Toby<>Mike - Project IdeaMike is developing a fundraising initiative for GamCare, proposing a tip jar at roulette tables and exploring partnerships with gambling operators to enhance charitable contributions. He aims to create a tech solution that integrates donations into user experiences while ensuring financial success.-\*\*Mike's Transition and New Focus\*\*

-Mike has stepped back from his previous role to focus on family and personal priorities, working two to three days a week while his wife develops her career as a consultant doctor.

-Mike has left his previous role and is now focusing on developing an idea he has had for years related to fundraising for GamCare, which involves creating a tip jar at roulette tables for donations.

-mike is exploring options for funding, including potentially taking the idea to the industry for support or piloting it independently, while also considering the involvement of operators and the Betting and Gaming Council for future growth.

-mike is considering unlocking funding for a project related to the betting game and council but is concerned about losing control of intellectual property.

-\*\*Collaboration with Break Even\*\*

-Mike is currently collaborating with a small charity called Break Even to help sell projects and improve their funding strategy for the next few years.

-The potential benefits of this initiative include providing good stories for the gambling industry, potential tax benefits, and unlocking significant funds for the charity sector, even if only a small percentage of customers contribute.

-The discussion centered around the idea of gambling operators donating a percentage of stakes or losses to charities, with the potential for operators to match donations, thereby creating a positive narrative around gambling.

-There is a discussion about the hypocrisy of charities that refuse donations from the gambling industry while accepting funds from the National Lottery, highlighting the need for a more realistic approach to funding from gambling sources.

-\*\*Innovative Fundraising Ideas\*\*

-The idea of creating a fund that operates similarly to the National Lottery was proposed, where donations are pooled and then distributed to grassroots projects, enhancing transparency and control for operators.

-There is a vision for a donation mechanism that enhances user experience and engagement, making charitable contributions feel rewarding and integrated into everyday purchases, rather than an afterthought.

-The goal is to develop a tech solution that facilitates transactions while generating profit, emphasizing that the initiative can be both financially successful and beneficial for charitable causes.

-There is a plan to workshop ideas together within the next three weeks to ensure alignment before launching any initiatives, with the potential for further collaboration on technology that benefits customers, operators, and charities.

-\*\*Community Engagement and Perception\*\*

-There was a suggestion to rebrand promotional events, such as "charity Thursday," to enhance the image of gambling operators while supporting local causes, particularly in grassroots sports.

-Concerns were raised about the perception of charities being associated with gambling operators, emphasizing the need for transparency and personalization in charitable contributions to foster a more positive connection with the community.

-Discussion centered around the potential for aligning donations to various charities based on specific interests, allowing for a more personalized giving experience.

-Concerns were raised about the complexity of managing relationships with charities and ensuring that donations are directed to causes that resonate with customers, emphasizing the importance of customer choice in the donation process.

-\*\*Prototype Development and Partnerships\*\*

-Toby offered to create a prototype, including a UX design and mock-ups, at no cost to help articulate the customer journey and experience for a charity-focused product.

-The project aims to create a visual deck to share with potential partners like bet365 and Evoke, focusing on integration concerns and preferring online solutions over installations.

-The discussion focused on the challenges of integrating charitable donations into existing brand experiences, with a specific interest in promoting the Pogo initiative on platforms like ASOS.

-Mike to consider whether to approach the industry for funding or to self-fund and pilot the project with an operator.

-Mike to add his thoughts to the shared Google Doc.

-Toby to set up a shared Google Doc repository for collaboration.

https://supernorm.al/toby-mike-project-idea-db046d90dd234f05a7262f15fd1219292025-03-21T11:49:31.224Zmike.kenward@gmail.com,toby@totally.groupgeneraldb046d90dd234f05a7262f15fd121929