questions or clarifications regarding our Terms and Conditions (published on our website) are sent to procurement@gambleaware.org by 5pm on 31st January 2024. Bidders are unable to make amendments to the Terms and Conditions post tender award. If there is no correspondence received by 31st January 2024 at 5pm, GambleAware will take this as acceptance to the Terms and Conditions.

[Template Grant Agreement](#)

[Template Services Agreement](#)

About GambleAware

GambleAware is an independent charity that commissions evidence-informed prevention and treatment services in partnership with the NHS, public health agencies, local authorities, the voluntary sector, and other expert organisations and agencies, across Great Britain.

GambleAware recognises the importance of evaluating the impact of our commissioned projects, alongside the mechanisms influencing the outcomes resulting from these. We are committed to building evidence of ‘what works for whom’ to support and inform our commissioning, as well as generating knowledge to contribute to the wider body of evidence, and national policy.

Section B: Application guidance

1. Eligibility

All eligibility criteria should be ticked. If you are unclear whether the eligibility criteria relate to your organisation or project, please contact commissioning@gambleaware.org before you complete the application.

1	The impact of the activity and any direct delivery of services is in England, Scotland and/or Wales.	
2	We are predominantly seeking to fund registered charities, or not for profit organisations. We will also fund other types of organisations, but your governing documents must clearly outline the organisation’s social purpose, demonstrate that profits are used for this purpose and that an asset lock is in place.	
3	You have not requested more than 50% of your previous year’s turnover. <i>The intention is to ensure we are funding organisations with strong financial management experience. If you do not meet the 50% threshold, please get in touch with the team.</i>	
4	The funding will not be used on any projects that are co-funded by the gambling industry.	
5	Activities must be in line with GambleAware’s <u>charitable objectives</u> .	

2. Organisation details

2.1 What is your organisation’s full legal name?	
2.2 What is your registered office address and postcode?	Address:

2.3 What regions does your organisation operate within?	Regions(s): East of England; East Midlands; London; North East and Yorkshire; North West; South East; South West; West Midlands; Scotland; Wales <i>(please delete as applicable)</i>
2.4 What is your organisation's legal structure? E.g., registered charity, charitable company	
2.5 What is/are your associated registration number(s)?	

3. The proposal

3.1 Title of your project and what community your project supports (i.e., minority groups, women or both)
<i>Please give your project a name. Please tell us who you intend to work with noting beneficiaries should primarily be women or people from minority groups (as per the definition above).</i>
3.2 Is this project new or are you continuing/expanding an existing project that has worked well previously?
<i>Please indicate "new" or "existing". Please give a bit of context if this is a current project.</i>
3.3 Please provide a description of the proposed project (300 words)
<i>This is your chance to introduce the project with a short elevator pitch. Please give an overview about what it will do, who it will work with, and what change it will achieve.</i>
3.4 Please provide an overview of the need for this proposed project. What is the gap or opportunity, and how do you know people will want to take part in the proposed project. You can respond to some or all of the following: <ul style="list-style-type: none"> • Evidence or recommendations from the three research publications linked to in the application guidance. • Other sources of local or national data and evidence (qualitative or quantitative). • Your track record of achieving outcomes with the groups to date. • Engagement activities with service users e.g. focus groups. (500 words)
<i>Please provide an overview of the rationale for your proposed project.</i>

4. The approach

4.1 What activities will specifically be part of the delivery of the project? (500 words)
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<i>Please set out exactly what the project will involve, outlining specific activities / delivery sessions. If your project involves a partnership approach, please clarify this and explain what the different partners will deliver.</i>
4.2 Who will be the primary beneficiaries of this project? How many people do you expect to work with per year? If your project involves any secondary beneficiaries please provide information about this group. (300 words)
<i>Please provide an overview of who you will be working with. Why will they want to take part in the project? How will they find the project? You can describe a number of groups if helpful e.g. staff members, service users, family members.</i>
4.3 Why do you think this particular approach will be effective? (300 words)
<i>An insight into your rationale about why your proposed project is the right way forward. This might be based on your understanding of the needs and consultation you have done, but also because you may have experience delivering similar work. If you are proposing a partnership project, please explain why this partnership has formed and why you think the approach will be effective.</i>
4.4 Who will be involved in delivering the activities and what will they do? (300 words)
<i>Please provide an overview of internal and external staff or volunteers that will be involved in delivering the project and some information about what their roles will involve.</i>
4.5 How were people with lived experience involved in developing this work? How will they be involved in delivering the work? (300 words)
<i>Involving people with lived experience is a priority for GambleAware, encompassing the lived experience of anyone affected by gambling harm (including friends and family members. Please tell us how you have engaged people in the design of this work, and your plans for their involvement in delivery.</i>
4.6 Please outline how you intend to collaborate to achieve joined up care for individuals. We're particularly interested to hear about any plans to work/integrate with the National Gambling Support Network (NGSN) (300 words)
<i>GambleAware is a systems commissioner, and the NGSN is a key part of the gambling harm landscape to support people affected by gambling harm. We are keen to see approaches which are embedded into the existing landscape.</i>

