

help for problem gamblers

**gordon  
moody**  
association

## Annual Review 2015-2016



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“

*Before I came here I couldn't cope. In fact I really wasn't coping at all. After just 2 months I can feel the difference that the treatment programme is making to my life. I know there's still a long way to go and I'm not saying I'm fully recovered but I can now see light at the end of what was a very dark tunnel.*

”

## Chair's Introduction

Welcome to our Annual Review for the year ended 31 March 2016.

We have had another busy year. The success of the first cohort in the women's service pilot which began last year encouraged us to plan additional cohorts within the budget. It is comforting that we are now able to provide support to women along with men, albeit in very few numbers. Alongside the women's service, we increased the support we provide in different languages through our Gambling Therapy provision whilst continuing research into the longer term impact of our services. We also developed our strategy and reviewed our governance arrangements.

These were the positive highlights of the year; however, the other side of the coin is that our waiting lists have increased. Demand for our services continues to rise and we know we need to expand all three elements (the men's residential service, the women's service and the Gambling Therapy service) of the support we provide. Though the numbers reported nationally are relatively small compared to other addictions, the impact on the lives of those affected is still just as devastating. We need to do more.

We managed to retain the commitment and support of Phil Silver as a Patron. Phil had to regretfully step down as a Trustee after completing the maximum number of years on the Board. We thank Paul Bellringer OBE and Phil Silver who continue to raise awareness of our services. We welcomed Peter Hannibal to our Trustee Board.

The Board thanks our supporters and donors, large and small, for your contributions which have enabled us to progress our activities with greater confidence. I would like to thank our staff team and volunteers whose untiring commitment and dedication have made it possible for us to take on new challenges and still deliver an outstanding level of service. I would like to take this opportunity to thank Elaine Smethurst, our Managing Director, who has very ably led our staff team and volunteers.

I thank my trustee colleagues on the Board in bringing their expertise and time to steer the work forward initiated by Rev. Gordon Moody so many years ago.

**Rekha Wadhvani**  
Chair of Trustees



# Charity Objectives

Gordon Moody Association provides help and support to addicted and compulsive gamblers whose addiction has become a problem which is having a severely negative impact on the way they live their lives. Gordon Moody Association was founded as a charity to help problem gamblers 45 years ago.

## The objects of the charity are:

To benefit the public by relief of the needs of those suffering as a result of problem gambling and by assisting those alleviating the same and by research into its causes, effects and alleviation and by education of the public.

## Mission Statement:

*To provide advice, education and high quality and innovative therapeutic support to problem gamblers and those affected by problem gambling, through residential, online and outreach services. Gordon Moody Association offers a unique and intensive residential treatment programme in the UK for those gamblers most severely addicted as well as online support and advice to problem gamblers outside Great Britain.*

# Achievements & Performance

## Specialist Residential Treatment Services for men

Gordon Moody Association specialises in rehabilitating severely addicted gamblers through a 12 week residential treatment programme. This offers an intense level of support which works for some where other forms of intervention have not succeeded or are unlikely to succeed. Our specialist approach and experience since 1971 have enabled the development of treatment interventions that are purely gambling focused and which address the extremes of the associated behaviours. The aim is to rehabilitate the people who attend the residential programme by helping them to adopt new coping skills and to enable them to re-integrate into society, without the need to gamble.

This service is currently only available to men though a differently structured service for women has been piloted since early 2015. During 2015-16 67 men entered the residential treatment programme.

## Treatment for Women Problem Gamblers

Gordon Moody Association offers a specially designed treatment programme to meet the needs of women who are struggling to overcome their problem gambling. This service uses an approach combining two short term residential retreats with 12 weekly therapy sessions delivered either online or face to face. The women come together in a cohort of 8 to 10 and benefit from group work as well as individual support. The first cohort

began in January 2015 and the service is planned to roll out in April 2017. During 2015-16 19 women entered treatment.

This year has seen us take further significant and positive steps forward. Our operations and governance have been strengthened further and we have seen excellent outcomes for the people we continue to treat and support for their gambling addiction. We are determined not to rest on our laurels and have set our sights on some very exciting opportunities in the coming year.

