

## BCACG SYMPOSIUM 2012

October 3<sup>rd</sup> & 4<sup>th</sup>

Day 1 – WORKSHOP

*Creating a Successful Community Charitable Gaming Association (CCGA)*

### **How CCGA's originated, their main purposes and key steps in the success of establishing a successful CCGA**

1. A handbook was distributed to each of the Associations in attendance which shows how we came about and how you can/should proceed to establishing your CCGA .
  - a. **Phase One** (GPEB,BCBC,BCACG)
    - i. Derived from the concept of bingo associations, developed by GPEB,BCBC and BCACG
    - ii. BCACG & BCBC tasked to help get the process started
    - iii. Key purposes – assistance with gaming funding process, information on gaming funding, membership in a community network of charities and non-profit organizations, advocacy – adapt the concept to work best for your community – make the idea your own so that you will inspire others.
    - iv. Gaming Policy and Enforcement Branch: CCGA information :  
<http://www.pssg.gov.bc.ca/gaming/news/docs/2011-02-02.htm>
  - b. **Phase Two** (Symposium Workshop 2011)
    - i. Concepts introduced by contacting bingo associations, then at the symposium in 2011
    - ii. Several bingo associations began the process of converting to CCGA's or starting new organizations
    - iii. Some regions will need to start from square one, they need a core of two or three people to start the process
    - iv. Need to get GPEB approval to use the word *gaming* – while there is no prescribed name format, using *Community Gaming Association* in the name, or at least adding CCGA to it, makes for greater accessibility on the web, and develops greater public understanding of the concept and purpose of CCGA's
    - v. BC Registry Services – information on Reserving your Corporate Name  
[www.bcregistryservices.gov.bc.ca](http://www.bcregistryservices.gov.bc.ca)
    - vi. Us advertisements in local newspapers, email bursts, meeting presentations, word of mouth, to find those interested in being on the board.
    - vii. Board members need to understand the importance of gaming funding, ideally have some experience in an organization that receives gaming funding, and be committed to the purposes of CCGA's.

## 2. BC CENTRE FOR NON-PROFIT DEVELOPEMENT:

*This is a joint initiative of the BC Ministries of Public Safety and Solicitor General, Children and Family Development, Community Services and the University of the Fraser Valley*

### **Non-Profit Development - Board Governance**

**Governance may be defined as the exercise of authority, direction and control of an organization in order to ensure that its purpose is achieved.**

It refers to who is in charge of what; who makes decisions about what; who sets performance indicators, monitors progress and evaluates results; and who is accountable to whom for what.

**Good governance involves:**

- Vision, values and vigilance
- Participation
- Destination, direction and decisions
- Transparency
- Resources
- Monitoring performance
- Accountability

***For more information go to the following link:***

[http://www.ufv.ca/Assets/BC+Centres+\(CRIM\)/Non-Profit+Development/Factsheets/Board\\_Governance.pdf](http://www.ufv.ca/Assets/BC+Centres+(CRIM)/Non-Profit+Development/Factsheets/Board_Governance.pdf)

### **Non-Profit Societies in British Columbia**

According to the 2003 National Survey of Nonprofit and Voluntary Organizations (NSNVO), there are approximately 20,000 nonprofit societies in British Columbia, which account for about 13% of the 161,000 nonprofit and voluntary organizations in Canada. Collectively, they have total revenues of \$11 billion and a total paid staff of 147,000 (\$9 billion annual revenue and 114,000 staff when hospitals, universities and colleges are excluded).

***For more information go to the following link:***

[http://www.ufv.ca/Assets/BC+Centres+\(CRIM\)/Non-Profit+Development/Factsheets/Starting\\_a\\_Non\\_Profit\\_Society.pdf](http://www.ufv.ca/Assets/BC+Centres+(CRIM)/Non-Profit+Development/Factsheets/Starting_a_Non_Profit_Society.pdf)

### **Starting a Non-profit Organization Checklist**

- Clarify idea or concept
- Inspire others to get involved
- Complete market research to ensure there is a need for your concept or idea
- Learn the rules, regulations, and requirements to running a nonprofit organization
- Agree to a name and check name availability
- Assemble a board of directors
- Decide on board governance model
- Decide on legal status – incorporation and charitable status
- Create a mission, vision and value statements
- Create a strategic plan to make the dream a reality

***For more information go to the following link:***

[http://www.ufv.ca/Assets/BC+Centres+\(CRIM\)/Non-Profit+Development/Factsheets/Starting\\_a\\_Non\\_Profit\\_Society.pdf](http://www.ufv.ca/Assets/BC+Centres+(CRIM)/Non-Profit+Development/Factsheets/Starting_a_Non_Profit_Society.pdf)

## **Information for incorporation of a BC Society,**

Appendix D: Society Act: guidelines in writing a constitution

***For more information go to the following link:***

<http://www.fin.gov.bc.ca/registries/corppg/forms/reg20.pdf>

## **Getting the Right People**

***For more information go to the following link:***

<http://hrcouncil.ca/hr-toolkit/right-people-job-descriptions-executive-director.cfm>

### **SPEAKERS:**

#### **1. ALISON BANISTER – MAKE YOUR WEBSITE WORK FOR YOU**

*Thanks, BCACG, for inviting me to speak at your 2012 Symposium!*

This post is designed as a step by step informative DIY (do it yourself) resource to help you buy, host, create, maintain, backup and generally get the most out of your website using Word Press as a platform

- Step 1: buy your domain
- Step 2: pay for your hosting
- Step 3: create your word press installation
- Step 4: install a coming-soon page
- Step 5: select a theme from studio press or woo themes
- Step 6: add your content!
- Step 7: make your website sticky!
- Step 8: grow your list and keep in touch

***For more information go to the following link:***

<http://www.netgenus.com/how-to-make-your-website-work-for-you/>

#### **2. MATT ASTIFAN, MATTS MEDIA - *Building Your CCGA Membership***

Founder of Web Friendly - School Of Social Media // Social Media Speaker // Director at Internet Masterminds Group

Use your website and social media to engage your community and develop an active membership. Why are the following social medias so powerful?

- **FACEBOOK:**

Facebook launched in February 2004 and as of September 2012, Facebook has over one billion active users, more than half of them using Facebook on a mobile device.

- It is the #1 media network used
- Allows friend management – private network

- Has unique ad targeting options done through
  - Profile – information put in your profile
  - Google – by keywords used
- Allows pages for
  - Personal
  - Fan
  - Group

- **LINKEDIN**

Over 175 million professionals use LinkedIn to exchange information, ideas and opportunities

- Database driven
- Referral Based
- Allows you to import and export data including emails
- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

- **YOUTUBE**

- 2<sup>nd</sup> largest search engine
- Information marketer “Education Based Media”
- Youtube videos rank on Google
  - Go to [www.webfriendly.ca/jediyoutubehack](http://www.webfriendly.ca/jediyoutubehack) which will tell how videos build trust.

- **TWITTER**

- Very Powerful and very Public
- Everything is in REAL TIME
- Find out what people are talking about
  - Twitter.com/search - “ie” Non Profits “
- Gives you access to peoples everyday experiences.
- Open networking

### **SO – WHY IS SOCIAL MEDIA SO POWERFUL?**

- Meet , Collect and Friend contacts
- Allows better communications
- Form better relationships
- **BRAND MARKETING**
  - Your brand (name) feels that it identifies good service and distinguishes you from others.
  - Direct – generates immediate response – you want their email address

### **HOW TO CONNECT BOTH AND USE FOR YOUR ORGANIZATION**

- Facebook Cover photo would allow you to use your logo
- Use a profile picture as it puts a real human face to your Organization

- **Headline** – tell what your offering with a compelling benefit.
- **Give reason for immediate actions**
- Allows you to target your fans
  - “ LIKE” my page
- **TARGET YOUR PROSPECTS WITH AN AD ON FACEBOOK** “ie: Non Profits”
  - Ad budget – maybe \$50 . this is based on a “click through rate” .04% on Facebook

**MEETUP.COM:** <http://www.meetup.com/>

**Meetup** is an online social networking portal that facilitates offline group meetings in various localities around the world. Meetup allows members to find and join groups unified by a common interest, such as politics, books, games, movies, health, pets, careers or hobbies. Users enter their ZIP code or their city and the topic they want to meet about, and the website helps them arrange a place and time to meet. Topic listings are also available for users who only enter a location.

