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GAMBLING  
AWARENESS  
TRUST

# ANNUAL REPORT

## AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED  
**31 DECEMBER 2024**

Registered Number: 605821  
CHY Number: CHY 22206  
CRA Number: 20152260

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# About Gambling Awareness Trust

Gambling Awareness Trust (GAT) is an independent charity established in 2019 to fund research, education, and treatment services to help minimise gambling related harm in Ireland. The Trust is funded by donations from the online and retail betting and gaming industry in Ireland.

## Company Type

Gambling Awareness Trust was incorporated under the Companies Act 2014 Monday, the 12th day of June 2017 as a limited company. Company number 605821.

## Period Covered

This annual report covers the period January 1 to December 31, 2024.

## Charitable Status

Gambling Awareness Trust is a registered charity, CHY 20152260

|                           |  |
|---------------------------|--|
| <b>Registered Office:</b> | The Black Church, St. Mary's Place, Dublin 7                                     |
| <b>Solicitors:</b>        | A&L Goodbody Solicitors, IFSC, Dublin 1 D01 H104                                 |
| <b>Bankers:</b>           | Allied Irish Bank, 7-12 Dame Street, Dublin 2 D02 KX20                           |
| <b>Auditors:</b>          | RBK Chartered Accountants, RBK House, Irishtown, Athlone, Co. Westmeath N37 XP52 |

# Board of Directors



## *Tom Hayes*

Chair of Gambling Awareness Trust.  
Former Fine Gael Minister of State for Agriculture.



## *Kathleen Lynch*

Former Minister of State at the Department of Health.



## *Willie Collins*

One of Ireland's foremost and experienced addiction experts.



## *John Forde*

Former Garda Superintendent and Private Secretary to the  
Garda Commissioner.



## *Noel Waters*

Former Secretary General Department of Justice and Equality.



## *Seamus Clifford*

Former Director of Finance, Department of Justice, Home Affairs  
and Migration.

# Statement from CEO and Chairperson



Tom Hayes, Chairperson



Jackie Murphy, CEO

We are delighted to once again present the Annual Report for the Gambling Awareness Trust. 2024 was another busy and exciting year for our charity. We continued to expand our capacity collaborate with more support services than ever before, made possible through continued contributions from the gambling industry in Ireland through the Social Responsibility Fund.

Reflecting on our progress throughout the year, we are immensely proud of the work that has been done and the strides we have made in service provision for people impacted by harmful gambling and gambling addiction across the country. Through our collaborative and partnership work with the many services we fund, we saw a continued rise in the number of people seeking support in all of our centres and treatment programmes. While the increase in service users is evidence of the issues people are experiencing with harmful gambling, it is also an indicator of the success of our awareness raising actions and the initiatives undertaken by our service providers in promoting their services at a local level.

As the only dedicated charity in the field supporting the roll-out of specialist services and supports, we strengthened our resolve to do our very best with the funding available to us to encourage anyone in need of support and advice to take the first step and reach out for help. For example, investing in our

website, GamblingCare.ie, has enabled thousands of people to access practical, easily digestible information and advice on gambling harm and available support services.

The dedication and commitment of the Board and staff together with the enormous effort and enthusiasm of our service providers enables Gambling Awareness Trust to continue to focus on our overall aim of working to reduce gambling-related harms in Ireland. This has been the key to our success in a short period of time, and we are eternally grateful to each and every person involved. Our previous CEO, Pam Bergin, took up a challenging new role within the public sector early in 2025 and the Board would like to extend our sincere thanks to Pam for her outstanding contribution to GAT over the last six years.

With the eagerly anticipated Gambling Regulation Bill now enacted, we are now excited to be working with the Gambling Regulatory Authority of Ireland as it gets to work on numerous consultations and workstreams which should bring tangible improvements to the way players are protected when gambling in Ireland.

We look forward to a smooth transition from the GAT-administered Social Responsibility Fund to the new, GRAI-led Social Impact Fund. Critically, we will work closely with the GRAI to ensure the best possible support for anyone seeking help during this transitional period. Our commitment to continuing to support the range, quality and quantity of interventions, treatments, and supports available to those in need will continue into 2025 as will investment in our simple awareness message – help is available.

# GAT Mission

## Mission Statement

Gambling Awareness Trust is an independent charity founded to establish and operate a charitable fund which will finance gambling addiction counselling, prevention, education, research and awareness services in Ireland.

## GAT Vision

Our vision is that fewer people in Ireland suffer from gambling-related harms and that those who do can easily access relevant professional services.

We work to achieve our vision by making it our mission to:

- Ensure approved, professional and skilled service providers have funding to provide supports including addiction counselling, education and gambling awareness services in Ireland.
- Invest in comprehensive research in the area of problem gambling and gambling addiction that makes a positive and practical difference to reducing gambling-related harms in Ireland, including an Irish Gambling Prevalence report.
- Invest in awareness, education, prevention and the most effective interventions to reduce gambling-related harms within the resources available.
- Ensure GAT operates to the highest Governance standards.
- Provide information and advice about the nature of gambling, the risks associated and where to go for help if needed through the promotion of our [www.GamblingCare.ie](http://www.GamblingCare.ie) website and other channels.
- Raise awareness and increase the availability of problem gambling service providers.

Our values guide our behaviour and shape everything we do. We are committed to:

**Integrity** – We will act in an honest and consistent manner in everything that we do. The integrity of our members will be visible through our actions, words, decisions, methods and outcomes. We will never compromise the truth.

**Accountability** – We are committed to being fully accountable and transparent about how financial donations to the Trust are used and to ensuring all funds are being applied effectively to help prevent and overcome gambling addiction.

**Collaboration** – We will work passionately with all stakeholders and will strive collectively to achieve the highest levels of professional excellence.

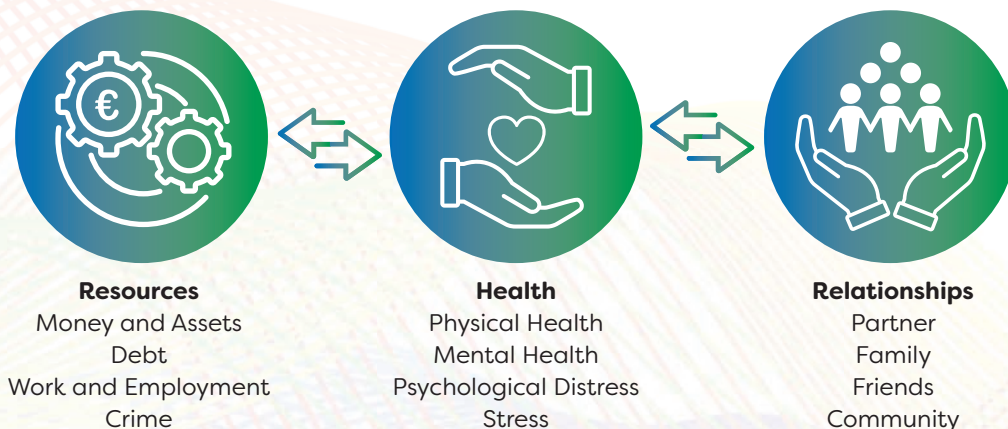
**Equality** – We believe in the equal value of every human being and the importance of respecting and honouring each person.

**Respect** – We treat our board members, employees, partners, service providers and suppliers with mutual respect and sensitivity, recognizing the importance of diversity. We respect all individuals and value their contributions.

# Gambling Related Harm

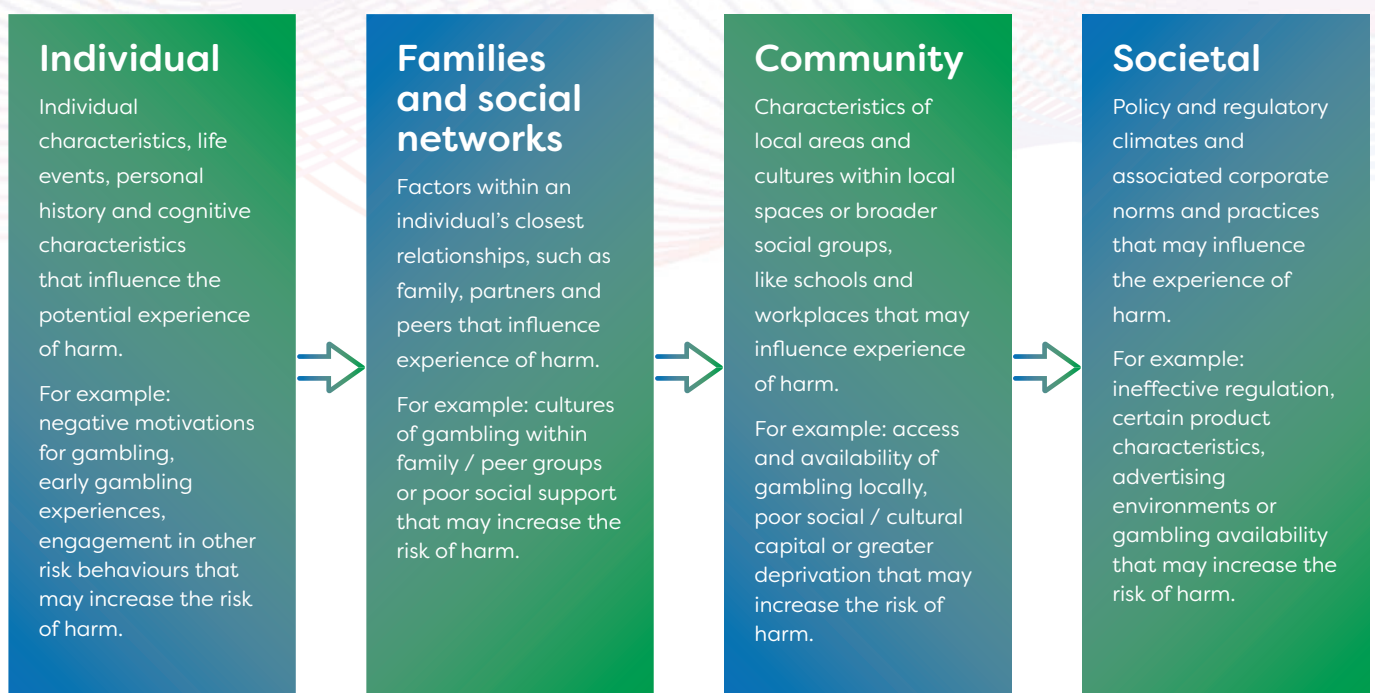
Gambling-related harm refers to the negative effects that result from gambling. These may include personal issues like anxiety, depression, relationship breakdown and social issues such as problems with friends or family. Other areas that may be affected include school, work or financial problems when debts mount and acquiring the basic necessities cannot be met. Gambling-related harm can extend beyond a person and directly affect family, friends and the wider community.

Given that we do not have a National Strategy to Reduce Gambling Harms, GAT has endeavoured to develop a clear strategy around the areas we can target to both minimise gambling harm and support anyone affected by harmful gambling, primarily in awareness, treatment, rehabilitation and supports.



## Responding to Harmful Gambling

Responding to the impacts of harmful gambling requires a structured approach and a collective public health response. The socio-ecological model which has been widely used in public health, does this. It recognises that the actions and choices of individuals, while important, are deeply influenced by social contexts and processes. GAT has incorporated this model into how we develop services on the ground encompassing individual, family and community support through treatment and counselling services. Our communications and awareness campaigns target the wider societal support aspect.

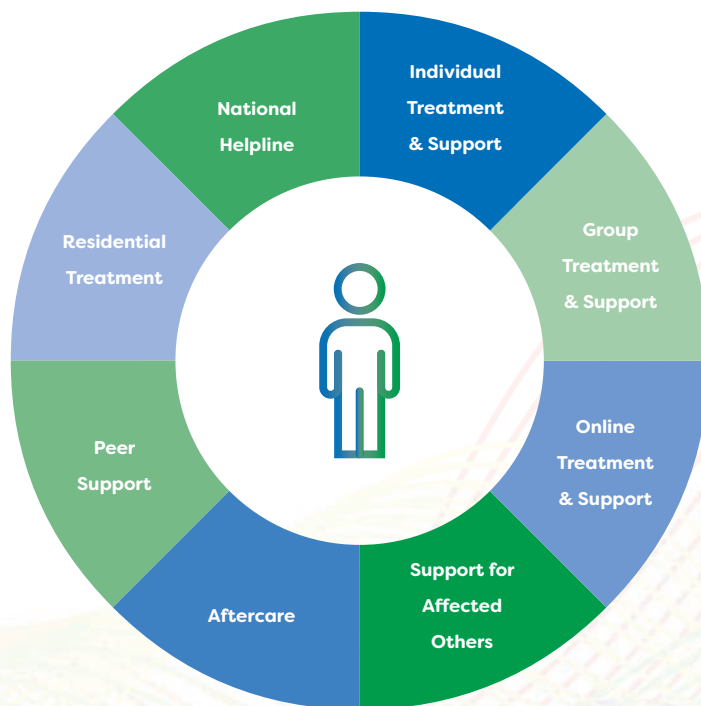


Courtesy "Measuring Gambling-Related Harms. A Framework for Action" (Wardle et al, 2018)

# Range of Treatment & Support Services available

In 2024, we supported our service providers to increase the provision of available services based on the needs identified by those accessing and availing of their support. Aftercare and peer support had been reported as important next steps in the services delivered to individuals and groups from a number of service providers.