We are working with our key funder the Responsible Gambling Trust to identify opportunities for additional bed spaces and an expansion of the services we offer and are hopeful that plans will be agreed for development before the end of 2016 / 2017. With a growing waiting list of people who have been assessed and confirmed as eligible to enter treatment but for whom no bed space is available this is an essential part of our future growth.

In the meantime we are working hard to support those people on the waiting list through our online service Gambling Therapy and are hopeful that wider support in the community will be made available through other gambling support providers to those who are unable or unwilling to receive help online.

We thank the many organisations and individuals who have chosen to support us with donations and gifts in kind during the year. As a charity we can only continue our work with this support and we are truly grateful for the help we have received especially from the Responsible Gambling Trust with whom we work closely to ensure the needs of severely addicted gamblers are met.

In addition the most welcome donations from Caesars Entertainment and Rank for specific projects have assisted us in our continued efforts to improve the standard of accommodation we offer and have also helped us in supporting our online service Gambling Therapy in its expansion of languages.

“

*Gambling was a genuinely big problem for me, I never understood how much of a problem until I started talking about the extent of my life before I came here.*

*I'm truly shocked at the person I had become but I believe now that I can change.*

”

# Gambling Therapy: Online support and advice

Gambling Therapy is a global, multilingual, online service for anyone affected by problem gambling. It can be found at [www.gamblingtherapy.org](http://www.gamblingtherapy.org)

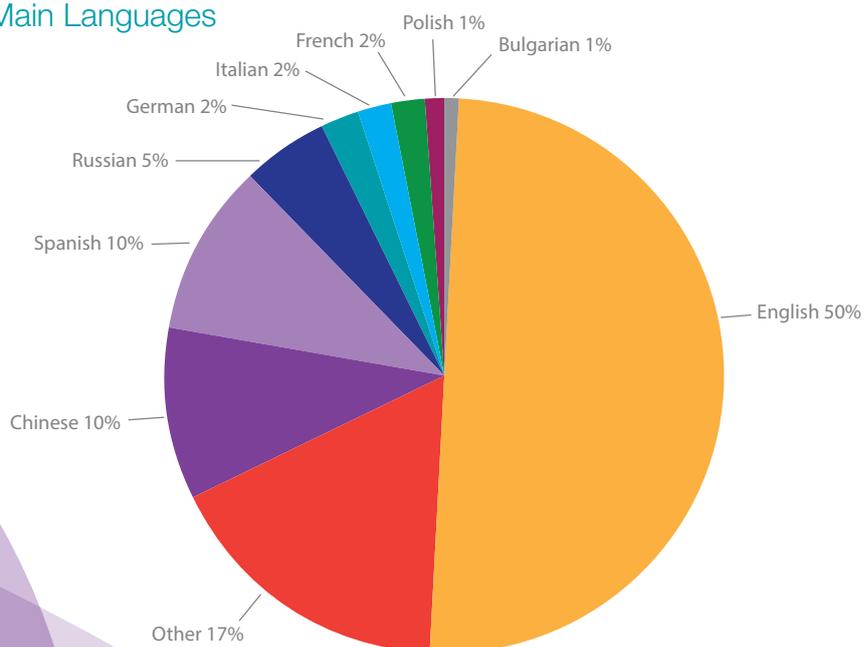
## The key objectives for Gambling Therapy are:

- To provide online support and advice to problem gamblers and those affected by problem gambling around the world (mainly outside Great Britain and non English language speakers living in Great Britain).
- To support the work of the Gordon Moody Association land-based programmes by providing online support to residents, ex-residents and their friends and families as well as those waiting to start treatment.
- To deliver industry training on problem gambling for those companies operating outside Great Britain.

During the year Gambling Therapy received donations and support from the following companies. This financial support has allowed the provision of multilingual online support services in 224 countries worldwide.