5. Monitoring, evaluation, and learning

Please note that GambleAware will be commissioning an evaluation and learning partner to evaluate the programme overall. As part of this, you will be asked to develop indicators and tools to measure the specific outcomes (i.e. changes) you have agreed your work will contribute to.

5.1 Please tell us which outcomes from our theory of change (see diagram above on p. 4) your project will contribute to, or any other outcomes you are specifically seeking to address which meet the overall ambition. (300 words)
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Please list all outcomes that apply from the theory of change, as well as any additional outcomes (if relevant).

5.2 Please tell us about how you plan to monitor, evaluate, and learn from your project. (300 words)

Please tell us about your plans to collect evidence of your impact and improve your work. We will be commissioning a portfolio evaluation so you might want to factor this into your plans, and ensure you have some staffing resource to support this work.

6. Budget request

Please take the time to complete the budget form carefully as it will be a key part of your application.

For staff members, where possible please ensure you are paying in line with the Living wage, and adding annual increments <https://www.livingwage.org.uk/calculation>

6.1 How much funding are you requesting?	<i>£300,000 max</i>
6.2 What is the proposed duration of your project?	<i>(2 years max)</i>
6.3 Please provide a brief summary of your financial management system and steps you take to manage the risk of fraud. (200 words)	<i>This could include;</i> <ul style="list-style-type: none"> <i>- Details of the financial management software used.</i> <i>- Training or qualifications of your inhouse or outsourced financial team.</i> <i>- Whether there are written financial management procedures.</i> <i>- How risk is managed.</i> <i>Please keep it brief: we will contact you if we require more information</i>
6.4 Please provide a brief overview of the sustainability plan for your proposed intervention (200 words)	<i>Please let us know what your plans are to sustain the project at the end of the funding period.</i>

7. Organisation details

7.1 What is the purpose of your organisation and why is your organisation well placed to carry out this work? (300 words)

Provide a top-level summary of your organisation's strategic ambition and your service delivery. What expertise and experience do you have that mean you well placed to deliver this programme of work?

7.2 Is your organisation led by women or people from minority communities? Are you a gambling harm lived experience led organisation (i.e majority of trustees/ board members with lived experience)?	
<i>Indicate yes or no and provide some details.</i>	
7.3 Board/ trustee member details (if applicable)	
Name	Role and experience (in brief)

Please add extra lines if necessary.

8. Your partners (please skip for applications without partners)

Please note that you need to carry out due diligence of your partners. We will potentially ask for financial documents to be provided or ask you questions about your partner as part of the review.

8.1 Partner name	
8.2 What is the purpose of your organisation and why is your organisation well placed to carry out this work?	
<i>Provide a top-level summary of your organisation's strategic ambition and your service delivery. What expertise and experience do you have that mean you well placed to deliver this programme of work?</i>	
8.3 Is your organisation led by women or people from minority communities? Are you a gambling harm lived experience led organisation (i.e. majority of trustees/ board members with lived experience)?	
<i>Indicate yes or no and provide some details.</i>	
Date organisation established	
Legal status	
Registration body	
Registration number	

8.1 Partner name	
Is this organisation affiliated with any other organisation?	Yes No
Affiliated organisation name(s)	
How will you formalise this partnership relationship?	

8.4 Partner contact	
Partner contact name	
Partner contact email	
Partner contact job title	

9. Declaration and contact details

9.1 Contact details	
First name	
Last name	
Email address	
Telephone number	
9.2 Organisation contact details	
Main address	
Main telephone number	
Main email address	

9.3 Declaration	
Authority to submit	
I confirm that the organisation named on this proposal has given me authority to submit this proposal on its behalf	Name: Date: Signature: