



HELP AND
REFERRAL

DONATION CAMPAIGN

**YOUR SUPPORT
MATTERS!**



**GAMBLING AND
GAMING ADDICTION:
LET'S RAISE
AWARENESS, LET'S ACT!**

GAMBLINGHELP.CA

SERVICE FEATURES

- ▶ Accessible 24/7 via phone and chat
- ▶ Provincial
- ▶ Free
- ▶ Bilingual
- ▶ Confidential



 1 800 461-0140

 gamblinghelp.ca

MISSION OF GAMBLING: HELP AND REFERRAL

To provide help through active listening, support, information, and referrals to individuals:

- ▶ Who question their gambling habits, whether it involves gambling, video games, or internet use.
- ▶ Who are addicted to gambling or cyber-addicted.
- ▶ Who are relatives of an excessive gambler or a cyber-addicted person.

TYPES OF REQUESTS FOR HELP

- ▶ A person in distress after gambling large amounts.
- ▶ A parent seeking help for a daughter who is struggling with internet addiction.
- ▶ A gamer on the verge of losing their partner due to their video game addiction.
- ▶ Someone wishing to regain control over a leisure activity: e.g. sports betting.
- ▶ social worker searching for a therapy center for a client.

NEEDS

In 2023-2024, Gambling: Help and Referral responded to a significant increase in requests for help compared to 2022-2023. We also observed some interesting findings.



WHO CONTACTS US?

60% MEN

40% WOMEN +17%

80% GAMBLERS +35%

18% RELATIVES

2% PROFESSIONALS, OTHERS

60% ARE AGED 20-49

TYPES OF GAMES

ONLINE GAMES OF MONEY AND CHANCE 36%

VLTs AND SLOTS MACHINES 23%

CYBERADDICTION * 20%

LOTTERIES 11%

***CYBERADDICTION (NUMBER OF REQUESTS)**

70% VIDEO AND DIGITAL GAMES

14% SOCIAL MEDIA

16% OTHERS

GAMBLING ADDICTION IN THE MEDIA!

HERE ARE SOME OF THE INTERVIEWS GIVEN IN AUGUST 2024.

A 21% increase in requests for help : A provincial resource is here to support you.

98.5



Dépendance | « Le jeu n'est pas nécessairement le cœur du problème, mais plutôt un symptôme » – 98.5 Montréal (985fm.)



Entrevue QUB radio avec Jean-François Baril
<https://www.qub.ca/radio/balado/jean-francois-baril?audio=1099126752>

107.7
ESTRIE



Service : Jeu aide et référence | En Estrie : hausse de 93% de demandes d'aide pour des problèmes de jeu – 107.7 Estrie (fm1077.ca)

TVA



Jeux de hasard et d'argent: de plus en plus de Québécois se retrouvent au bord du gouffre | TVA Nouvelles

104.7
OUTAOUAIS



Jeu : aide et référence vient de clôturer son bilan 2023-2024 – 104.7 Outaouais (fm1047.ca)

 RADIO-CANADA



Gaëtan Brière : Hausse des demandes d'aide pour des problèmes de dépendance au jeu (radio-canada.ca)