- 888.com/ Cassava
- Bet365
- Betcenter (Belgium)
- Betfair
- Blue Riband Bet
- Bwin.party
- Caesars Entertainment
- DCG Sports Entertainment
- Digibet
- Dominion Entertainment
- Fantasy Sports Limited
- Interwetten
- Jersey Gambling Commission
- Kambi
- Ladbrokes
- Paddy Power
- PAF
- Pinnacle Sports
- Playtech
- Pokerstars
- Rank
- Samvo
- Skybet
- SBO Bet (Celton Manx)
- Stanleybet International
- Tipico
- Unibet
- William Hill

## Main Languages



## Key Analytics

	Apr-Jun 2015	Jul- Sep 2015	Oct-Dec 2015	Jan-Mar 2016	Total
<b>Hits</b>					
Total Sessions	245,563	204,498	228,783	355,207	1,034,051
Users	206,428	172,497	196,113	320,759	895,797
Bounce Rate	65.58%	77.24%	74.42%	70.33%	71.89%
<b>Acquisition</b>					
Referrals	103,275	73,659	56,459	63,911	297,304
Direct	77,850	62,076	104,565	208,473	452,964
Organic Search	32,815	32,320	37,619	48,955	151,709
Paid Search	31,473	36,272	29,886	33,698	131,329
Social	140	164	235	168	707
Other	1	7	19	2	29
<b>Top ten countries</b>					
1	UK (39%)*	UK (22%)*	UK (19%)	UK (18%)*	UK (24%)
2	China (8%)	China (13%)	China (12%)	Spain (16%)	China (10%)
3	US (6%)	Argentina (8%)	US (9%)	China (7%)	US (7%)
4	Canada (5%)	US (7%)	Canada (5%)	US (6%)	Spain (7%)
5	Argentina (4%)	Russia (3%)	Argentina (4%)	Russia (6%)	Argentina (5%)
6	Australia (3%)	Canada (3%)	Germany (3%)	Argentina (4%)	Canada (4%)
7	Germany (2%)	Italy (3%)	Spain (3%)	Canada (4%)	Russia (4%)
8	Italy (2%)	Germany (3%)	Russia (3%)	Italy (4%)	Italy (3%)
9	Portugal (2%)	Australia (2%)	Italy (2%)	Bulgaria (4%)	Germany (2%)
10	Spain (2%)	Spain (2%)	Kenya (2%)	Germany (2%)	Australia (2%)
www.gamblingtherapy.org			Source: Google Analytics.		
<b>Service Engagement</b>					
People attending groups and 1-2-1 Helpline calls	1443	1164	1204	1194	5005
www.gamblingtherapy.org			Source: Drupal.		

Some of our clients have been willing to share their stories and experiences to encourage others to seek help. Names and other identifying features have been changed to protect the identity of individuals and photos of models have been used to represent our clients.

“

*Being here has given me the support I needed. The gratitude I have for Gordon Moody is endless. I feel confident and happy and now I want to recover from my addiction. Just being here for 6 weeks has made me feel good about myself again*

”

“

*I feel that my life is now getting back on track. It has been a long old struggle but with the support from Gordon Moody I feel I'll get where I want in life eventually*

”

“

*Straight away my therapist made me feel very at ease – no difficult situations where I felt pressured. I've learnt that I'm not the only person feeling this way and that being honest about how I feel is the only way I can move forward.*

”

“

*I found the outreach service extremely valuable to me. The staff have been fantastic in helping me settle back into everyday life but this time without the need for gambling. Without Gordon Moody support I would have ended up back in prison or probably dead.*

”

“

*I can't thank Gordon Moody enough. Every day I remind myself how indebted I am for the treatment I've received. I feel I have come so far in the last 4 months and I could not have done this without staffs support*

”

# Louis' Story

I came from a good family background; as an only child I was brought up by my mother and father in France. My parents were very well educated with high profile jobs, they had extremely good morals and they instilled in me to be polite, respectful, honest and responsible or so I thought.

As an only child I was mature for my age and my parents had high expectations for me growing up but thinking back I didn't have many friends. I had a tough time at school as most of my friends were from working class backgrounds, so my family's wealth and social standing within our small community often caused a divide for me when making friends.

I wasn't particularly bright or a high achiever at school and this frustrated my parents and in turn me. In my early 20s I secured a place at a London university to study English and IT. Being originally from France it was difficult when trying to settle into University life and I found it difficult to deal with at times. I was 15 when I had my first experience of gambling, I loved the escape and feeling it gave me, so when things got difficult I often turned to gambling.

So naturally when things got tough at University I started to gamble more and more. Before long I fell into a hedonistic lifestyle of casual relationships, binge drinking, occasional drug taking but my real passion and buzz came from gambling.

My student loan ran out fast because I had been gambling so heavily at this point- I had to ring my parents and ask

for more money. Of course I lied to them both about where my money had gone and again they bailed me out.