**Meetup's mission** is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference.

**HOW WE DID IT** – Speakers who have already formed their CCGA’s gave a quick outline of their successes and struggles to get organized as a Community Charitable Gaming Association. Speakers were:

- Northern Communities Association – Rhonda Dickson – association employee.
- Capital Region Charitable Gaming – Max Gordon
- Campbell River Gaming Association – Janice Mcdougal
- Alberni Valley Gaming Association – Dave Hooper
- Valley Charitable Gaming Society “Comox Valley” – Gerrie Foster

## **Day 2 – SYMPOSIUM**

### *Speakers and Sponsors*

*Honourable Bill Bennett, Minister of Community Sport and Cultural Development  
invited, did not attend*

#### **1<sup>st</sup> SPEAKER**

#### **SKIP TRIPLET**

Community Gaming Grant Review

In July 2011, Premier Christy Clark asked Skip Triplett to conduct an independent review of the Province’s Community Gaming Grant system. More than 1,700 people participated in the review, sharing their views about how to improve the governance and funding formula of gaming grants through 14 community forums, written submissions, and five video-conferences to remote communities.

The following website is a one-stop shop for information about the Review:

<http://www.communitygaminggrantreview.gov.bc.ca>

Mr. Triplett provided a **FINAL REPORT** to government on Oct. 31, 2011. To view the report:

[http://www.communitygaminggrantreview.gov.bc.ca/media/gaming\\_grant\\_review\\_report.pdf](http://www.communitygaminggrantreview.gov.bc.ca/media/gaming_grant_review_report.pdf)

Mr. Triplet spoke on the Community Grant Review

- The Government wanted options not recommendations.
- **Their terms of reference were to review:**
  - existing legislation governing community gaming grant funding;
  - funding formula;
  - criteria/eligibility for community gaming grants;
  - multi-year funding model;
  - processes involved with applying for and receiving community gaming grants; and
  - future role of government in community gaming grants
- Last year he could not attend the Symposium as he had a prior commitment before taking on this task. Sandra Sajko represented him .
- He told us that he had full co-operation from all the MLA's and that there was no "Political Push" from either side and there was no interference
- **Many BC communities** supported the expansion of gaming from the mid-1980s until the present. Many local elected representatives ***gave their support with the belief that the provincial government would use approximately one-third of gaming revenues to develop the province's people and communities.*** They believed that not-for-profit community organizations would be funded to fill gaps in the services provided directly by the provincial government. Review participants later referred to this ***conditional community support for gaming expansion as a "social contract" on which successive governments have not delivered.***
- Gaming grants were established in 1998 when the BC Lottery Corporation's mandate was expanded to include the operation of casinos. The grants replaced revenue charitable groups earned from running charitable casinos. Later, direct access and bingo affiliation grant programs were consolidated into the Community Gaming Grant program. Over the years, grant-eligibility rules have changed with new "sectors" being added or removed
- SOME OF HIS RECOMMENDATIONS ARE:

### **FUNDING**

1. Consider restoring 2008 funding levels and, in the spirit of 1999 memoranda, the allocation of a fixed proportion of gaming revenue to the community gaming grant funding pool.
2. When considering how much gaming revenue to allocate to the community gaming grant pool, compare the benefits and costs associated with the services provided by grant recipients with the benefits and costs associated with providing the same or similar services by government entities.
3. Develop a funding formula (or decision-making criteria) that are easy for applicants to understand, and apply those criteria transparently.

4. Explore ways to provide stable, predictable funding over a multi-year period. Consider a three-year budgeting model that includes the ability to carry over unspent earmarked funds and that does not penalize successful fundraising.
5. Make capital funding, maintenance funding, operations funding, contingency funding and partnerships with other government funders eligible uses of community gaming grant funds.
6. Consider adjustments to funding caps (currently \$100,000 for local entities, \$225,000 for regional entities and \$250,000 for provincial entities) when two entities that both receive maximum grants merge or collaborate closely.
7. Align application-funding-spending-reporting cycles as much as possible with recipients' fiscal years and operational needs, or allow for appropriate flexibility.
8. Consider establishing a small innovation fund pool to which start-ups might apply.

### **GOVERNANCE**

1. Consider both legislative and regulatory approaches.
  2. Explore ways to make community gaming grant decisions openly, as arm's length as possible from elected officials, and to hold the decision makers accountable.
  3. Explore ways to make application and reporting processes more user-friendly and transparent while holding recipients accountable.
  4. Consider useful practices from other jurisdictions.
- Mr. Triplet also spoke recognized that the volunteers are passionate about their groups.
  - It was also recognized that many groups are struggling for members .
    - Youth do not like meetings ***so use the "Social Media"*** to keep them informed.
  - **FINAL ADVICE TO CHARITIES – Groups need to do this !**
    - Contact your MLA's, Opposition and local government and let them know the benefits of your group. Be very, very clear.