HelpLink Support Service, Dunlewey Addiction Service and The National Problem Gambling Support Service are some of the services that continue to offer regular peer support and aftercare groups to those individuals who have successfully completed their therapeutic journey and feel ready to move on with the support of regular weekly meetings.



Aftercare and peer support groups are critical components of gambling addiction treatment. While initial treatment programmes, be that in-person bespoke counselling or residential treatment, are vital for helping individuals overcome their gambling problems, maintaining long-term recovery requires ongoing support, structure, and motivation.

In 2024, providers continued to offer weekly aftercare programmes with over 180 Aftercare Group Sessions delivered. Sessions were well attended throughout the year, highlighting the importance of continually responding to this need.



In 2023, we detailed that women attending counselling expressed a desire to attend a female-only group and the services responded to this. The female-only groups that were set up in 2023, continued and grew further in 2024. There are now a number of women's aftercare groups operating weekly in various services across the country. We know that responding to female gamblers in treatment requires an approach that is empathetic, understanding, and tailored to

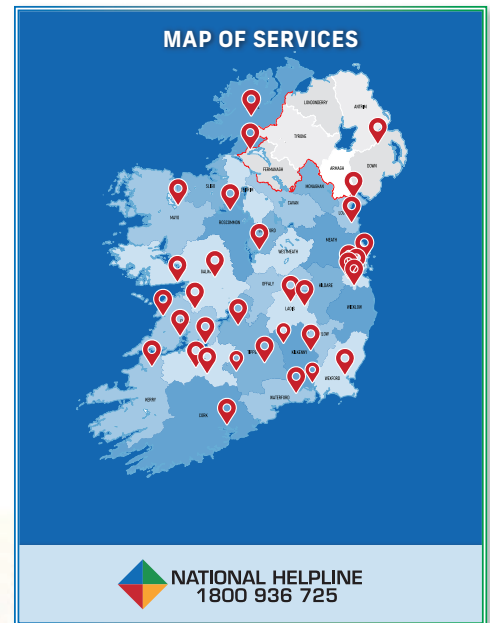
the unique challenges and experiences that women may face in relation to gambling. There are specific factors, such as societal pressures, gender roles, family circumstances and sometimes underlying mental health or trauma issues, that may require a more nuanced response. Women seeking residential treatment remains very low at under 9% because of these factors.

# 2024 Key Actions

In 2024, we focused on the sustainability of our existing service providers. It has always been a GAT priority to ensure a geographic spread of service provision across the country, and we believed that with some additions in 2024 we would have the therapeutic space adequately covered within our current funding structure.

We added Hope House in Mayo late in 2024. They provide residential treatment and have extensive experience in the field of addiction support services. We expect to add further to our geographic coverage through additional providers in 2025.

We are confident that following the National Problem Gambling Support Service 3-year pilot operated by the National Forum of Family Resource Centres, currently undergoing an independent evaluation, we will be in a position to add further locations to the 23 resource centres offering gambling support services in 2025 and beyond.



## Networking Event 2024

One of the highlights of 2023 for us was our inaugural national conference – The Irish Harmful Gambling Forum 2023, Trends and Treatments. One of the outputs from this event was a call from service providers to establish a networking event for service providers and counsellors which was delivered in October 2024 and was well attended from across the country and looked at common themes and referral pathways and best practices across our sector. This will continue in 2025, headed up by Pauline Campbell from Dunlewey Addiction Services.

## Service Evaluations

Part of our commitment to transparency and best practice in everything we do includes regular independent evaluations of our service providers. In 2023, we engaged S3 Solutions to conduct an evaluation of those services which have been delivering treatments and supports for three years or more. A further evaluation of the National Problem Gambling Support Service following the end of the three-year pilot programme was agreed in December to be carried out when the pilot ends in March 2025. We are confident this evaluation will support an extension to the number of Family Resource Centres offering problem gambling supports particularly in areas where services are currently unavailable. This action is important to us as we know that independent evaluations of our service providers in the addiction field are essential for ensuring that treatment programs are effective, ethical, and accountable. These evaluations help improve client outcomes, maintain high standards of care, foster public trust, and guide funding decisions. By providing objective assessments, independent evaluations promote the continuous improvement of our services, ensuring that individuals receive the best possible care and support in their recovery journey.

## Awareness

In 2024 we continued a number of campaigns improving Public awareness messaging about harmful gambling. This plays a crucial role in prevention, treatment, and societal change. It helps individuals understand the risks of gambling, recognize the signs of addiction, and seek the help they need. At the same time, it reduces stigma, promotes responsible gambling behaviours, and encourages policy changes that protect vulnerable populations. By creating a more informed public, we can work toward a society where gambling is approached with caution, and those struggling with addiction are supported and empowered to recover.

We continued to work on our public awareness messaging using both traditional and social media platforms to reach a broad audience. Acknowledging the success of our partnership with TG4 in 2023 we rolled this over into 2024 and again invested in a year-round campaign to run alongside their sporting calendar. We also targeted key sporting events through RTE and Sky Sports. Our analytics showed us how traffic to our website and national helpline increased each time our ad was aired throughout the year.



## Brand Ambassador

Oisín McConville was retained as brand ambassador for 2024 and was involved in regular podcasts and social media posts all signposting our key message, “help is available”.

Working with sporting organisations, financial institutions and our service providers, Oisín has successfully become the face of Gamblingcare.ie.

Responding to requests from clubs, employers, state bodies and individuals to attend events and speak about his lived experience, he has a strong presence in promoting supports for problem gambling.

AIB launched their voluntary gambling block in August and Oisín was involved in the launch. He is continuing to work with Bank of Ireland and Permanent TSB to launch similar initiatives for each bank in 2025.



## Education

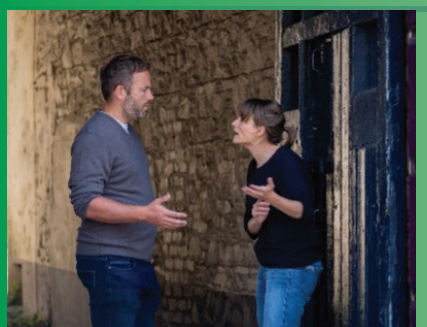
We continued our funding of the Level 8 programme through MTU, Continuing **Professional Development Certificate in Responding to Problem Gambling**, which 14 participants completed. The ICHAS Level 9 CPD **Certificate in Addiction Studies (Gambling)** saw 33 participants graduate in November 2024. This included 19 from the 2023 cohort and the remaining 24 were from the 2024 cohort. We continue to encourage counsellors working within our service providers to complete one of these programmes to enhance the support they provide.

## Arts



Using the arts platform is a new and exciting way for us to share our message. It is important that we see problem gambling in more than mainstream media and we wanted to extend our reach and show how easily everyday life can be impacted for individuals and families. With this in mind, we supported the production of a play, “**The 3.30 at Cheltenham**” with the Guna Nua Theatre company. The play toured multiple theatres nationally and received positive reviews.

We also helped to fund the production by Taller Stories of the short film “**The Things We Do**” starring Mo Dunford. The film is an honest depiction of the impact of a father’s gambling on his family, and will be targeting various film festivals nationally and internationally.



# Treatment & Support Services



Gambling Awareness Trust has supported the work of **Walkinstown Greenhills Resource Centre** over many years and this support was continued into 2024 enabling the project to develop and provide a range of essential supports to those experiencing gambling harm. The consistent support we receive from Gambling Awareness Trust has facilitated the development of a reliable and sustainable service to the local community. The services we provide have grown steadily over the years and this continued to be the case in 2024.

As an organisation with a long history of responding to the issue of substance misuse and mental health difficulties we are well placed to respond to the problems associated with gambling harm. Last year WGRC provided support services to 74 problem gamblers and 6 affected others. This mainly involved one to one counselling support, which accounted for 372 sessions. The trend of greater numbers of younger males presenting with gambling harm has continued throughout the year. While the majority of our service users are male (46), there is a steady increase in female (28) service users and this trend is expected to continue.

Whilst we are providing a much needed service to the community, we are well aware that we are only making contact with a fraction of those who could benefit from the service and that there is much work to be done in breaking down barriers that will enable greater access to services. With this mind we have devoted increased resources to outreach work and awareness raising of gambling harms. This work needs to be targeted carefully, with a clear focus on those who are vulnerable and at risk of engagement in harmful gambling. This work has been both challenging and rewarding and has the benefit of highlighting and establishing clear referral pathways for participants and local organisations, such as youth centres.

WGRC will continue to highlight the issue of gambling harm and make our support services available and accessible to the public. We are committed to meeting the needs of those affected by gambling harm and as such we will, with the continued support of Gambling Awareness Trust, ensure that our support services are primed to respond adequately and speedily to the needs that emerge.



**Aiséirí –  
Changing Lives and Building  
Hope in 2024**

This year at Aiséirí, we've been hard at work helping people and families whose lives have been turned upside down by gambling. Thanks to the support of Gambling Awareness Trust, our full-time gambling counsellor has been there for people every step of the way—listening, guiding, and giving the tools they need to take back control.

We've seen incredible turnarounds: people cutting back or stopping gambling altogether, feeling better in themselves, and rebuilding stronger family bonds. Our Gambling Handbook—now in schools and centres across Tipperary, Waterford, and Wexford—is giving young people, parents, and communities the know-how to spot problems early and find a way forward. In 2024, we brought our message into over 10 schools and ran 8+ community workshops, tackling stigma and sparking conversations that matter. We've learned that early education is key, so by 2026 we're aiming to reach every 5th and 6th class in our region—because prevention is always better than cure.

Our staff have upskilled too, completing Level 8 and Level 9 Gambling Studies courses to make sure we offer the very best support. At Aiséirí, we're not just helping people recover—we're helping them rediscover hope, confidence, and a brighter future.



## **WASP Family Support: A Year of Amplifying Voices and Fostering Recovery**

2024 was a landmark year for WASP's addiction-specific Family Support, marked by significant achievements in empowering families and advancing our trauma-informed model of care.

A true highlight of the year was the culmination of our therapeutic journaling program, which led to the publication of our book, *\*Love is Not Enough\**. This powerful collection, born from the raw courage and vulnerability of families, was officially launched in libraries nationwide by acclaimed author and broadcaster Andrea Hayes. We are particularly thrilled that **'Love is Not Enough'** which has gone on to be published in 2025 and is now being considered for the prestigious Trinity Masters in Addiction reading list, a testament to its profound impact and clinical relevance.

In addition to these milestones, our ongoing family systems program continued to provide vital support to families and individuals grappling with problem gambling across Ireland, reinforcing our holistic

approach to recovery. We remain dedicated to ensuring that every family feels heard, valued, and empowered on their journey toward healing.

## turas

### Turas

Our Gambling Service has experienced continued growth in 2024, reflecting increased community awareness of gambling-related harms and the availability of our specialist therapeutic support. Referrals from a wide range of agencies continue to grow, affirming the trust placed in our service and the strong partnerships we have built.

Clients regularly report improved mental health, reduced financial stress, and stronger family relationships as core outcomes of their engagement. Many describe a renewed quality of life—rediscovering joy in simple things and feeling more present with loved ones. From our perspective, it is deeply rewarding to witness these transformations and to support clients in building more stable and fulfilling lives.

This year also saw the introduction of somatic therapy training for our team, enhancing our ability to address the body-based impacts of trauma and addiction.

However, the complexity and severity of presentations have also intensified. We have seen a marked increase in gambling-related distress, with more clients disclosing suicidal ideation and self-harming behaviours. These trends highlight the urgent need for early intervention and continued investment in accessible, specialist support.

Client quote **“I personally think since I started attending the service it’s giving me hope not to give up which I wanted to do before I started going to you and because of your services I’ve blocked online gambling and hopefully on the way to a forever gambling free life because of you for that I’m so grateful.”** – Louise



### Dunlewey Problem Gambling Service Summary

In 2024 Dunlewey delivered 2147 counselling sessions to 258 individuals, highlighting the growing need for specialist gambling support. Notably, 84% of users self-referred, showing increased awareness and willingness to seek help.