106.9
MAURICIE

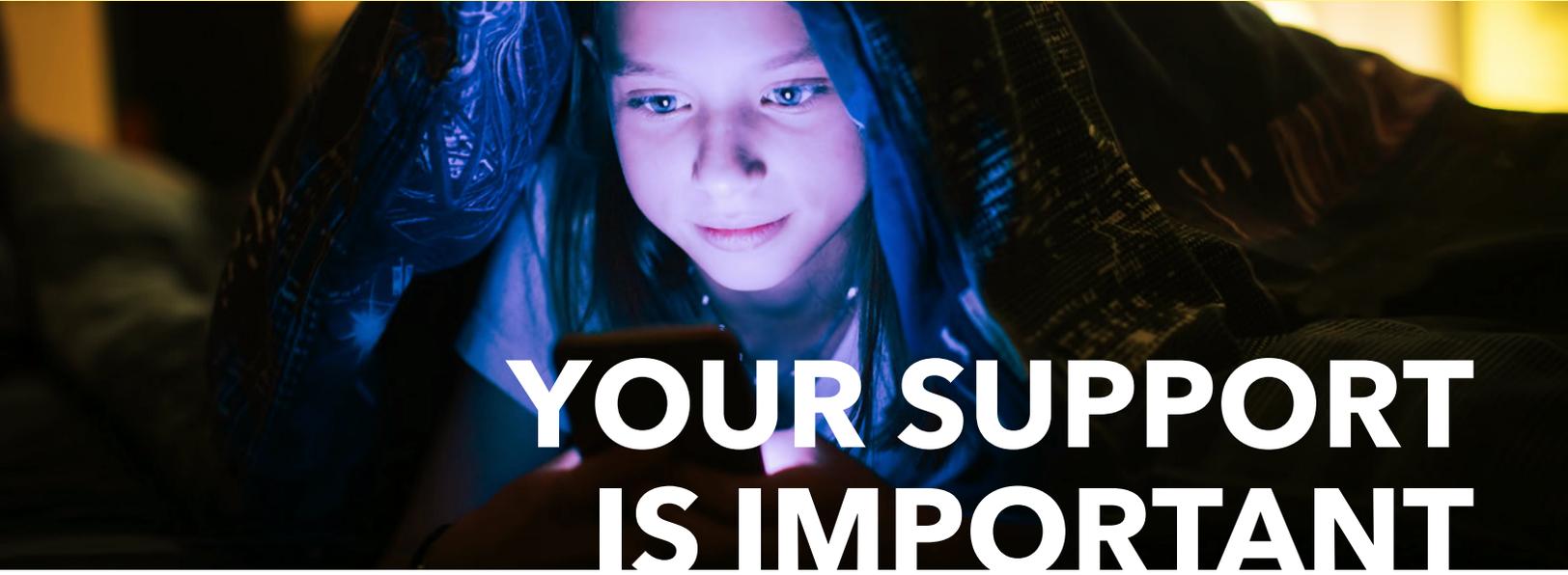


Dépendance au jeu en hausse: «Une augmentation quand même substantielle» – 106.9 Mauricie (fm1069.ca)

TVA



« Jeu : aide et référence » :
Un service accessible en tout temps.
– Entrevue à SALUT BONJOUR.



YOUR SUPPORT IS IMPORTANT

HERE'S WHY

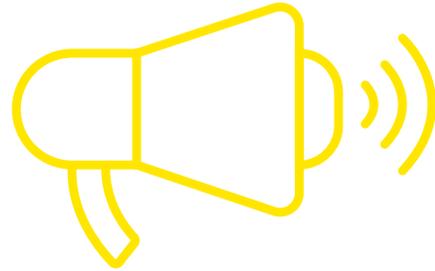
The Gambling: Help and Referral service needs your support! In 2023-2024, it recorded a historic 21% increase in requests for help. The proliferation of gaming platforms, their widespread accessibility online, and our increasingly virtual lifestyles create numerous challenges. Our counselors observe significant issues related to mental health disorders, multiple addictions, and severe distress among both players and their loved ones.

YOUR SUPPORT WILL ENABLE US TO

- ▶ Expand our team to address the increase in requests for help.
- ▶ Provide the appropriate support, training, and guidance to our staff so that our services evolve as quickly as the gambling and gaming practices.
- ▶ Develop impactful projects to better support gamblers/gamers and their loved ones who face significant stress, financial problems, and often co-occurring mental health disorders and addictions.



THANK YOU ♥



TESTIMONIALS

"Thank you for being there. Thanks to you, I haven't gambled for three days, and I feel proud and strong. I have \$8 left in my wallet, and that's a first for me. I'm so happy you're available at all times. Thank you for listening and supporting me."

"Thank you for taking the time to chat with me. I'm ready to do more work on myself. It will be difficult but also a rediscovery of myself... I am confident."

"Gaming has taken up a huge part of my life since I was 19. I'm now 39. I want to thank Monique, who was gentle and understood I was in crisis, even though I used humor. It felt so good to talk to her. I also called another time because I was waiting for my TeleCounseling program, but I had a strong urge to gamble. Talking to a counselor helped me resist the temptation."