I was blind to how bad things had actually gotten for me and my studying took a back seat whilst I continually chased my gambling losses. It took me an extra year to pass the course at university, but again I lied to my parents sensing their extreme disappointment in me.

When I left University I did so many casual jobs to get by - believing that one day I would win big from my gambling and I'd show everyone how wrong they were about me, that day never came!

Things got so low for me in 2013 that I contemplated an overdose. Thank goodness I didn't do it and I am still here today telling you my story - it was a stupid thing to even think, but my mind was all over the place back then. In November 2014 I decided this addiction was not going to beat me and I concentrated on being as positive as I could, trying every angle to find work and get my head right. I looked forward to seeing the end of the year, and concentrated on the New Year as being the turning point in my life. The New Year arrived and nothing changed. I was now living out of suitcases and

staying with friends and from time to time sleeping rough.

I arrived at Gordon Moody on 6 April 2015 - I found living with others so hard at first, I've always struggled with fitting in spending most of my time alone. I shared a house with a Guy called John. John had been here a month before me and he soon became my closest friend. We talked until late in the night sometimes, in the beginning about how we had both ended up here but eventually about our futures after leaving Gordon Moody. I finished my treatment in July 2015 and moved into the halfway house for a couple of months, after that I became a volunteer and got my own flat. After a few months of leaving Gordon Moody I went back home to France for the first time in years. I felt proud of how far I had come and my parents were proud of me too. It's still a struggle dealing with my life now sometimes but I have come through it and I feel settled and happy. John is my best mate we've kept in touch and are both gambling free and living and loving life. I want to say a huge thank you to the Gordon Moody Association for all that they have done for me, and to all the other kind souls I met along the way that showed me kindness and made me stronger. I am forever in your debt.

# Adam's Story

I can't thank Gordon Moody enough for how they have impacted on my life and helped me to make changes for the better.

They have provided me with the tools and life skills I needed to help me completely turn my life around – instilling me with hope and belief for a positive future.

The residential treatment programme helped me to take a good hard look at myself and equipped me with the tools and support I so desperately needed. I can identify where I've been going wrong. Treatment has helped me make

positive changes for a new life outside of problem gambling.

The staff here are the real unsung heroes, in helping you not only change your life for the better, but also they are saving lives. The support on offer in here is second to none, from the residential 12 week treatment programme to the Outreach service in the halfway, plus the continued support upon leaving.

I sincerely can't thank all of the staff here enough for their continued hard work, passion, knowledge, support and commitment in helping to turn both mine and others lives around.

I would highly recommend the Gordon Moody Association to anyone affected by gambling. If you're reading this and thinking does it work the answer is YES!

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# Barry's Story

When I realised I had a gambling problem I didn't know where to turn, I couldn't ask anyone for help or I thought I couldn't. I had hit rock bottom faster than I thought was possible.

In the end I just got up and left my home and my family without leaving so much as a note. I ended up living rough on the streets of London for about 8 weeks. It was there at a homeless hostel that someone told me about the Gordon Moody Rehab, which was the lifeline I needed to get help.

When I first arrived at the Gordon Moody I was very nervous but also excited at getting help, I knew I was going in there for the right reasons, I never realised though what I was letting myself in for and how deep I was going to go emotionally.

I initially thought I would have all my meals paid and cooked for me but I was wrong, so that was the first shock. Also we didn't have access to any money unless it was to buy food or toiletries, which in a great way made me think about what I was doing before I went there and what I was doing with the little

money I had. I hadn't thought about day to day stuff like this in years – seems very basic I know.

You learn the value of money, which is one of the most important things for me that I will take from the whole experience.

During my 14 weeks in the treatment, I learned to start looking after myself properly for the first time in years, I was now cooking and cleaning for myself – before this I mostly had that done for me or going without meals so this has set me up for living on my own now.

I talked about my problems with the staff during my therapy sessions either in a group or during our one to ones. At times this is deep but afterwards you feel fantastic.

It was better for me to live with people who had the same problem as me – we could chat about things and no one

judges you. We could all support each other in there and also be there in for each other in the future.

I learned to deal with the things that were troubling me and looked at how I could try and avoid them in the future.

After my treatment, I moved onto the halfway house for extra support where you have more freedom but also the safety net of the staff that are there for your support.