The service user demographic was 68% male and 32% female, with most (61%) aged between 25–44, followed by the 45–64 age group. Sports betting at bookmakers was the most reported addiction type, followed by online machines—reflecting current gambling trends.

Beyond counselling, Dunlewey provided 1,183 brief interventions through its helpline and 533 health and wellbeing follow-up calls. The service also facilitated a monthly ladies-only support group and delivered an eight-week All-Ireland recovery programme with eight active participants.

A major advancement this year was the transition to a 24-hour helpline, ensuring round-the-clock support for those in crisis or seeking guidance. CEO Pauline Campbell stated: “These figures reflect both the increasing pressures around problem gambling, and the trust individuals are placing in our service. Expanding to a 24-hour helpline is a vital step in ensuring no call for help goes unanswered.” Dunlewey remains dedicated to offering compassionate, confidential, and professional support to anyone affected by problem gambling.



**Fiona Geary**, Gambling Service Coordinator, and **Niamh Byrne**, Counsellor, attending a GAA event promoting the Problem Gambling Service.



In 2024, **Cuan Mhuire** admitted 250 people struggling with Gambling Addiction Our Gambling Program in Cuan Mhuire, Athy assisted over 112 individuals and their families, providing them

with the tools, guidance, and support needed to overcome the challenges of gambling-related harm. Our program offers confidential counselling, group therapy, financial advice, tailored to meet the unique needs of each resident. We focus on creating safe, non-judgmental spaces where individuals can begin their recovery journey with the help of trained professionals and Facilitators

Family support remains a key pillar of our service. In 2024 we worked with loved ones to help them understand problem gambling, build healthy boundaries, and repair relationships impacted by addiction. By involving families in the recovery process, we strengthen long-term outcomes and promote healing

Our Aftercare Program, continues to go from strength to strength. It offers ongoing counselling, peer support, and check-ins to ensure lasting recovery and prevent relapse. This long-term approach helps past and current residents to maintain progress and stay connected to a supportive way.

We remain committed to empowering individuals and families to rebuild their lives and look forward to expanding our reach and impact in the years ahead. Without GAT funding we could not offer this help and support to as many clients as we currently do.

# National Problem Gambling Support Service Achievements 2024

There are currently 23 Family Resource Centres (FRCs) providing Problem Gambling Counselling services funded through Gambling Awareness Trust (GAT). This project was initiated as a pilot in 2022 and the number of service users and client hours has increased each year since then.

The service is available to anyone struggling with problem gambling and their affected families.

In 2024, GAT funding allowed Family Resource Centre's to directly support 771 people across 19 counties with counselling for problem gambling. In addition to supporting the provision of counselling to clients:

- The National Forum of Family Resource Centres (NFFRC) coordinated skills training in group facilitation, which was attended by 18 counsellors, enhancing their ability to serve clients.
- Online group supervision took place each quarter for all counsellors to maintain service quality and provide counsellor support.
- An aftercare group was run weekly online for clients, led by a GAT-funded counsellor.
- A host of outreach, educational and promotional activities also took place in 2024 to raise awareness and provide education around problem gambling, including:
  - Talks held in GAA clubs, army barracks and schools.
  - Attendance at community events and information evenings, e.g. Carlow Mart.
  - Media including podcast appearances, radio interviews and newspaper articles.
  - Hosting of the play "3:30 at Cheltenham"
  - Information mornings and social media posts for Safer Gambling Week.
  - Visits to Cuan Mhuire to promote referral pathways e.g. for affected others.
  - Coordination of lived experience talks and training by Tony O'Reilly, gambling addiction counsellor.

The NFFRC network of FRCs have been ideally placed to enhance the awareness of problem gambling within the community, and to offer appropriate supports. And, the NFFRC itself is uniquely positioned for national oversight and support across the network of GAT funded FRCs.

## NPGSS Testimonials

### Manager, Athlone FRC

The Problem Gambling service, funded by Gambling Awareness Trust, has become a deeply integrated and essential part of Athlone Family Resource Centre's

holistic support offering. As a centre that provides a wide range of wraparound services—including family support, counselling, community education, and youth programmes—this service has added a vital layer of targeted intervention for individuals and families affected by gambling-related harm.

Its integration has been seamless, with staff trained to identify and refer individuals discreetly and sensitively, ensuring that those in need are supported in a non-judgmental and familiar environment. The service complements our existing mental health and wellbeing initiatives, and has allowed us to respond more comprehensively to the complex challenges faced by our community.

We in Athlone FRC have witnessed a tangible impact: individuals accessing the service have reported reduced stress, improved family relationships, and greater financial stability. For many, it has been the first step in regaining control over their lives. The additionality this service provides cannot be overstated—it fills a critical gap and strengthens our overall capacity to support vulnerable individuals in Athlone and the surrounding areas.

### Counsellor, Bagenalstown FRC

The Problem Gambling Support Service has become an integral part of Bagenalstown Family Resource Centre (FRC), seamlessly fitting within our overall mission of supporting individuals and families in our community. The impact has been significant and we've seen a remarkable increase in engagement, with session numbers rising each year, reaching 260 sessions for 27 individuals in 2024 alone, and 72 sessions already delivered in Q1 of 2025.

The service has offered vital support to both gamblers and affected others, including males and females over 18 years of age. It has provided a lifeline to many who might not have otherwise reached out for help. The increased outreach through promotional materials, school talks, and media coverage, including podcasts and radio interviews, has helped raise awareness and reduce stigma.

Referrals from GPs, therapists, and even public health nurses reflect the growing trust and credibility the service has built. Having this dedicated support available locally has made a real difference — empowering individuals, strengthening families, and creating a safer, more informed community.

### Manager, Portlaoise FRC

Our Problem Gambling Service was established three years ago within Portlaoise Family Resource Centre, Counselling and Therapeutic Services. We had identified the need for gambling specific counselling and support many years earlier; the problem was the visible but at the same time, hidden / un-named addiction impacting on families in the community we work with.

Like other addictions, asking for support can be difficult and finding where you can get the right support even harder. This is why the addition of Gambling Counselling and Support as another service provided by FRC's within the heart of communities, is key for easier access and anonymity. As one client said, "I could be coming into here for anything, like a form or dropping my child to youth club. No one knows I am coming in for counselling for my gambling addiction. It's confidential and I'm not living on my nerves anymore".

For us, having the Problem Gambling Service spoken about within the community, the town and advertised within the county, helps to break the stigma that some people hold which can stop them from accessing support.

Since starting the Problem Gambling Counselling and Support Service, we have found that it was easier for people experiencing problem gambling and those affected by it, such as partners, parents and family members, to contact us for support and information, as it was one of many services we provide.

People who have accessed our service, say that it was a relief to finally tell someone how they feel and their level of gambling addiction. It helped them think more clearly about what they needed to do. It helped them think more clearly about what they needed to do and better manage the temptation to gamble and to better manage the temptation to gamble. Counselling and support helped them to be honest with themselves first and be honest in their relationships about their problem gambling, with partners, family or friends.

For those affected by a problem gambler, it helped them understand the addiction better and the impact on relationships and develop mechanisms



to avoid collusion. FRC's provide anonymity, a nonjudgement welcome and a safe, confidential space to start recovery.

### Newbridge Recovery Café – 2024 Story

2024 was another meaningful year for the Newbridge Recovery Café. Since our beginnings



as a pilot in March 2022, we have continued to grow and strengthen our monthly café, held on the last Saturday of each month at Newbridge Family Resource Centre. With the support of the centre, we have been able to provide a safe, welcoming space that supports and promotes recovery within our community, guided by Recovery-Orientated Systems of Care.



We are particularly proud of how our activities have continued to flourish. Holistic therapies such as reiki and massage remain a core part of the café, while our monthly table quiz has grown into a lively and much-anticipated highlight—complete with friendly rivalries and rotating quiz masters chosen by the winning team. Alongside tea, coffee, and sandwiches, these moments of connection remind us of the power of community in recovery. Importantly, our dedicated recovery meeting continues to provide a vital space for those in recovery from substance or behavioural misuse/addiction. We honour all pathways to recovery, not just abstinence, and we remain committed to offering inclusive support.

### Bushy Park Clare

Bushypark Addiction Treatment Centre is pleased to announce that it has been involved in facilitating



community-based support for all individuals affected by gambling addiction over the past 3 years, thanks to GAT funding.

We have been offering both 1:1 and Group sessions for those in active Addiction and those seeking long-term recovery in addition to offering therapeutic support for Family members and other Concerned Persons. 54 sessions were delivered in 2024.

A Referral Service is in place for further aftercare and long-term supports that are available for both the client and family members in the wider Bushy Park programmes.

The service is offered each week in the comfortable setting of the Family Centre on the grounds at Bushypark. The service is delivered by an Accredited Therapist and clients can self-refer or be referred through a variety of referral pathways.

In addition, Bushypark has delivered several educational and awareness-raising sessions in conjunction with Clare GAA Healthy Committees, local GAA clubs, Clare Gardai and the Samaritans on the topic of gambling and how to access supports to deal with an issue for both the client and family member when it arises.

### Helplink

In 2024, Gambling Awareness Trust (GAT) continued its support network for individuals affected by gambling-related harm through its partnership with Helplink, a dedicated service provider. Helplink delivers confidential, free-access support in person, via phone, online and chat, playing a crucial role in GAT's mission.

During Safer Gambling Week (18.11.2024), Helplink actively engaged with the public to promote responsible gambling practices and encourage those experiencing gambling difficulties to access timely help.

As a trusted service provider, Helplink continues to be a cornerstone in the efforts to reduce gambling

harm and support recovery pathways throughout Ireland. In 2024, our service grew further, leading to the hiring of an additional gambling counsellor. We are delighted with how successful the partnership between Helplink and GAT has been in 2024.

We are very proud of the work that our counsellors have provided. Please see below for insight from one of our counsellors along with direct client feedback:

Liam (counsellor Galway) shares:

Recovery is about change – no change, no recovery.

This work will include change to:

1. My lifestyle (Routines)
2. My beliefs about gambling
3. My beliefs about myself and my status
4. My reactions to others
5. My relationship with stress.

### Feedback offered by Gary's client:

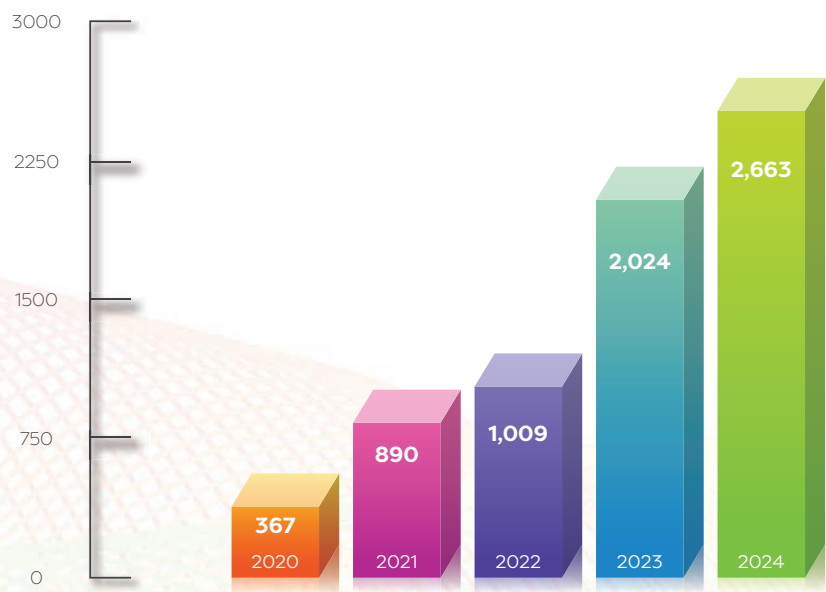
**Since I started the meeting I am proud to say that I have not gambled. Gary gave me that help, which I needed so much. I know it's going to be a long road, at least I am that road and I know where it's going to take me.**

### Feedback Offered by Mary's client:

**She was brilliant, addressed all areas, helped me at my lowest ebb, got me to believe in myself and be true to what i believe and how to cope with every day life. Really impressed with her approach and her caring interactions.**