### **2<sup>nd</sup> SPEAKER**

#### **DON FAST**

Deputy Minister Community and Social Development

- Visited 60 Communities last year.
  - Local Government and Community Programs
    - i. Advise on programs (expert help)
    - ii. Boundry Issues (Service and Support areas)
- **Community, Sport and Cultural Development**
  - Art and Culture
    - have and Independant Body of support - BC Arts Council (BCAC)  
Artists and cultural organizations apply for grants from BCAC, a publicly funded, independent agency of the B.C. government. Council enlists the input of the B.C. arts community to evaluate funding applications through an independent peer review process. <http://www.bcartscouncil.ca>

- Sports
  - Sport BC is the province's umbrella sport organization, which brings together all PSOs to provide a unified voice for amateur sport in B.C.  
<http://www.cscd.gov.bc.ca/sport>
- **Progress made since Premier Christy Clark took office**
  - Found a credible non-biased person to do the Gaming review
  - Gives advice – doesn't make the decisions
  - Fund 5300 organizations – down from 6500
  - We won't be going back to levels of 2008
  - Eligibility
    - Funding of programs
    - Reinstated the funding levels to those who were cut 50%. 8 Million
  - Continued increased applications
    - 300 new applicants = 7 million
  - No Capital Projects at this time.

### 3<sup>rd</sup> SPEAKER

#### Alberta Gaming and Liquor Commission (AGLC) Leslie Williams – Gaming Proceeds Division

- Licensing Supervisor = Ursula Cowland
- Established in 1996 under the Minister of Finance
- Structure of the (AGLC)  
A seven-member Board that reports through the Chairperson to the [Minister of Treasury Board and Finance](#) who is responsible for the *Gaming and Liquor Act*; and

Seven divisions that manage the day-to-day operations of the organization.

The AGLC Board develops policy, conducts hearings, and makes licensing and registration decisions to ensure that Alberta's liquor and gaming industries are well regulated and well managed to benefit the people of the province. It also ensures the powers and duties of the AGLC are carried out.

The AGLC's role is to administer the *Gaming and Liquor Act*, Regulation and related policy. ***The AGLC is responsible for regulating Alberta's charitable gaming activities and conducting and managing provincial gaming activities.*** It also controls the manufacture, importation, sale, purchase, possession, storage, transportation, use and consumption of liquor in Alberta.

- Charitable Gaming Activities
  - Slots, Bingo, Pull Tabs, Raffles (single event)
    - Directly benefits their Charities
    - Last year \$300 million in Total
    - Net Proceeds will fluctuate
- Provincial Gaming

- Casinos, Video Lotteries Terminal (VLT), Electronic Bingo, Ticket Lotteries
  - Net Proceeds – Alberta Lottery Funds Programs and Projects
    - 1.4 **Billion** goes to Lottery Fund (Us 1.11 Billion)
    - 202.9 **Million** go to Grant programs (Us 135 Million)
- Revenues are all authorized use by AGLC
- KEY MESSAGE
  - Obtain approval before spending on a program
  - Must have a Gaming Account
  - For more information: <http://www.aglc.ca/gaming/default.asp>

#### **4<sup>th</sup> SPEAKER**

#### **THE ALCOHOL AND GAMING COMMISSION OF ONTARIO (AGCO)**

This a Provincial agency, established February 23, 1998 under the *Alcohol and Gaming Regulation and Public Protection Act, 1996*. The Act gave the AGCO responsibility for the administration of the Liquor Licence Act and the Gaming Control Act, 1992. Complementary legislative amendments eliminated the Gaming Control Commission and the Liquor Licence Board of Ontario.

- **Ontario Charitable Gaming Association (OCGA)**
  - Lynn Cassidy – Executive Director of Charitable Gaming
    - provincial association that represents the majority of charities and non-profits that raise funds through charitable gaming – Bingo, Electronic Bingo, Break Open Nevada Tickets, Raffles, and Social Gaming Events
    - For more information go to: <http://www.charitablegaming.com/>
  - **CHARITABLE BINGO AND GAMING REVITALIZATION INITIATIVE**
    - ***This sounds like it is going the way of BC with more Commercial Gaming centres.***
    - September 2011 Joint Industry Communication was formed
    - We work constructively with government at both the political and bureaucratic level and with other industry stakeholders. We believe that positive, constructive relationships are essential to achieve change.
    - **SOMETHING MAYBE B.C. SHOULD SET UP**  
The OCGA is the association that represents the interests of charities and non-profits at the Strategic Working Group, an industry stakeholder group chaired by the Alcohol and Gaming Commission of Ontario. This group is consulted on all major policy changes and decisions affecting the sector.
    - The OCGA represents about 2000 charities throughout the province.