I am now living in my own flat, paying my own bills and working part time.

I can now look at myself in the mirror each day and be thankful for who I am now.

I'll be forever grateful for all the help I got from all the staff at Gordon Moody and I know they will always give me any support I need even though I have left.



## Ryan's Story

Before moving into the Gordon Moody Treatment Centre, my life was complete and utter chaos. It was peppered with deceit, lies and manipulation. To fund my gambling addiction day to day I would be full of anxiety and paranoia in short I was struggling to lead a normal life.

I had received all kinds of support from family, friends and ex girlfriends; I had previously been to G.A and seen counsellors to try and tackle my addiction.

Unfortunately for me with my chaotic life style it didn't work. I've lost so many friends, family, jobs and relationships which hurt me deeply. But my addiction always took priority over everything else in life.

Since I have been here and am writing this it's only been 7 weeks, I have begun to enjoy parts of my life again. I've found peace of mind that I can tackle my problems in a safe and

friendly environment. There is a true sense of community and togetherness here amongst the other guys in treatment. It's a really supportive bunch of staff too who above all else are really nice and they don't ever judge you.

The treatment programme so far has allowed me to reflect and leave behind all the chaos and hurt I've caused myself and others.

Gordon Moody to me feels like one big dysfunctional family working together to achieve the right things and goals to be gambling free. We cook together, socialise together and most of all have fun whilst supporting each other.

Don't get me wrong there are low times but other people are here championing you through it and this includes praising you for the highs and your achievements.

In summary, in the short time I've been here I can confidently say that it will be the best thing I have ever done in my life.

I would recommend this to any compulsive gambler that is crippled by this addiction – If you're reading this then take the next step and do it for yourself.



# Jackie's Story

My gambling addiction spiraled out of control without me even being aware it was happening. What started off about ten years ago as just the occasional bet purely for fun, ended up almost destroying my life.

I was dedicating all of my time outside work to gambling and quite soon it was not simply about the money. I just could not stop; no win was ever big enough. My debts started to mount up to the point where gambling took everything I had; not just my money but my self-esteem. I didn't feel there was anyone I could turn to or confide in. I found myself at rock bottom; stuck in an unhappy relationship, running on empty, suffering from stress, anxiety and panic attacks.

I knew I needed help because wanting to give up wasn't enough to break the addiction and I was desperate to stop. In 2012 I tried using online addiction forums, but found it hard to make any meaningful connections and it did not help me stop gambling.

I came across the Gordon Moody Associations website early in 2015 and immediately applied for a place on the female residential. I was on the waiting list for a few months, but just knowing I had made the decision to attend

really helped during that time. I had email contact with a counsellor a few weeks before the residential, which was important as it put my mind at ease. I felt that I wasn't alone anymore and that Gordon Moody could help me stop. The prospect of having to talk to complete strangers about my gambling habit was terrifying, but I had nothing else to lose.

Something happened on the first day of the female residential that for me was the turning point. Naturally I was nervous, but within a few hours of meeting the treatment staff and other women like me I found myself feeling safe and relaxed, which is something I hadn't felt in a long time. The fact of not having to hide my addiction and being able to be completely honest without being judged, gave me real hope.

The group sessions really got to the root of the problem, identifying why we were using gambling to escape from other issues in our lives and how we could avoid the cycle recurring over and over

again. The support not only came from the staff, but also the other members of the group, which was so important.

I came away from the first stage of the residential feeling positive that I would beat my addiction. It gave me the courage to confide in a few close friends, who are now very supportive. The residential, combined with the weekly one to one counselling and online group sessions, kept me on track and gave me a network of people I can trust and rely on to help me tackle my addiction. I am still in contact with some of the other people from the group and I continue to have counselling, as it is so important for me to keep moving forward.

Being free of my gambling addiction enables me to think clearly and have the courage to make positive decisions about my life. For that I cannot thank Gordon Moody enough.