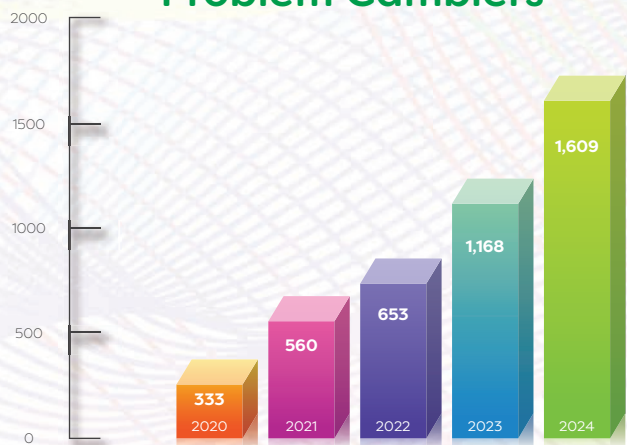
# Key Data from 2024 Service Provision

## Service Users Year over Year: TOTAL

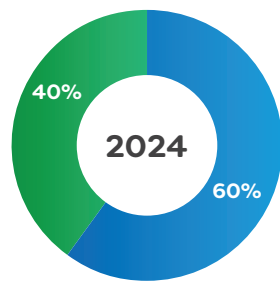
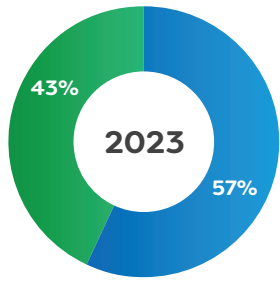
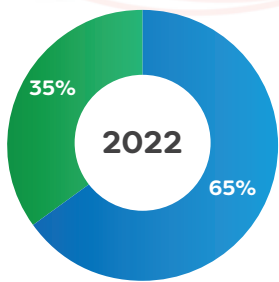
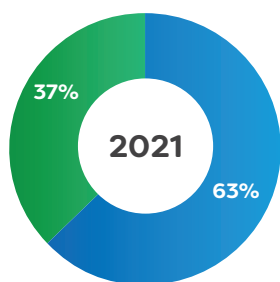
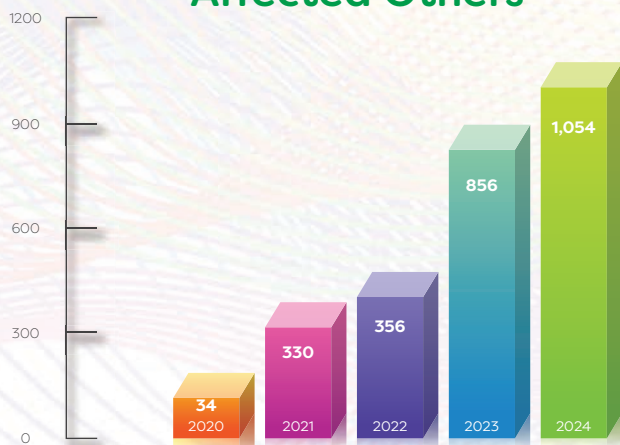


Cumulative since: 2020 | Service Users: 6,953

## Service Users Year over Year: Problem Gamblers



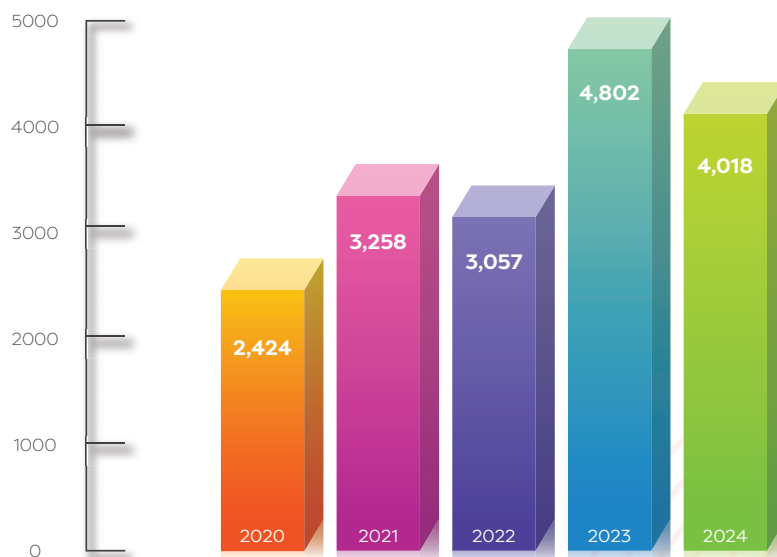
## Service Users Year over Year: Affected Others



### Service Users

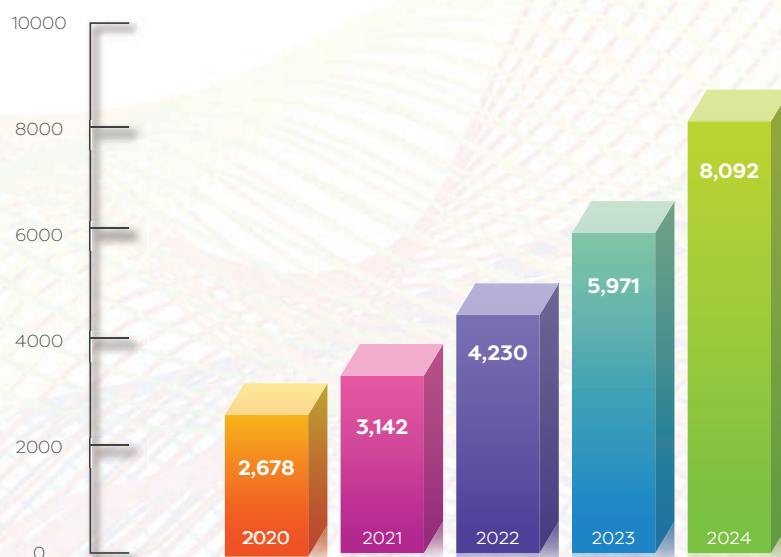
- Affected Others
- Problem Gamblers

## Callers to Helpline Year over Year

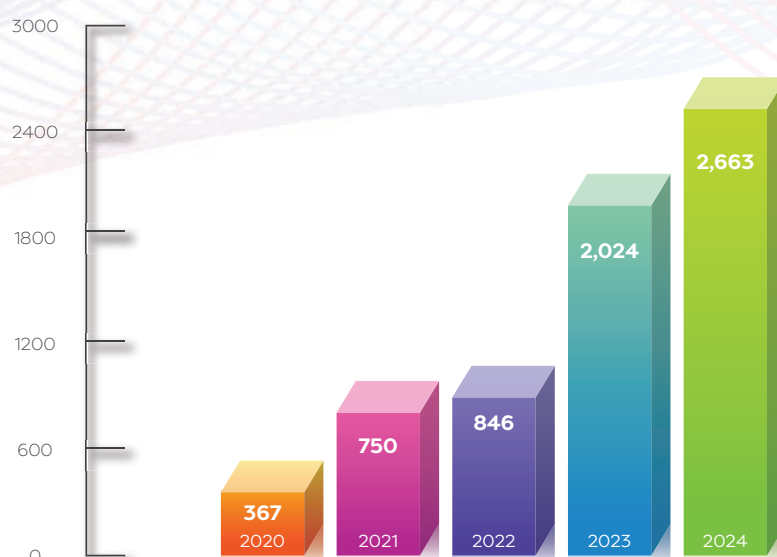


Cumulative since: 2020 | Calls to Helpline: 17,559

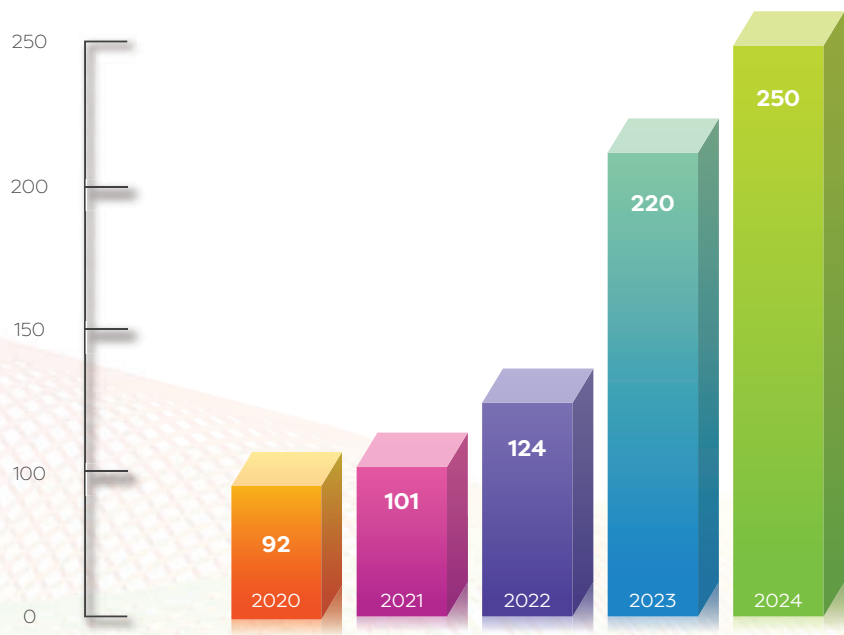
## Counselling Funded Year over Year



## Individuals Receiving Specialist Counselling Year over Year

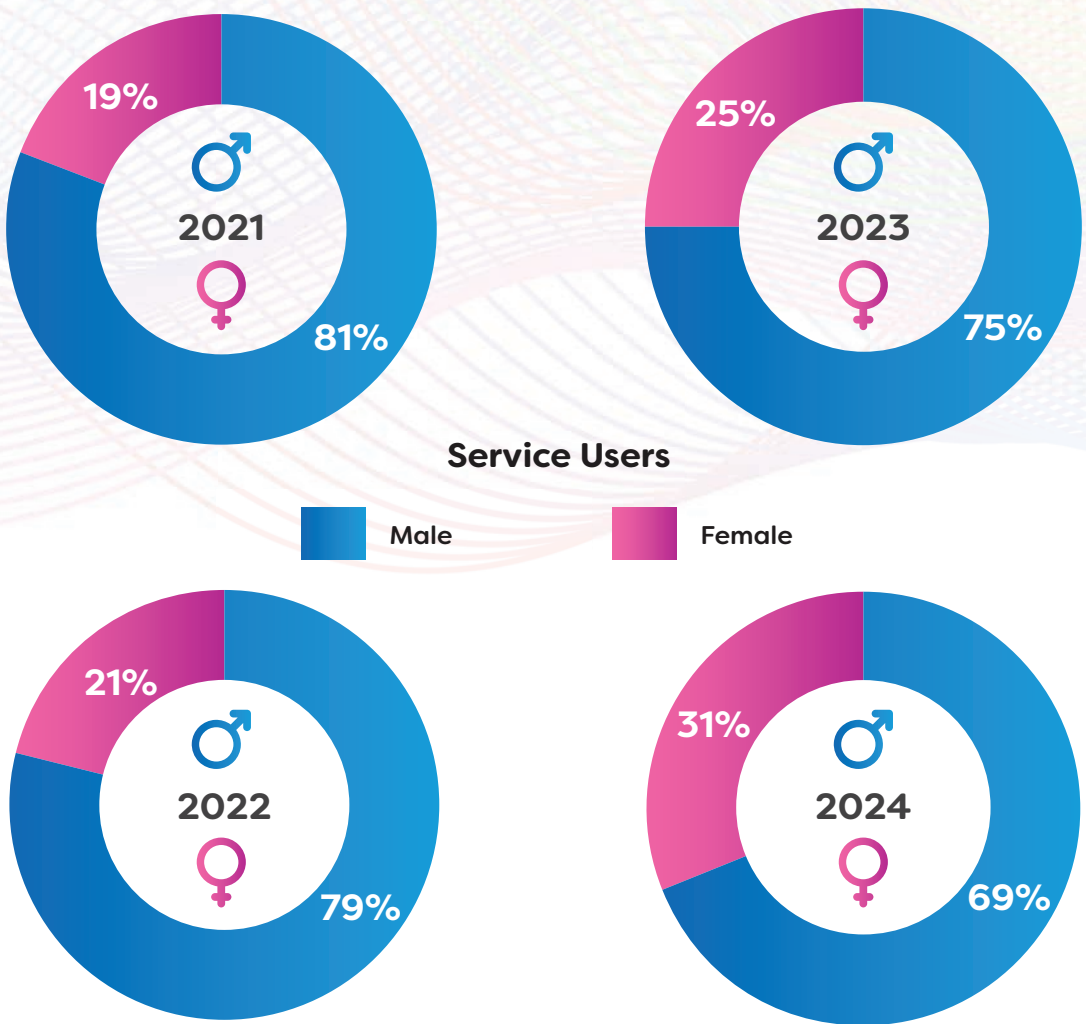


# Individuals Receiving Residential Treatment Year over Year



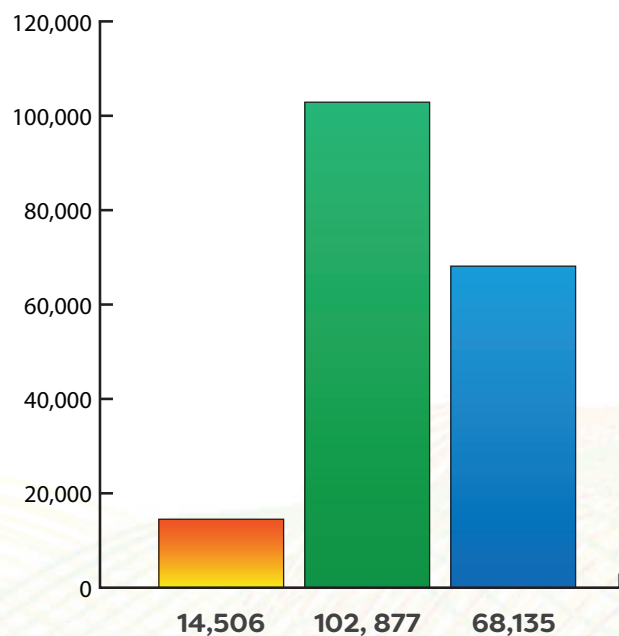
## Demographic and Behavioural Data about our Service Users