#### **5<sup>th</sup> SPEAKER**

#### **SPENCER CHANDRA HERBERT**

Critic for Tourism, Culture and the Arts; B.C. Lottery Corporation and Gaming Policy  
NDP MLA for Vancouver-West End

- Can not guarantee what his government would do with regards to our Gaming Grants but fully supports going back to at least out 2008 levels and will push for that to be revisited.

## 6<sup>th</sup> SPEAKER

### SANDY GARROSINO

#### AVENUES FOR ADVOCACY & RIGHTS TO REVENUE FROM GAMBLING

- She practiced law as a Crown prosecutor for a number of years, with special emphasis on youth crime and gangs. Her knowledge of organized crime and its patterns informed her later opposition to the expansion of a casino in downtown Vancouver
- Garossino's long record of service to the charitable and non-profit community led her to co-found the Vancouver Not Vegas Coalition, successfully opposing the expansion of Edgewater Casino on the BC Place site.
- She chaired the Alliance for Arts' Advocacy Task Force, and served as a volunteer consultant for the BC Association for Charitable Gaming, which represents the interests of thousands of BC charities and non-profits affected by provincial gaming grant policy.
- 85,000 Registered Charities in Canada
- 130,000 Full Time Volunteers
- Stats Canada ( I believe) uses a Matrix Data Collection System.
  - There is no Class for the Charitable Sector
  - Economists treat the charities like they don't exist.
- We need to get in the game before it's too late.
- The Memorandum should be enforced.
- Get in the face of your MLA's to have it enshrined in the legislature.
  - We need to pursue this **DO NOT ACQUIESCE**  
(to assent tacitly; submit or comply silently or without protest; agree; consent:  
*to acquiesce halfheartedly in a business plan. )*
- Avoid Bitterness & Anger when speaking - be resolute

## 7<sup>th</sup> SPEAKER

### URSULA COWLAND

#### Director of Licensing, Grants and Use of Proceeds

#### GPEB GUIDELINES AND EVERYTHING ELSE YOU WOULD LIKE TO ASK.

- Looking and designing a short form application
- Application submissions Deadline
  - You have only two week to get your attachments etc to GPEB after your submission.

**8<sup>th</sup> SPEAKER****Douglas Scott**

Assistant Deputy Minister of the Ministry of Public Safety & Solicitor General

**HOW TO PREPARE FOR AN AUDIT BY THE GAMING POLICY AND ENFORCEMENT BRANCH**

- Don't panic
- **What is an audit?** An audit is a formal examination of your organization's gaming records and operations to ensure that you are in compliance with the Gaming Control Act, Gaming Control Regulation, public interest standards and any Gaming Policy and Enforcement Branch directives.
- There is a Charitable team of auditors and a Commercial Team.
- Any charitable organization that receives a gaming grant or obtains a licence to conduct a gaming event could be audited. The reason can vary:
  - Integrity
  - Request from Branch
  - Complaint from the public
  - Randomly picked
- Important to keep Gaming Fund separate from other monies.
- Stay out of gray areas – **if you question it – stay away from it**
- Use the KISS formula
- Use of Funds – “When in doubt – Check it Out”
- **Gambling account must have a minimum of 2 signatures.**
- **Keep your paperwork of 5 years**
- Keep records of your Volunteer in kind
- Keep donation record
- **STRONGLY SUGGEST A HISTORICAL BINDER WITH COPIES OF YOUR PREVIOUS APPLICATIONS.**

**NEXT STEPS – open discussion on**

- Opinions, Discussion & Your Recommendations  
This got off track due to the hour of the day and many people had to leave to catch ferries, planes etc. and the AGM still needed to be held.

**AGM**

- Election of new Executive
- See BCACG website under contacts to see who they are. <http://bcacg.com/>

This report Composed by

*Gerrie Foster*

Gerrie Foster, President  
Valley Charitable Gaming Society  
2384 E Rosewall Crescent  
Courtenay, BC , V9N 8R9

Email: [vsbsociety@telus.net](mailto:vsbsociety@telus.net) (o)  
[gml@shaw.ca](mailto:gml@shaw.ca) (h)