"I'm so happy to have found your service. There are very few resources for family members. I hope the government understands how essential you are. You kept me from drowning, and without you, many people would sink."

"I'm in detention and wanted to take the time to thank you for your support. The holidays aren't easy, but you're always there to answer, and that helps me keep going."

THANK YOU FOR YOUR SUPPORT



To address the growing needs and assist even more gamblers/gamers, we aim to raise \$100,000 in 2024-2025 to meet the increasing demand for help.

	GRAND DONOR	MAJOR DONOR	FRIEND DONOR	SUPPORT DONOR
TO SAY THANK YOU !	\$30,000 or more	\$10,000 to \$29,999	\$3,000 to \$9,999	\$2,999 or less
Acknowledgment in a press release, on social media, and in newsletters. A photo will be included.	●			
Your logo displayed on the aidejeu.ca website for the entire duration of the campaign, with a hyperlink to your site.	●	●	●	
A two-hour session between our counselors and your employees to raise awareness about gambling addiction and cyber-addiction. The session includes Q&A and guidance on discussing these topics with loved ones and managing family conflicts around smartphone use. Date, content, and presentation format to be determined with the donor.	●	●		
Quote from a representative citation included in the campaign's closing press release and a speech in the end-of-campaign thank-you video.	●			
Acknowledgment of your support across our social media platforms and newsletters.	●	●	●	
Your company name included in the campaign's closing press release.		●	●	
Your name displayed on the gamblinghelp.ca website				●
Your name listed in the annual report.	●	●	●	●

YOUR VISIBILITY IF YOU BECOME A PARTNER

AIDEJEU.CA: 144 948 pages view
105 356 sessions
87 061 users

LINKEDIN: 2 000 subscribers (Information and Referral Center of Greater Montreal page)

FACEBOOK: 1 400 subscribers

INSTAGRAM: 500 subscribers

NEWSLETTER: 1 700 subscribers (researchers, teachers, social workers, community organizations, addiction therapy centers,...).

I SUPPORT GAMBLING



HELP AND
REFERRAL

TO MAKE A DONATION, PLEASE COMPLETE THE DOCUMENT BELOW.

FORM

DONOR INFORMATION

First name:		Last name:	
Organization name:			
Address:		City:	
Province:		Postal code:	
Phone:		Email:	

DONATION

DONATION AMOUNT

I want to make a donation to the Foundation of the Information and Referral Center of Greater Montreal, which supports Gambling: Help and Referral.

TOTAL AMOUNT (\$) :

PAIEMENT METHOD

INTERAC TRANSFERT to :
comptabilite@crgm.ca

CHEQUE Please make your cheque payable to:
Foundation of the Information and Referral Center of
Greater Montreal

BANK TRANSFER TO OUR ACCOUNT

The FOUNDATION's banking details are:

Transit #: 11091

Institution #: 006

Account #: 0491024

DONOR'S SIGNATURE

DATE : _____ LOCATION : _____

DONOR'S SIGNATURE: _____



HELP AND
REFERRAL

PLEASE SEND EVERYTHING TO:
LUCIE.KECHICHIAN@CRGM.CA OR VIA
MAIL TO:

Fondation du Centre de Référence du Grand
Montréal 3155 Hochelaga, bureau 101 Montréal,
Québec H1W 1G4

Registered charity organization No. : 11892 2376 RR0001

**An official tax receipt will be issued by the Foundation of the Information and Referral Center of Greater Montreal for any donation exceeding \$25.



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24/7

FONDATION



INFORMATION
AND REFERRAL
CENTER OF GREATER
MONTRÉAL

The Foundation of the Information and Referral Center of Greater Montreal's mission is to support the services of the Information and Referral Center of Greater Montreal. The funds raised during this campaign will be dedicated to the Gambling: Help and Referral service.

DONATION CAMPAIGN

LUCIE KECHICHIAN

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and Community Relations.

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THANK YOU!

Ce contenu a été traduit grâce au soutien du Secrétariat aux relations avec les Québécois d'expression anglaise.