Regards

*Jackie x*

An exercise clients do during treatment is entitled “What shall I change?”  
Below is an example kindly provided by Daniel:

The fact that you are here at Gordon Moody indicates that you have reached a point of wanting to do something about your gambling. To stop gambling you need to be prepared to make changes in every area of your life. The aim of this work is to identify what needs to be changed. Explore how to do this and consider what the benefits of making these changes will be:

**Q** First look at some of the consequences of your gambling, what have you lost due to gambling?

**A** I've lost my reputation – I was a trusted competent accountant on the face of it. The reality was I was actually an untrustworthy fraud when exposed. I've lost my liberty, my fraudulent activity led to me going to prison which resulted in embarrassment for myself and my family. I lost my self respect and I'd lost control of myself in terms of day to day life. I became no longer responsible for my actions, I no longer cared for myself physically I didn't care what people thought of me and I didn't have any self worth or self compassion. I lost my morals, the fact that I knew right from wrong was no barrier for me in terms of behaving immorally. I committed an illegal act – theft! I would never have considered this before in a million years before my gambling addiction took control. I have strained family relationships; I've caused enormous stress and upset to my family with my actions over the years and often on my terms. I used my family as enablers and sources for gambling as opposed to having normal healthy relationships.

**Q** What do you need to change about yourself in order to remain gambling free – what are the changes needed and how will you do this?

**A** I will be honest with myself and others: I will continue to question all of my actions with scenarios I am faced with. I will take a step back and say and trust in myself to do the right thing. I will if needed seek advice and reassurance. I will remain focused and in touch with reality, I will seek out opportunities that are useful for my development both as a person and in my career. I will be content and accept that I can't control the world and things don't always fall exactly into place. I must be patient and persevere. I need to have a good relationship with money; I'll accept money for what it is and continue to believe that happiness and well being are my therapy to success. I will thrive and work harder for the luxuries in life, I don't want a millionaire's lifestyle but I do want the normal comforts that hard working people seem to enjoy such as holidays. But I realise that some great experiences and days in life can be enjoyed with little or no money at all. I will enjoy sports for sporting reasons and not as an interest for gambling purposes.

A result connected to a sporting event cannot have any significant effect on me as it's not healthy it's actually a very small part of my life as a whole.

**Q** When you have made these changes, what will be the benefits to you?

**A** It will give me peace of mind. I will be able to think clearly and make the correct choices and decisions, meaning I will not have to live with guilt and making me much happier and confident in everything I do. It will benefit my achieving potential not having to take short cuts and having a clear mind and perspective in life. I will progress using these skills for the good of myself and others as opposed to using deception for my own selfish and distorted thinking.

**Q** And what will be the benefits to others?

**A** I plan on looking into becoming a volunteer, helping people who are troubled or vulnerable with a long term goal of paid work. Getting away from selfish behaviours and attitudes will enable me to use my skills to help others. This will give me the satisfaction of seeing other people's progress and in turn be my reward. My family and friends around me will see me more and get the best of me, this I know will cause them less stress and worry and we can reform appropriate relationships again.

**Q** Think of small treats to give yourself as you succeed in making changes?

**A** I would firstly give myself some time out. Then plan a day or night out with friends or family or even a holiday if I was financially able. A treat to me could even be a walk in park or reading a good book to unwind.





## Looking to the future

We will remain focused on treating people with a severe gambling addiction to help them to make life-changing choices and to develop their skills and confidence so that they can look forward to a better, more independent future.

In the coming year, we have plans for growth, continuing to improve our accommodation and for the piloting of new services.

Our goals are to continue to improve the quality of our services, to give continued help to the clients we support and inevitably, in an extremely tight financial regime, to consider further efficiencies and ways of working smarter and more collaboratively.

### Residential Treatment Service and Outreach Programme –

We will continue to provide residential treatment in Dudley and Beckenham. The current arrangement across the two male treatment centres offers 18 bed spaces plus an additional 14 bed spaces for halfway accommodation. Halfway is accessible to those who have completed treatment and require transitional relapse prevention support.

### Women's Service –

We plan to roll out the pilot programme and continue to provide treatment services for women problem gamblers, running 3 cohorts per year and offering this service to a maximum of 30 female clients per year. Our female provision is currently being offered at Poulstone Court in Hereford and our staff team works in partnership with Liz Karter,

of Level Ground Therapy the leading UK specialist in gambling addiction in women.

### Pilot New Men's Service –

Following the success of the women's mixed model pilot and the potential demand for a similar service as an alternative for men who are in need of more intensive treatment but are unable to access longer term residential, it is proposed that a new model service for men be piloted. We hope to pilot the new men's service in 2017/18, offering an alternative mixed treatment model programme. New funding is required to run the pilot over a three year period, offering one cohort in the first year for 8-10 men.