### Gender Breakdown

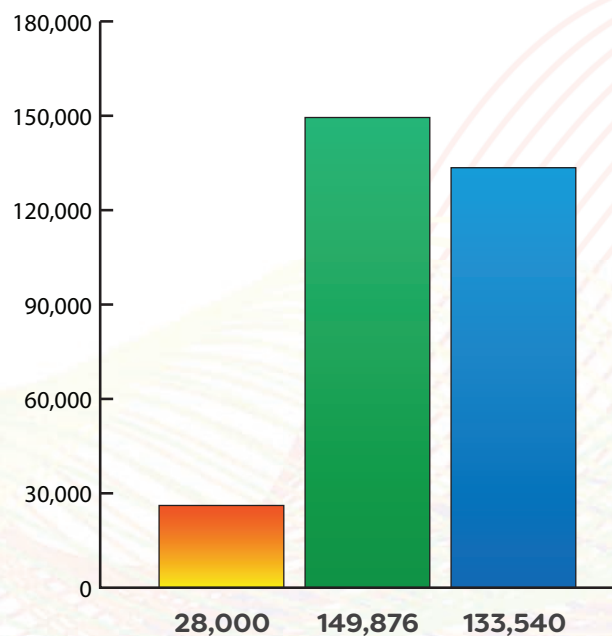


# Website Usage

## Website Users



## Website Page Views



2022

2023

2024

Overall traffic to the GamblingCare.ie declined in 2024 compared to 2023 figures due to a number of factors.

Firstly, cost-per-click (CPC) rates rose significantly from 2023, making it more expensive to reach users via paid ads. In addition, stricter Google ad policies around gambling and addiction-related content reduced the visibility of our harm-reduction advertising campaigns.

Despite these challenges, our SEO strategy continues to deliver results, with our content appearing more frequently in featured snippets and instant answers. This has led to a rise in zero-click searches, where users get information from our site directly from search results without clicking through to the site. We've also seen our content increasingly used by AI-driven search tools – greatly extending our reach, but again, not contributing to our traffic metrics.

Notably, while total users dropped by over 30%, average page views per user increased by 25% – a strong indicator of deeper engagement among visitors.

# Financial Statements

In founding Gambling Awareness Trust the Board of Directors aimed to keep operational costs to a minimum in order to ensure that the bulk of funding received was committed to projects and initiatives in the areas of research, treatment, and education. Figure 1.2 demonstrates the board’s commitment to this financial goal.

## TRUSTEES REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 December 2024

Figure 1.1.2024 Operational Expenditure

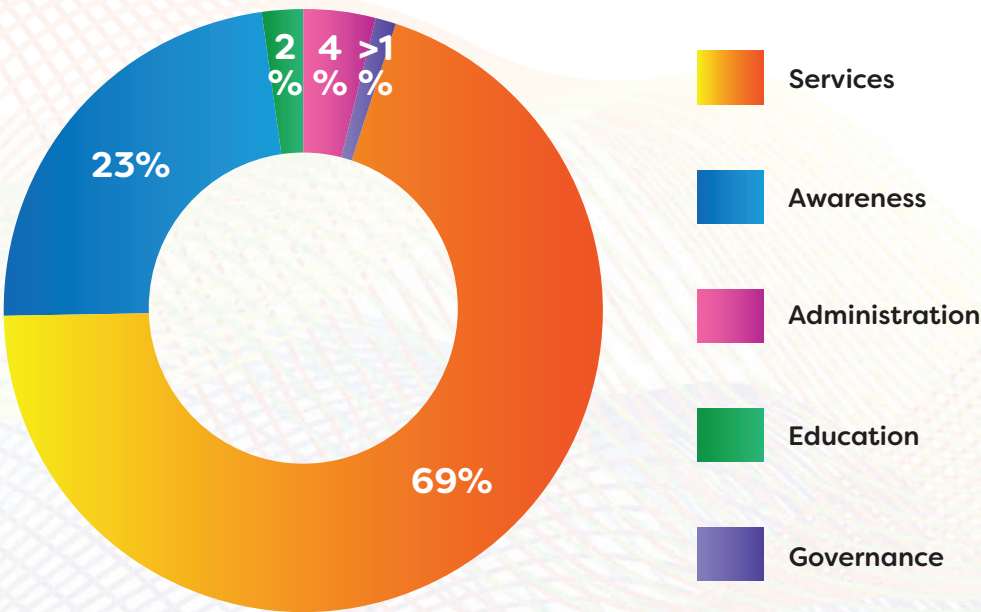
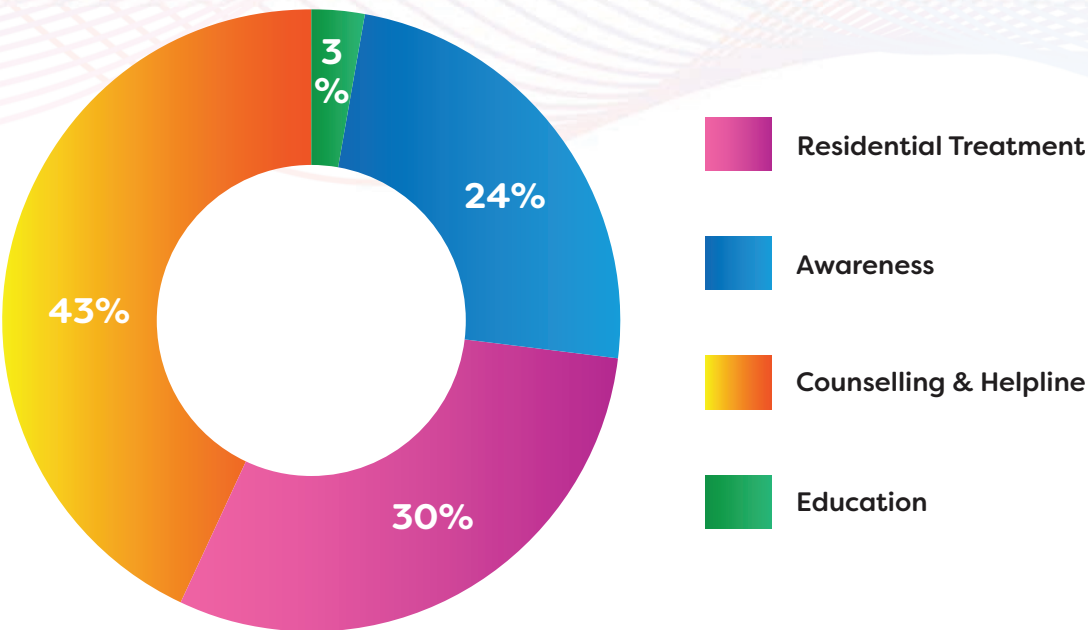


Figure 1.2. 2024 Services, Awareness & Education Expenditure



The Directors present their annual report and audited financial statements for the year ended 31 December 2024.

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| Independent auditors' report on the financial statements | 29 – 30 |
| Statement of financial activities                        | 31      |
| Balance sheet  | 31      |
| Statement of cash flows                                  | 32      |
| Notes to the financial statements                        | 32 – 39 |

## REFERENCE AND ADMINISTRATIVE DETAILS

**Directors** Thomas Hayes, Chairperson  
William J. Collins  
John Forde  
Kathleen Lynch  
Noel Waters  
Michael Culhane (resigned 7 August 2024)  
Seamus Clifford (appointed 7 October 2024)

**Company Registered Number** 605821

**CHY number** CHY 22206

**CRA Number** 20152260

**Registered Office** The Black Church  
St. Mary's Place  
Dublin 7

**Company Secretary** William J. Collins  
**Chief Executive Officer** Jackie Murphy (appointed 24 February 2025)  
Pam Bergin (resigned 31 January 2025)

**Independent Auditor** RBK Business Advisers  
Chartered Accountants and Statutory Audit Firm  
Termini  
3 Arkle Road  
Sandyford  
Dublin 18

**Bankers** Allied Irish Banks, p.l.c  
7/12 Dame Street  
Dublin 2

**Solicitors** A&L Goodbody  
IFSC  
25-28 North Wall Quay  
Dublin 1

## DIRECTORS' REPORT for the year ended 31 December 2024

The Directors present their annual report and audited financial statements for the year ended 31 December 2024. This set of financial statements is prepared by Gambling Awareness Trust in accordance with accounting standards issued by the Financial Reporting Council, including FRS 102 "the Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS102") as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" "SORP" issued in October 2019.

### REFERENCE AND ADMINISTRATIVE DETAILS

The organisation is a charitable company with a registered office at The Black Church, St. Mary's Place, Dublin 7. The Charity trades under the name Gambling Awareness Trust. The company registered number is 605821 and the charity registration number and CHY numbers are 20152260 and 22206 respectively.

The Charity has been granted charitable tax status under Sections 207 and 208 of the Taxes Consolidation Act 1997.

### DIRECTORS AND SECRETARY

The names of persons who at any time during the financial year and since the year end unless otherwise stated were Directors of the Charity are as follows:

Thomas Hayes, Chairperson

William J. Collins, Director

John Forde, Director

Kathleen Lynch, Director

Noel Waters, Director

Michael Culhane, Director (resigned 7 August 2024)

Seamus Clifford, Director (appointed 7 October 2024)

William J. Collins held the position of company secretary for the duration of the financial year.

## PRINCIPAL ACTIVITIES AND OBJECTIVES

### a. Principal Activity

Gambling Awareness Trust "GAT" aims to establish and operate a charitable fund to provide grant aid to organisations delivering treatment services, initiatives and supports, research, education, and awareness of harmful gambling and gambling disorder with the purpose of ensuring the availability and accessibility of said services to affected individuals, their families, and the wider community and to effectively carry out all administrative activities in relation to same.

### b. Principal Objectives

The main objectives of the charity activities are to:

- Ensure approved, professional, and skilled service providers have access to adequate funding to provide supports including addiction treatment, rehabilitation, counselling, support, education, and gambling awareness services in Ireland.
- Invest in comprehensive research in the area of problem gambling and gambling addiction that makes a positive and practical difference to reducing gambling-related harms in Ireland.

- Invest in education, prevention, and the most effective interventions to reduce gambling-related harms within the resources available.
- Ensure Gambling Awareness Trust operates to the highest Governance standards.
- Provide information and advice about the nature of gambling, the risks associated and where to go for help if needed through the promotion of our www. GamblingCare.ie website.
- Raise awareness and increase both the visibility and availability of problem gambling service providers across the country.

## BUSINESS REVIEW AND FINANCIAL RESULTS

The financial results for the year ended 31 December 2024 are outlined in the Statement of Financial Activities,

the Balance Sheet, and the Statement of Cash Flows and are further explained in the notes to the financial statements including a summary of significant accounting policies set out in Note 2.

During the year ended 31 December 2024, Gambling Awareness Trust incurred a deficit of €298,103 (2023: deficit of €389,923).

Income for the financial year was €2,604,000 (2023: €1,905,100) which is derived from donations.

Expenditure levels for the financial year were €2,902,103 (2023: €2,295,023). Expenditure includes all direct expenditure associated with the provision of Gambling Awareness Trust's services and the necessary support costs, including wages and salaries.

At 31 December 2024, the Charity has assets of €1,230,144 (2023: €1,531,378) and liabilities of €232,503

(2023: €235,634). Gambling Awareness Trust is in a positive asset position at the balance sheet date.

At 31 December 2024, the Charity held total unrestricted funds of €997,641 (2023: €1,295,744). The movement in funds during the year was the deficit of €167,236 as reported in the Statement of Financial Activities.

For the year ended 31 December 2024, activity increased considerably in an effort to achieve the objectives set out by the charity at its incorporation date. All the Charity's charitable activities focus on minimising gambling related harm in Ireland and are undertaken to further Gambling Awareness Trust's charitable purposes for the public benefit.

## ACHIEVEMENTS AND PERFORMANCE

For the year ended 31 December 2024, activity increased considerably in an effort to achieve the objectives set out by the charity at its incorporation date. All the Trust's charitable activities, as described in the CEO's Report, focus on minimising gambling-related harm in Ireland and are undertaken to further GAT's charitable purposes for the public benefit.

