

Eligibility

Although we would love to help everyone, the Bally's Foundation is dedicated to making tangible contributions to the mental health field. For that reason, we maintain conscientious standards of eligibility that each beneficiary must meet. Our goal is for our funds to touch as many lives as possible in diverse communities around the world.

To find out if your work or organisation qualifies for funding, we invite you to check the criteria below:

Charities and NGOs

Bally's Foundation will **predominantly fund registered charities and NGOs**. Should you choose to apply on behalf of an organisation, you will be asked for evidence of registration to verify the organisation's status.

Organisations that are registered within the country where the work will take place will be prioritised above other applications.

Other types of organisations

We will consider funding other types of organisations so long as they can be proven to have an impact on mental health issues, support, and treatment. To determine whether your request meets our funding parameters, you will be asked to clearly outline your organisation's **social purpose** and demonstrate that all profits and assets are used to support that purpose. You will be asked to provide a copy of your governing documents as part of your application.

We do not ordinarily fund:

- Organisations dealing with physical health care, research, treatment and rehabilitation. For example, this includes areas such as cancer research and treatment, heart disease, dementia, epilepsy etc.
- Applications relating to sports, such as sports scholarships, sponsorship, or sporting events.
- Organisations or activities which preach or spread religious beliefs or attempt to convert people to their own belief or religious views.
- Organisations or activities which adopt a partisan political stance, or which are party political.
- Organisations that advocate the use of violence to campaign or influence public opinion.
- One-off conferences or workshops even within the mental health field, as it is difficult to demonstrate the impact that such events are likely to achieve. Funding can still be made available for conferences, workshops and other gatherings as long as they form part of longer-term projects.
- Appeals for the funding of study or the attainment of qualifications, whether by an individual or group sponsorship,
- Organisations or applications focussed solely or primarily on raising public awareness of mental health issues via marketing campaigns. Funding can still be made available for such campaigns as part of a larger-scale project which will deal mainly with the alleviation, support and treatment of mental health.

- Services that fall under the government's responsibility. Exceptions may be made in this case when specific services are not in place or are not available to the community. In these exceptional cases, low-cost alternatives can be used as an interim measure, along with setting a realistic plan of action for ensuring sustainability when the investment ends.

Annual income

Applications are open to UK-based organisations with a minimum annual income of **£50,000**, or a minimum annual income of **€50,000** for territories outside of the UK. This figure should be based on the last set of annual accounts submitted to the relevant authority.

Should you currently be in the process of submitting your annual accounts and will do so by an overarching deadline, then we will be happy to accept your proposal on this basis.

Unfortunately, we are unable to accept applications based on projected incomes. Owing to high demand for funding, we anticipate more applications than we can possibly fund. For this reason, it is vital that we have a simple and consistent way of assessing an organisation's income level.

Countries we fund in:

We will prioritise funding to countries where Bally's Corporation either trades or has offices.

We prioritise funding applications direct from in-country delivery organisations.

RECENT BALLY'S FOUNDATION FUNDING

In order to give as many organisations as fair a chance as possible, organisations may only submit **one proposal** within any funding opportunity.

What we're looking for

When making funding decisions, we're looking for organisations that are:

1. Mission aligned

We seek partners who share our aspiration of alleviating mental health issues. This includes addiction, along with conditions of emotional or mental distress requiring support or treatment. Including but not exclusively mental health issues caused by social isolation, homelessness, bereavement, and suicide.

2. Understanding of who we are

The Bally's Foundation is proud to receive the majority of funding from Bally's Corporation which derives its revenue from providing global casino-entertainment with a growing omni-channel presence of online sports betting and iGaming offerings.

3. Risk aware

We seek partners who have robust governance and financial management in place, and who have the highest standards in safeguarding their staff and beneficiaries.

4. Learning led

We want to work with organisations who have a culture which values evidence, who are committed to continual improvement, and who share what they learn with others.

5. Storytellers

We believe that a considerable part of removing the stigma attached to mental illness lies within open communication. For that reason, we want to build partnerships with organisations which will allow us to tell compelling stories about the issues we face. Together, we can shed light on an issue which has been kept in the dark for so long.