### Respite Scheme Pilot –

From time to time an individual who has previously completed the 12 week residential treatment programme will seek support whilst experiencing a crisis. These appeals for help are usually dealt with by the outreach worker who provides face to face or online support or will signpost the client to other services if appropriate. There

have been occasions where it has also been appropriate for people to repeat the residential programme. However it is felt that in some cases a short term intervention could be beneficial.

### Pilot New Treatment Service for people with Gaming Addiction –

We plan to carry out a feasibility study with the aim of supporting people with gaming addiction using online resources. We hope to meet with key stakeholders and identify needs, possible funding for resources and appropriate service delivery.

### Evaluation of Impact and Treatment Effectiveness –

Outcome measures as agreed by our key funder the Responsible Gambling Trust are included in the Data Reporting Framework so that the effectiveness of our treatment can be evaluated alongside other treatment providers. In addition we publish an annual Impact report every year. The impact results show a marked improvement on all measures amongst ex residents at the end of their treatment and we continue to gather longer term



information from ex residents to ascertain the effectiveness of the treatment over time. We continue with our work with University of Lincoln who will be publishing their findings during 2017/18.

#### Service User & Volunteer Involvement –

Gordon Moody Association actively seeks to involve service users in the design and delivery of our services. The needs and views of our service users are central to our approach and essential in ensuring our effectiveness and we want to give our service users an opportunity to make suggestions and influence the shape of our work. In Autumn 2016 we are introducing focus groups as an additional method of gathering feedback and input. Charities such as ours need volunteers more than ever, so a key aim next year is to increase the use of volunteers across more aspects of our services.

#### Securing our financial future past March 2017 –

The brief period of security the charity has enjoyed is almost at an end as our funding is not secured past March 2017 though we are hopeful that the next three years' funding will be confirmed by RGT in late 2016 to not only continue existing services but to expand and trial new models of care. Rental Income will continue to contribute a significant portion of our funds which covers the cost of accommodating our service users whilst they are in treatment. We have long standing and successful relationships within the local authorities which provide benefits to support our eligible residents.

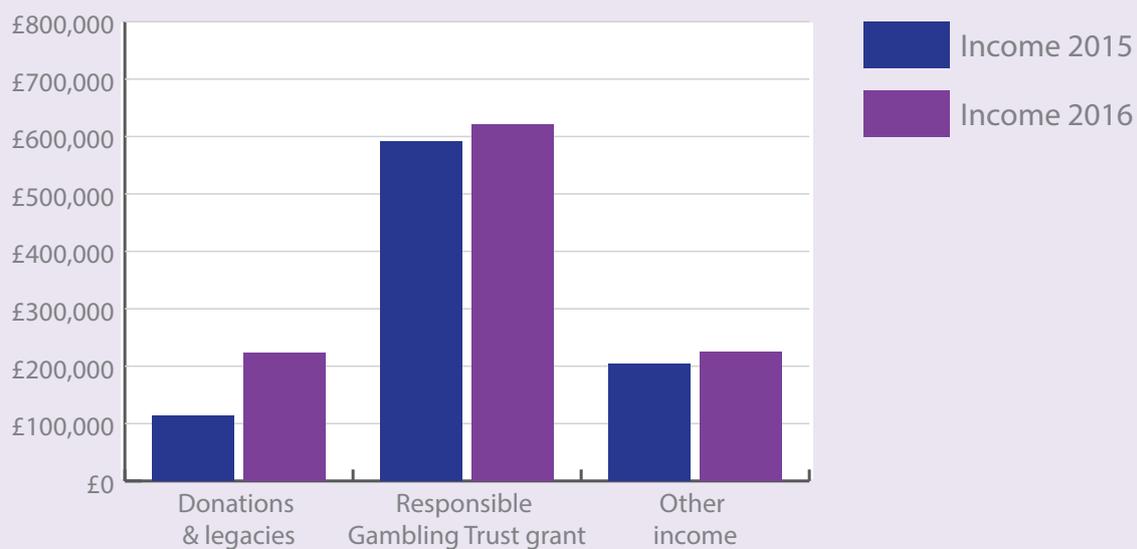
#### Governance –

To maintain effective governance of the charity, trustee succession planning is a priority and we plan to appoint another trustee to bring the trustee board back to 10 members. The aim is to recruit a further trustee from a clinical background to strengthen support of core services. The strategy and business plan set the direction of the charity into 2019 and Trustees and staff are working together to meet the needs of problem gamblers in the years ahead.