**Financial support was provided to the following organisations in 2024 for the provision of services for those affected by harmful gambling:**

## TREATMENT

### National Problem Gambling Support Service

In 2021 Gambling Awareness Trust collaborated with the National Forum of Family Resource Centres to establish a three-year pilot National Support Service. The service includes 22 Family Resource Centres across the country and was officially launched in May 2022. An additional centre was included in the national service to meet demand in 2022. The community-based services are located in both urban and rural areas across 23 locations now and are easily accessible to anyone affected by gambling harm, be that an individual or family member affected by their loved one's gambling. The introduction of additional funding for a Support and Mentoring project in 2023 had a significant impact on the promotion of the services in each area resulting in an increase in service users in local communities. A further increase in service users has continued throughout 2024. Many of the Counsellors within the programme availed of the mentoring and each FRC held official launches and promotional events in their communities.

Changes were made in outreach supports and some funding re-allocated to neighbouring communities where demand for services superseded the originally selected sites.

The National Forum worked extensively on the therapeutic policies and governance with the participating centres which has resulted in a quality standardised service provision across all sites.

Although initial issues arose with staff recruitment, training and retention the national services has been managed effectively and provided an excellent service in 2024, delivering therapeutic sessions to over 770 individuals.

The establishment of this pilot programme was a direct response to the findings of the Maynooth Report, published in 2021, which echoes international research by informing us that for every one individual with a gambling addiction at least 6 other people are directly affected. Family Resource Centres provide a wraparound approach to support, ensuring all needs are identified and responded to in a confidential, empathetic environment. They also offer a sense of anonymity given the range of services available in any one centre, which is a considerable support to those struggling with the shame and stigma associated with gambling addiction. Details of every centre involved in the national service are available on our support website [www.gamblingcare.ie](http://www.gamblingcare.ie). All staff are professionally accredited Counsellors who have completed the Level 8 CPD in Responding to Problem Gambling.

The National Problem Gambling Support Service has now completed the final year of the 3 year pilot phase which ended in March 2025. An independent evaluation of the Programme is being conducted by S3 Solutions, with the outcome of the evaluation due in July 2025. At this juncture we hope to be in a position to explore the possibility of expanding the service to other FRCs in poorly serviced areas of the country.

### Cuan Mhuire

Cuan Mhuire is the largest provider of addiction treatment services in Ireland and has been providing specialist residential treatment programmes for individuals affected by gambling addiction since 2020, opening the first

programme of its kind in the country for those with more complex needs in terms of their gambling addiction.

Admissions to the service located in the Athy and Bruree campus had increased in 2023 and has increased even further in 2024 to meet the demand for specialist care.

Additional funding was granted to Cuan Mhuire to fund a third gambling specific residential treatment programme which was officially launched in 2023 in the Coolarne campus in Galway.

This programme has been consistently operating at maximum capacity since opening its doors, Cuan Mhuire provided a service to 280 residential clients in 2024.

### Dunlewey Addiction Service

Dunlewey Addiction Service has been in operation since 1987 and has specialised in providing support to those experiencing gambling harm and gambling addiction as well as their affected others. Dunlewey operates the free, confidential National Helpline on behalf of Gambling Awareness Trust. The Helpline is manned by professional staff 365 days per year and in November 2024 the operating hours were increased to 24 hrs on a 6 month pilot.

In 2024 Dunlewey received over 4,000 calls to the helpline and provided their specialist counselling service to increased numbers of 348 people (90 carried in from 2023) with almost 1400 sessions as the promotion of the Helpline number through GAT campaigns raising awareness of the service encouraged people to reach out for supports. Many calls provide an opportunity for an open and frank discussion, others are brief interventions for people in crisis of which there were 920 while others progress to treatment.

Dunlewey's ARCH programme (Activity, Recovery Coaching and Help) was delivered to recovering gamblers for the first time and had 100% attendance and completion which has never been experienced with any other recovery groups. An eight week programme designed to combat the social isolation so often experienced by people in recovery. The facilitating counsellor was extremely impressed by the commitment and hunger for learning within the group and the service will run further programmes throughout 2025.

### HelpLink Mental Health Service

HelpLink operates a free, national gambling addiction counselling service, 7 days a week and out-of-hours, online or by phone. HelpLink also provide weekly aftercare groups for clients who have completed their one-to-one counselling sessions. This service is provided by experienced and qualified Addiction Counsellors for young people (aged 16 to 18 years) and adults alike across the country and to Irish people living abroad. The level of support provided in 2024 remains consistent with the previous year as the service has developed.

### Walkinstown Greenhills Resource Centre

Walkinstown Greenhills Resource Centre provides a low cost, comprehensive, community-based one-to-one support service to anyone affected by gambling harm in the Dublin 12 area. The support is provided by professionally qualified Counsellors in-person and online. Anyone can contact the service via a text line to arrange a call back when staff will assess the individual's situation and arrange an appropriate intervention.

### **Aiseiri**

Provides residential treatment for addiction including gambling in a number of sites. GAT currently funds a Specialist Gambling counsellor. A further funding application is expected in 2025.

### **Bushy Park**

Provides a range of supports including residential treatment for addictions including gambling in County Clare. GAT currently funds a Specialist Gambling counsellor.

### **Turas**

A community-based addiction service in Dundalk. GAT currently funds the gambling service within Turas.

### **Hope House**

In Foxford Co. Mayo became a GAT service provider late in 2024 and provides residential treatment for addiction including gambling.

### **WASP**

A community-based Family support service in Rathfarnham Dublin providing a range of therapeutic supports for families affected by gambling which is currently funded by GAT. GAT also funded a book of lived experience stories which is due to be published in May 2025.

### **Newbridge FRC Recovery Cate**

GAT supports a development worker and holistic therapies.

## **EDUCATION**

### **Cuan Mhuire / MTU**

The continued professional development of addiction counsellors and staff providing service to those affected by harmful gambling and gambling addiction is one of our key actions under Education in our strategic plan.

Ensuring practitioners in the field have the most contemporary skills and knowledge in respect of harmful gambling is critical to high quality service provision across our funded services. We are proud to support the collaboration between Cuan Mhuire and Munster Technological University to design and deliver a Level 8 CPD Diploma in Responding to Problem Gambling. In 2024 numerous practitioners from across our service providers have attained their qualification for this course from across a variety of services. We expect the numbers of Counsellors availing of this highly subsidised course will continue consistently over the coming years as more individuals present with gambling addiction.

We collaborated with ICHAS in 2023 to develop a Level 9 Postgraduate Certificate in Gambling Addiction to provide a higher platform for practitioners to increase their skills and expertise in the field. The first iteration of the course was oversubscribed demonstrating the levels of interest in this particular area of study.

### **Financial Support for Awareness Campaigns in 2024**

GAT distinguishes itself as the sole organisation advocating for support and change to address problem gambling in Ireland. This unique positioning strengthens GAT's credibility and influence within the field, reinforcing its role as a pivotal player in driving positive outcomes. Developing a robust communications strategy is important for the promotion, not only of GAT as the national gambling charity, but of all the services available across the country

that would not exist without the organisation. GAT is the only organisation in Ireland whose sole focus is responding to the needs of those experiencing gambling harms and gambling addiction.

### **Strategic Plan**

GAT is committed to pioneering comprehensive strategies for addressing and mitigating gambling-related harms across Ireland. Through the implementation of our new strategic plan, we aim to significantly enhance the scope and effectiveness of research, education, awareness, and treatment services.

Our multidimensional approach focuses on generating research, delivering targeted educational initiatives, broadening awareness, and expanding accessible, high-quality treatment and support.

The strategic plan is designed to foster a well-informed, supportive community that empowers individuals affected by problem gambling to seek help and sustain recovery. By aligning our resources and efforts with international best practices, GAT is dedicated to reducing the impact of gambling addiction and promoting a healthier society. The successful implementation of this strategic plan will mark a pivotal step towards our vision of a future where gambling-related harm is understood, effectively managed, and substantially reduced.

### **Regulatory Changes**

Despite anticipated regulatory changes with the introduction of the Gambling Regulatory Authority of Ireland (GRAI), the funding model for GAT is expected to remain unchanged until the new regulations are in place.

Therefore, GAT underscores the importance of maintaining its focus on addressing the issue of problem gambling in Ireland. This highlights the urgency of the matter and the need for proactive measures to support affected individuals within the existing regulatory framework.

The board revised its strategic plan in late 2023 and into 2024 to ensure our strategic priorities remain in terms of sustainability of the current services supporting people across the country and the development of resources to increase the knowledge and expertise of those working in the field of gambling addiction. We are committed to improving awareness that gambling carries specific risks, reducing the stigma related to seeking help for gambling harm, and working closely with all organisations responding to the needs of those affected by harmful gambling in Irish society.

### **Brand Ambassador**

The addition of Oisín McConville as our brand ambassador has enhanced our presence on TV and social media and website activity has also benefitted with the introduction of podcasts with service providers detailing lived experiences 2 podcasts were produced during safer gambling week and are available to view on our website [Gamblingcare.ie](https://www.gamblingcare.ie)

Oisín is not only delivering the message that help is available but also targeted messages around key sporting events that can be problematic for those in recovery and looking to get into recovery and supporting service providers in launching campaigns and services nationwide. We continued our campaigns with TG4 and RTE running alongside the GM sporting calendar and on Sky Sports

targeting Key football fixtures. We also contracted the expertise of a marketing consultant to support building brand awareness through social media with the aim of targeting areas most likely to meet a relevant audience. With regular use of our brand ambassador delivering posts and signposting help around all key sporting events across social media platforms.

We continue to invest in the development of our website Gamblingcare.ie to ensure it is the most informative national website offering advice and information on the wide range of services available to anyone affected by gambling harm. Back end enhancements will enable us to produce reliable anonymised data on the numbers availing of services and support. This helps us ensure funding is directed to the right services. Our primary aim of developing our online, TV and social media presence is to ensure that anyone in Ireland who needs a service knows where to go for support and most importantly that help is available.

## OTHER ACTIVITIES IN 2024

GAT continues to look for ways to enhance awareness of services and education and as such got involved in a number of projects outside service delivery.

- A Services Network Directory was produced and is detailed on our website detailing all services available throughout the country.
- A National Forum for counsellors was established in 2024 with a launch event in November and further events are planned in 2025.
- Funding for the play, 3.30 at Cheltenham through the Guna Nua Theatre group saw GAT sponsor a play detailing the life and gambling addiction of Andy Williams which has been running in numerous locations throughout 2024 and into 2025.
- We also sponsored the production of a short film The Things We Do, which is planned to show at various film festivals.
- WASP Family Support Service was a new service provider in 2023, and additional funding was made available in 2024 to produce a book telling the lived experience of many of its service users, which is due to be published and circulated in May 2025.

## ESTABLISHMENT OF THE GRAI

The establishment of the Gambling Regulatory Authority of Ireland is now complete and their work begins in establishing the licensing framework and the board fully supports their efforts. We know at the point of the introduction of its social responsibility levy on all gambling operators impact funding within GAT. The Board will work with the GRAI to ensure that any transition in funding to service providers is well planned with no loss of services during that period. We look forward to working closely with the GRAI to ensure service users across the state continue to be supported locally and in a timely manner to ensure that the required services continue to be provided to over 2,850 service users across the country.

## STRUCTURE, GOVERNANCE AND MANAGEMENT

Gambling Awareness Trust is a charitable company limited by guarantee. The company does not have a share capital and consequently the liability of members is

limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding one Euro (€1). During 2023 the company made the required returns relating to the Register of Beneficial Ownership and established an internal register of beneficial ownership.

The Charity was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Constitution and managed by the Directors.

## PLANS FOR FUTURE PERIODS

The Directors are not expecting to make any significant changes in the nature of the business in the near future.

## EVENTS AFTER THE BALANCE SHEET DATE

There have been no significant events affecting the Charity since the year end.

## ACCOUNTING RECORDS

The Directors acknowledge their responsibilities under Sections 281 to 285 of the Companies Act 2014 to keep adequate accounting records for the Charity.

The accounting records of the Charity are kept at the registered office and principal place of business at The Black Church, St. Mary's Place, Dublin 7.

## GOING CONCERN

The financial statements have been prepared on the going concern basis which assumes that the Charity has the ability to meet its liabilities as they fall due and will continue in operational existence for the foreseeable future.

The Directors are satisfied that the Charity has the ability to continue as a going concern for a period of at least 12 months from the date of approval of these financial statements and that the going concern basis of preparation is appropriate.