*“The needs and views of our service users are central to our approach and essential in ensuring our effectiveness and we want to give our service users an opportunity to make suggestions and influence the shape of our work”*

# Finance

## Income Sources



	Income 2015	Income 2016
Donations & legacies	113,549	222,444
Responsible Gambling Trust grant	591,190	621,810
Other income	204,569	225,155
<b>Total</b>	<b>909,308</b>	<b>1,069,409</b>

For full financial information please see the annual report and accounts available on the Charity Commission website and on request from GMA.

# Governance

The Gordon Moody Association is a company limited by guarantee and governed by its Memorandum and Articles of Association (as amended 16 January 2007). It is registered as a charity with the Charity Commission. Membership of the company is limited to the Trustees of the Charity.

The trustees meet every two months as a full board to monitor, review and direct the charity's business plan and budget with individual trustees involved in various tasks.

Amongst the trustees there are high levels of skills and knowledge of charity and business management, fundraising and PR, finance, IT and risk management, as well as chartered and clinical psychology. The Managing Director, Elaine Smethurst, was appointed to act as Company Secretary on 17 October 2011.

The Charity's key management personnel consists of the following, Finance Manager, Business and Operations Manager, Director of

Therapeutic Services and Head of Gambling Therapy.

The charity also has the support of two Patrons with long standing connections to the gambling support services sector and who were previously Trustees of GMA, Phil Silver and Paul Bellringer OBE.

Trustees are responsible for the strategic decision making for the charity, as well as for overseeing the administration and management of the organisation, including consideration of fundraising, investments, reserves, risk management policies and overall performance. Day-to-day management of the charity is delegated to the Managing Director.

## Our Trustees:

Rekha Wadhvani (Chair)  
 Mark Otway (Treasurer)  
 John Blake  
 Janine Edwards  
 Peter Hannibal (appointed May 2016)  
 Lindsey Hayes  
 Rob Lemon  
 Dr Frank Ryan  
 Phil Silver (resigned November 2015)  
 Joseph Smart (resigned November 2015)  
 Edward Wyatt

## Our Patrons:

Paul Bellringer OBE  
 Phil Silver



“

*Being free of my gambling addiction enables me to think clearly and have the courage to make positive decisions about my life. For that I cannot thank Gordon Moody enough.*

”



“

*After my treatment, I moved onto the halfway house for extra support where you have more freedom but also the safety net of the staff that are there for your support.*

”





“

*I can now look at myself in the mirror each day and be thankful for who I am now.*

”

“

*In summary, in the short time I've been here I can confidently say that it will be the best thing I have ever done in my life.*

*I would recommend this to any compulsive gambler that is crippled by this addiction – If you're reading this then take the next step and do it for yourself.*

”

help for problem gamblers

**gordon  
moody**  
association

help for problem gamblers



### **Senior Management Team:**

Elaine Smethurst, Managing Director –  
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Helen Mullen, Finance Manager –  
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Pedro Romero, Head of Gambling Therapy –  
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Ruth Champion, Director of Therapeutic Services –  
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A PDF version of this review is available to download  
from [www.gordonmoody.org.uk](http://www.gordonmoody.org.uk)

### **How to access help**

Should you know of someone who might benefit from  
our residential treatment please go to our website  
[www.gordonmoody.org.uk](http://www.gordonmoody.org.uk) and submit an online  
application form or email [help@gordonmoody.org.uk](mailto:help@gordonmoody.org.uk)  
or call us in confidence on 01384 241292 for an  
application pack or to discuss next steps.

### **How to support our work**

As a charity we rely on the support of other interested  
parties and we are keen to engage and collaborate  
with people and organisations who share our concern.  
If you would like to discuss how you can get involved  
as a partner, donor, volunteer or trustee; or to help  
in any other way please contact  
[elaine.smethurst@gordonmoody.org.uk](mailto:elaine.smethurst@gordonmoody.org.uk)

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Registered charity number 1124751  
Company Ltd by Guarantee 06302768