## STATEMENT OF RELEVANT AUDIT INFORMATION

In accordance with Section 330 of the Companies Act 2014, so far as each person who was a Director at the date of approving this report is aware, there is no relevant audit information, being information needed by the Auditor in connection with preparing its report, of which the Auditor is unaware. Each Director has taken all the steps they are obliged to take as Director in order to make themselves aware of any relevant audit information and to establish that the Auditor is aware of the information.

## INDEPENDENT AUDITOR

In accordance with Section 383 (2) of the Companies Act 2014, the independent Auditor, RBK Business Advisers, have expressed a willingness to continue in office.

Signed on behalf of the Board by:

  
Thomas Hayes, Director

  
William J. Collins, Director

Date: 17th July 2025

# STATEMENT OF DIRECTORS' RESPONSIBILITIES

for the year ended 31 December 2024

The Directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the Directors to prepare financial statements for each financial year. Under the law, the Directors have elected to prepare the financial statements in accordance with Companies Act 2014 and accounting standards issued by the Financial Reporting Council (and promulgated by Chartered Accountants Ireland) including FRS 102 The Financial Reporting Standard applicable in the UK and Ireland (Generally Accepted Accounting Practice in Ireland) as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019.

Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the Charity as to the financial year end and of the surplus or deficit of the Charity for the financial year and otherwise comply with the Companies Act 2014.

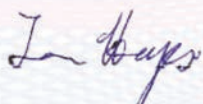
In preparing these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Directors are responsible for ensuring that the Charity keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the Charity, enable at any time the assets liabilities, financial position and surplus or deficit of the Charity to be determined with reasonable accuracy, enable them to ensure that the financial statements comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the Charity's website. Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Signed on behalf of the Board by:



Thomas Hayes

Director



William J. Collins

Director



Date: 17th July 2025

# INDEPENDENT AUDITOR'S REPORT

## to the members of Gambling Awareness Trust

### OPINION

We have audited the financial statements of Gambling Awareness Trust (the "Charity") for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of accounting policies. The financial reporting framework that has been applied in their preparation is applicable Irish Law and Accounting Standards, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019. In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 December 2023 and of its surplus for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

### BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, including the Ethical Standard as issued by the Irish Auditing and Accounting Service Authority ("IAASA"), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the Directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Directors with respect to going concern are described in the relevant sections of this report.

### OTHER INFORMATION

The other information comprises the information included

in the annual report, other than the financial statements and our auditor's report thereon. The Directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### OPINION ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2014

In our opinion, based on the work undertaken in the course of the audit:

- we have obtained all the information and explanations which we consider necessary for the purpose of our audit;
- the accounting records of the Charity were sufficient to permit the financial statements to be readily and properly audited;
- the financial statements are in agreement with accounting records;
- the information given in the Directors' report is consistent with the financial statements; and
- the Directors' report has been prepared in accordance with the Companies Act 2014.

### MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Based on the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' report. Section 305 to 312 of the Companies Act 2014 requires us to report to you, if in our opinion::

- adequate accounting records have not been kept, or returns adequate for our audit have not been received; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit; or
- certain disclosures of Directors' remuneration specified by law is not made.

We have nothing to report in this regard.

## RESPONSIBILITIES OF DIRECTORS FOR THE FINANCIAL STATEMENTS

As explained more fully in the Directors' responsibilities statement, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Directors either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

## AUDITORS' RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the Charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' report to the related

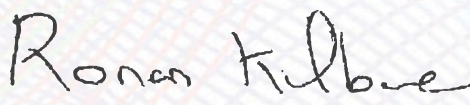
disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' report. However, future events or conditions may cause the Charity to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

## THE PURPOSE OF OUR AUDIT WORK AND TO WHOM WE OWE OUR RESPONSIBILITIES

This report is made solely to the Charity's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Ronan Kilbane**

for and on behalf of

**RBK Business Advisers**

Chartered Accountants and Statutory Audit Firm

Termini

3 Arkle Road

Sandyford

Dublin 18

Date: 17th July 2025

# STATEMENT OF FINANCIAL ACTIVITIES INCORPORATING INCOME AND EXPENDITURE ACCOUNT for the year ended 31 December 2024

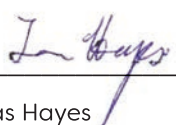
|                                    | Note | Unrestricted funds<br>2024<br>€ | Total funds<br>2024<br>€ | Total funds<br>2023<br>€ |
|------------------------------------|------|---------------------------------|--------------------------|--------------------------|
| <b>Income from:</b>                |      |                                 |                          |                          |
| Donations and legacies             | 4    | 2,604,000                       | 2,604,000                | 1,905,100                |
| <b>Total income</b>                |      | <b>2,604,000</b>                | <b>2,604,000</b>         | <b>1,905,100</b>         |
| <b>Expenditure on:</b>             |      |                                 |                          |                          |
| Raising funds                      | 5    | 115,230                         | 115,230                  | 113,955                  |
| Governance costs                   | 7    | 32,460                          | 32,460                   | 64,656                   |
| Charitable activities              | 8    | 2,754,413                       | 2,754,413                | 2,116,412                |
| <b>Total expenditure</b>           |      | <b>2,902,103</b>                | <b>2,902,103</b>         | <b>2,295,023</b>         |
| <b>Net movement in funds</b>       |      | <b>(298,103)</b>                | <b>(298,103)</b>         | <b>389,923</b>           |
| <b>Reconciliation of funds:</b>    |      |                                 |                          |                          |
| Total funds brought forward        | 14   | 1,295,744                       | 1,295,744                | 1,685,667                |
| Net movement in funds              |      | (298,103)                       | (298,103)                | 389,923                  |
| <b>Total funds carried forward</b> |      | <b>997,641</b>                  | <b>997,641</b>           | <b>1,295,744</b>         |


The Statement of Financial Activities includes all gains and losses recognised in the year.  
The notes on pages 32 to 39 form part of these financial statements.

## BALANCE SHEET as at 31 December 2024

|  | Note | €                | 2024<br>€      | €                | 2023<br>€        |
|--|------|------------------|----------------|------------------|------------------|
| <b>Fixed assets</b>                            |      |                  |                |                  |                  |
| Tangible assets                                | 11   |                  | 740            |                  | 1,105            |
|  |      |                  | 740            |                  | 1,105            |
| <b>Current assets</b>                          |      |                  |                |                  |                  |
| Debtors  | 12   | 510              |                | 510              |                  |
| Cash at bank and in hand                       | 17   | 1,228,894        |                | 1,529,763        |                  |
|  |      | <b>1,229,404</b> |                | <b>1,530,273</b> |                  |
| Creditors: amounts falling due within one year | 13   | (232,503)        |                | (235,634)        |                  |
| <b>Net current assets</b>                      |      |                  | <b>996,901</b> |                  | <b>1,294,639</b> |
| <b>Net assets</b>                              |      |                  | <b>997,641</b> |                  | <b>1,295,744</b> |
| <b>Charity Funds</b>                           |      |                  |                |                  |                  |
| Unrestricted funds                             | 14   |                  | 997,641        |                  | 1,295,744        |
| <b>Total funds</b>                             |      |                  | <b>997,641</b> |                  | <b>1,295,744</b> |

The financial statements were approved and authorised for issue by the Directors and signed on their behalf by:

  
Thomas Hayes  
Director

  
William J. Collins  
Director

Date: 17th July 2025

The notes on pages 32 to 39 form part of these financial statements.

## STATEMENT OF CASH FLOWS for the year ended 31 December 2024

|  | Note | 2024<br>€ | 2023<br>€ |
|--|------|-----------|-----------|
| <b>Cash flows from operating activities</b>            |      |           |           |
| Net cash provided by operating activities              | 16   | (301,234) | (173,933) |
| <b>Cash flows from operating activities</b>            |      |           |           |
| Purchase of tangible fixed activities                  | 11   | 365       | (1,105)   |
| <b>Net cash provided by operating activities</b>       |      | 365       | (1,105)   |
| <b>Change in cash and cash equivalents in the year</b> |      | (300,869) | (175,038) |
| Cash and cash equivalents at the beginning of the year | 17   | 1,529,763 | 1,704,801 |
| Cash and cash equivalents at the end of the year       | 17   | 1,228,894 | 1,529,763 |

The notes on pages 31 to 38 form part of these financial statements.

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 1. GENERAL INFORMATION

Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (issued in October 2019) - Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2014.

The Charity applied SORP on a voluntary basis as it is not a requirement of the current regulations for Charities registered in the Republic of Ireland, however, it is considered best practice. As noted below, the Directors consider the adoption of the SORP requirements as the most appropriate accounting practice and presentation to properly reflect and disclose the activities of the organisation.

Gambling Awareness Trust is a company limited by guarantee and is a public benefit entity incorporated in Ireland with a registered office at The Black Church, St. Mary's Place, Dublin 7 and its company registration number is 605821.

### 2. ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the financial statements.

#### 2.1 Basis of Preparation of Financial Statements

The financial statements have been prepared on the going concern basis, under the historical cost convention and in accordance with the financial reporting standards of the Financial Reporting Council as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 and the Companies Act 2014.

#### Going Concern

The financial statements are prepared on the going

concern basis which assumes the Charity will continue in operational existence for the foreseeable future.

The Charity has a relatively strong net current asset position and unrestricted reserves position as at 31 December 2024.

The Directors have prepared annual budgets and cash flows to assist in financial planning matters for the organisation. These budgets demonstrate that the organisation will have sufficient resources to continue in operation for a period of at least 12 months from the date of approval of these financial statements and to continue to have the ability to discharge its obligations as they fall due.

On this basis, the Directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the Charity was unable to continue as a going concern.

#### 2.2 Currency

Functional and presentation currency:

Items included in the financial statements of the Charity are measured using the currency of the primary economic environment in which the Charity operates ("the functional currency"). The financial statements are presented in euro, which is the Charity's functional and presentation currency and is denoted by the symbol "€".

#### 2.3 Income

All incoming resources are included in the Statement of Financial Activities when the Charity is entitled to the income, the amount can be quantified with reasonable accuracy and it is probable the income will be received. All income derives from activities in the Republic of Ireland.

Voluntary income is received by way of donations and is included in full in the Statement of Financial Activities when receivable.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 2.4 Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Costs of raising funds comprise the costs associated with attracting voluntary income, investment management costs and the costs of trading for fund raising purposes.

Charitable activity costs comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees, costs of legal advice for Directors and costs linked to the strategic management of the charity including the cost of Director's meetings.

Support costs are those costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds.

### 2.5 Taxation

No charge to current or deferred corporation taxation arises as the Charity has been granted charitable status under Sections 207 and 208 of the Taxes Consolidation Act 1997. All income and expenditure is incurred inclusive of any VAT incurred.

### 2.6 Tangible Fixed Assets & Depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives. Depreciation is provided on the following basis: Office equipment 33%

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

#### Impairment

Assets not carried at fair value are also reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

### 2.7 Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, demand

deposits and other short-term highly liquid investments with original maturities of three months or less. Bank overdrafts are shown within borrowings in current liabilities on the Balance Sheet.

### 2.8 Trade and Other Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Subsequently these are measured at amortised cost less any provision for impairment. A provision for impairment of trade receivables is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of receivables. The amount of the provision is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the effective interest rate. All movements in the level of provision required are recognised in the statement of financial activity.

### 2.9 Trade and Other Creditors

Trade and other creditors are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

### 2.10 Provisions

Provisions are recognised when the Charity has a present legal or constructive obligation as a result of past events; it is probable that an outflow of resources will be required to settle the obligation; and the amount of the obligation can be estimated reliably.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

Provisions are measured at the present value of expenditures expected to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to passage of time is recognised as a finance cost within expenditure on charitable activities.

### 2.11 Employee Benefits

The Charity provides a range of benefits to its employee, including annual bonus arrangement, paid holiday arrangement and defined contribution pension plan.

#### Short-Term Benefits

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received.

### 2.12 Contingencies

Contingent liabilities, arising as a result of past events, are not recognised when (i) it is not probable that there will

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

be an outflow of resources or that the amount cannot be reliably measured at the reporting date or (ii) when the existence will be confirmed by the occurrence or non-occurrence of uncertain future events not wholly within the Charity's control. Contingent liabilities are disclosed in the financial statements unless the probability of an outflow of resources is remote.

Contingent assets are not recognised. Contingent assets are disclosed in the financial statements when an inflow of economic benefits is probable.

### 2.13 Fund Accounting

#### Unrestricted Funds

Unrestricted Funds includes general funds and designated funds and it represent amounts which are expendable at the discretion of the Directors in furtherance of the objectives of the Charity and which have not been designated for other purposes. Such funds may be held in order to finance working capital or capital expenditure.

#### Restricted Funds

Restricted Funds represent grants, donations and sponsorships received which can only be used for particular purposes specified by the donors or sponsorship programmes binding on the Directors. Such purposes are within the overall aims of the Charity.

### 2.14 Reserves Policy

At 31 December 2023, Gambling Awareness Trust held total unrestricted reserves of €1,685,667. The sole movement in reserves in the year was the operating surplus of €495,264 reported in the Statement of Financial Activities.

It is the policy of Gambling Awareness Trust to maintain unrestricted reserves, which are free from the reserves of the Charity, at a level which equates to approximately 3 months operational expenditure. This provides sufficient funds to cover management, administration and support costs. The reserves held by the charity at 31 December 2023 exceed that level.

The unrestricted reserves are available to ensure sufficient continuity of the Charity.

### 2.15 Financial Instruments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and

subsequently measured at fair value at the balance sheet date, unless the value cannot be measured reliably, in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the statement of financial activities.

The Charity's remaining financial assets and liabilities are of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

## 3. CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Revisions to accounting estimates are recognised in the period in which the estimate is revised, if the revision affects only that period, or in the period of the revision and future periods, if the revision affects both current and future periods.

#### Accruals and Provisions

Various accruals and provisions are recorded in the Financial Statements. The estimates used to establish accruals and provisions are based on historical experience and other facts and reasonable assumptions under the circumstances. If the historical date of the Charity used to establish its accruals and provisions does not reflect the Charity's ultimate exposure, accruals and provisions may need to be increased or decreased and future results of operations could be materially affected.

## 4. INCOME FROM DONATIONS AND LEGACIES

|              | Unrestricted<br>funds<br>2024<br>€ | Total<br>funds<br>2024<br>€ | Total<br>funds<br>2023<br>€ |
|--------------|------------------------------------|-----------------------------|-----------------------------|
| Donations    | 2,574,000                          | 2,574,000                   | 1,874,600                   |
| Other income | 30,000                             | 30,000                      | 30,500                      |
| Total        | 2,604,000                          | 2,604,000                   | 1,905,100                   |
| Total 2023   | 1,905,100                          | 1,905,100                   |                             |

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 5. EXPENDITURE ON RAISING FUNDS

#### Costs of Raising Voluntary Income

|                               | Unrestricted<br>funds<br>2024 | Total<br>funds<br>2024 | Total<br>funds<br>2023 |
|-------------------------------|-------------------------------|------------------------|------------------------|
|                               | €                             | €                      | €                      |
| Insurance Costs               | 659                           | <b>659</b>             | 659                    |
| Administration Costs (Note 6) | 23,199                        | <b>23,199</b>          | 38,350                 |
| Wages & Salaries (Note 10)    | 91,372                        | <b>91,372</b>          | 74,946                 |
| Total                         | <u>115,230</u>                | <u><b>115,230</b></u>  | <u>113,955</u>         |
| Total 2023                    | <u>113,955</u>                | <u>113,955</u>         |                        |

### 6. ADMINISTRATION COSTS

|                             | Unrestricted Funds<br>2024 | Total Funds<br>2024  | Total Funds<br>2023 |
|-----------------------------|----------------------------|----------------------|---------------------|
|                             | €                          | €                    | €                   |
| Computer                    | 5,544                      | <b>5,544</b>         | 10,808              |
| Telephone                   | 786                        | <b>786</b>           | 671                 |
| Postage & Stationery        | 3,274                      | <b>3,274</b>         | 1,546               |
| Subscription                | 750                        | <b>750</b>           | 455                 |
| Staff Training              | 179                        | <b>179</b>           | 8,618               |
| Sundry                      | 491                        | <b>491</b>           | 2,386               |
| Working from Home Allowance | 1,114                      | <b>1,114</b>         | 723                 |
| Support Costs               | 3,104                      | <b>3,104</b>         | 1,301               |
| Bank Charges                | 142                        | 142                  | 115                 |
| Travel & Subsistence        | 6,413                      | 6,413                | 11,727              |
| Vouchers                    | 453                        | 453                  | -                   |
| Depreciation                | 365                        | 365                  | -                   |
| Research & Evaluation       | 584                        | 584                  | -                   |
| Total                       | <u>23,199</u>              | <u><b>23,199</b></u> | <u>38,350</u>       |
| Total 2023                  | <u>42,821</u>              | <u>42,821</u>        |                     |

### 7. GOVERNANCE COSTS

|                        | Unrestricted<br>funds<br>2024 | Total<br>funds<br>2024 | Total<br>funds<br>2023 |
|------------------------|-------------------------------|------------------------|------------------------|
|                        | €                             | €                      | €                      |
| Auditor's Remuneration | 6,461                         | <b>6,461</b>           | 4,920                  |
| Consultancy Fees       | 11,993                        | <b>11,993</b>          | 42,297                 |
| Legal & Professional   | 5,880                         | <b>5,880</b>           | 7,911                  |
| Director's Expenses    | 8,126                         | <b>8,126</b>           | 9,528                  |
| Total                  | <u>32,460</u>                 | <u><b>32,460</b></u>   | <u>64,656</u>          |
| Total 2023             | <u>64,656</u>                 | <u>64,656</u>          |                        |

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 8. EXPENDITURE ON CHARITABLE ACTIVITIES

|  | Unrestricted<br>funds<br>2024<br>€ | Total<br>funds<br>2024<br>€ | Total<br>funds<br>2023<br>€ |
|--|------------------------------------|-----------------------------|-----------------------------|
| Gambling Awareness Trust Funding to Grantees | 1,967,285                          | <b>1,967,285</b>            | 1,816,594                   |
| Awareness Campaigns                          | 787,128                            | <b>787,128</b>              | 299,818                     |
| Total  | <u>2,754,413</u>                   | <u><b>2,754,413</b></u>     | <u>2,116,412</u>            |
| Total 2023                                   | <u>2,111,941</u>                   | <u>2,111,941</u>            |                             |

### 9. NET INCOME

This is stated after charging:

|  | 2024<br>€            | 2023<br>€    |
|--|----------------------|--------------|
| Corporate Compliance                                   | 953                  | 953          |
| Corporation Tax Return                                 | 1,846                | -            |
| Auditor's Remuneration - Non-Audit Services            | 1,541                | -            |
| Auditor's Remuneration - Statutory Audit Services only | <b>4,920</b>         | 4,920        |
|  | <u><b>16,640</b></u> | <u>5,873</u> |

During the year, no Directors received any remuneration (2023: €NIL).

During the year, no Directors received any benefits (2023: €NIL).

During the year, the Directors received reimbursement of €8,126 for travel expenses (2023: €9,528).

### 10. STAFF COSTS

|                    | 2024<br>€            | 2023<br>€     |
|--------------------|----------------------|---------------|
| Wages and Salaries | <b>80,015</b>        | 61,328        |
| PAYE/PRSI Costs    | <b>7,389</b>         | 6,680         |
| Employer's Pension | <b>3,968</b>         | 6,938         |
|                    | <u><b>91,372</b></u> | <u>74,946</u> |

The average number of persons employed by the company during the year was as follows:

|                | 2024<br>No. | 2023<br>No. |
|----------------|-------------|-------------|
| Administration | <b>2</b>    | 2           |

The number of employees whose employee benefits (excluding employer pension costs) exceeded €60,000 was:

|                               | 2024     | 2023 |
|-------------------------------|----------|------|
| In the band €60,001 - €70,000 | <b>1</b> | 1    |

### 11. TANGIBLE FIXED ASSETS

|                          | Office equipment € |
|--------------------------|--------------------|
| <b>Cost or valuation</b> |                    |
| At 1 January 2024        | <u>1,105</u>       |
| At 31 December 2024      | <u>1,105</u>       |
| <b>Depreciation</b>      |                    |
| Charge for the year      | <u>365</u>         |
| At 31 December 2024      | <u>365</u>         |
| <b>Net book value</b>    |                    |
| At 31 December 2024      | <u>740</u>         |
| At 31 December 2023      | <u>1,105</u>       |

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 12. DEBTORS

|                            | 2023<br>€  | 2022<br>€  |
|----------------------------|------------|------------|
| <b>Due within One Year</b> |            |            |
| Prepayments                | 510        | 510        |
|                            | <u>510</u> | <u>510</u> |

### 13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|                 | 2023<br>€      | 2022<br>€      |
|-----------------|----------------|----------------|
| Trade creditors | 8,328          | 372            |
| PAYE/PRSI       | 2,595          | 2,667          |
| Accruals        | 221,580        | 232,967        |
|                 | <u>232,503</u> | <u>235,634</u> |

### 14. STATEMENT OF FUNDS

#### Statement of Funds - Current Year

|                            | Balance at<br>1 January<br>2024<br>€ | Income<br>€ | Expenditure<br>€ | Balance at<br>31 December<br>2024<br>€ |
|----------------------------|--------------------------------------|-------------|------------------|--|
| <b>Unrestricted funds</b>  |                                      |             |                  |  |
| General unrestricted funds | 1,295,744                            | 2,604,000   | (2,902,103)      | 997,641                                |

#### Statement of Funds - Prior Year

|                            | Balance at<br>1 January<br>2023<br>€ | Income<br>€ | Expenditure<br>€ | Balance at<br>31 December<br>2023<br>€ |
|----------------------------|--------------------------------------|-------------|------------------|--|
| <b>Unrestricted funds</b>  |                                      |             |                  |  |
| General unrestricted funds | 1,685,667                            | 1,905,100   | (2,295,023)      | 1,295,744                              |

### 15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

#### Analysis of Net Assets between Funds - Current Year

|                               | Unrestricted<br>funds<br>2024<br>€ | Total<br>funds<br>2024<br>€ |
|-------------------------------|------------------------------------|-----------------------------|
| Tangible Fixed Assets         | 740                                | 740                         |
| Current Assets                | 1,229,404                          | 1,229,404                   |
| Creditors Due within One Year | (232,503)                          | (232,503)                   |
| <b>Total</b>                  | <u>997,641</u>                     | <u>997,641</u>              |

#### Analysis of Net Assets Between Funds - Prior Year

|                               | Unrestricted<br>funds<br>2023<br>€ | Total<br>funds<br>2023<br>€ |
|-------------------------------|------------------------------------|-----------------------------|
| Tangible Fixed Assets         | 1,105                              | 1,105                       |
| Current Assets                | 1,530,273                          | 1,530,273                   |
| Creditors Due within One Year | (235,634)                          | (235,634)                   |
| <b>Total</b>                  | <u>1,295,744</u>                   | <u>1,295,744</u>            |

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 16. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

|  | 2024<br>€        | 2023<br>€        |
|--|------------------|------------------|
| Net income for the year (as per Statement of Financial Activities) | (298,103)        | (389,923)        |
| <b>Adjustment for:</b>   |                  |                  |
| (Decrease)/increase in creditors                                   | (3,131)          | 215,990          |
| <b>Net cash provided by operating activities</b>                   | <b>(301,234)</b> | <b>(173,933)</b> |

### 17. ANALYSIS OF CASH AND CASH EQUIVALENT

|                          | 2024<br>€        | 2023<br>€        |
|--------------------------|------------------|------------------|
| Cash at bank and in hand | 1,228,894        | 1,529,763        |
|                          | <u>1,228,894</u> | <u>1,529,763</u> |

### 18. ANALYSIS OF CHANGES IN NET DEBT

|                          | At 1<br>January<br>2024<br>€ | Cash flows<br>€  | At 31<br>December<br>2024<br>€ |
|--------------------------|------------------------------|------------------|--------------------------------|
| Cash at bank and in hand | 1,529,763                    | (300,869)        | 1,228,894                      |
|                          | <u>1,529,763</u>             | <u>(300,869)</u> | <u>1,228,894</u>               |

### 19. CONTINGENT LIABILITIES

There were no contingent liabilities at the year ended 31 December 2024.

### 20. KEY MANAGEMENT PERSONNEL

The key management personnel of Gambling Awareness Trust comprise of the Board of Directors (who do not receive remuneration for their role on the Board of Directors) and the Management Team which is comprised of the CEO and Accounts Administrator. The total remuneration paid to the Management Team in 2024 was €91,372 (2023: €74,946).

### 21. COMMITMENTS

|   | 2024<br>€ | 2023<br>€ |
|---|-----------|-----------|
| Funding to grantees contracted for and committed but not provided for in these financial statements | 2,323,609 | 1,828,325 |

### 22. COMPANY STATUS

The Charity is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the charity on winding up such amounts as may be required not exceeding one Euro (€1).

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 December 2024

### 23. RELATED PARTY TRANSACTIONS

The Charity has not entered into any related party transactions during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 December 2024.

### 24. POST BALANCE SHEET EVENTS

There have been no significant events affecting the Charity since the year end.

### 25. CONTROLLING PARTY

The Charity is controlled by the Board of Directors acting in concert.

### 26. APPROVAL OF FINANCIAL STATEMENTS

The Directors approved the financial statements on 17th July 2025.



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# ANNUAL REPORT AND FINANCIAL STATEMENTS 2024