

PY2024 Lake County Video Gaming Revenue Proposal Cover Sheet

Organization's Name	Nicasa Behavioral Health Services		
Director/CEO	Bruce N. Johnson		
Program/Project Name	Gambling Outreach, Education, and Assessment Services		
Contact's Name	Elizabeth Thielen, Senior Director of Substance Abuse Services Treatment Services		
Street Address	31979 N. Fish Lake Road		
City, State, ZIP	Round Lake, IL 60073		
Phone	(847)546-6450	Email	ethielen@nicasa.org
UEI Number:	GRKUBAKGL9F6		

Identify the VGR Policy-approved use for the proposal:

	211 Informational and Referral Services (Amount designated by VGR policy: \$125,000)
X	Assessment, education and outreach for gambling addiction (Amount designated by VGR policy: \$100,000)
	Clinical gambling addiction treatment services (Amount designated by VGR policy: \$100,000)

Please briefly describe the proposed scope of work in the space provided below:

Nicasa has been providing problem gambling outreach and intervention services since 2002 and continues to be the only state-contracted agency in Lake County. Nicasa's gambling outreach, education, and assessment services are imperative to combat this hidden addiction. These funds will be used to educate Lake County residents on the effects of problem gambling via free, bilingual trainings, workshops, printed and digital materials, as well as to provide free consultations to affected individuals and/or their family members. While it is important to educate everyone, the target population will focus on the youth, senior citizens, young men, athletes (youth and adults), people experiencing domestic violence, first responders (particularly police), and populations of color. For the past 6 years employees have presented to numerous groups and educated more than 7,000 youth and adults to educate them on the signs, symptoms, and risks associated with problem gambling. Outreach efforts and presentations have included a range of group types and venues, including school assemblies, rotary and exchange clubs, police crisis intervention training sessions, parent nights, senior citizens groups, local nonprofits, local colleges/universities, faith-based/religious groups, village boards and townships, video gaming businesses, criminal justice groups, job fairs, health and wellness fairs, hospitals, libraries, corporations, the Lake County Health Department, and more. This program offers both in-person and virtual options for outreach and education (which is determined by the preference of the group seeking information).

I hereby certify that all information contained in this proposal for funding is true and correct to the best of my knowledge and agree to comply with all requirements of the program if funded:

Bruce N. Johnson, Chief Executive Officer		2/23/24
Authorized Representative	Signature	Date

Use of Funds

Nicasa Behavioral Health Services

Using the table(s) below, please detail the funding request(s) listed on page 1

Video Gaming Budget

EXPENSES	VIDEO GAMING FUNDS	OVERALL PROGRAM EXPENSE TOTAL
Salaries	\$100,000	\$150,200
Benefits	\$0	\$11,640
Payroll Taxes	\$0	\$11,475
Client Wages	\$0	\$0
Professional Fees	\$0	\$60,000
Supplies	\$0	\$5,000
Telephone and Facsimile	\$0	\$1,800
Postage & Shipping	\$0	\$0
Occupancy (except depreciation)	\$0	\$3,600
Equipment (except depreciation)	\$0	\$8,400
Printing & Publications	\$0	\$70,000
Travel, Conferences & Meetings	NOT ALLOWED	
Specific Assistance to Individuals	\$0	\$0
Insurance	\$0	\$800
National Organization Dues	NOT ALLOWED	
Miscellaneous	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
TOTAL	\$100,000	\$322,915

NOT ALLOWED = may not be allowed

Narrative

Explain what is included in each line item for which funds are requested. For example, if salaries are requested, give the position, the full-time equivalent (FTE) and the amount. Do the same with benefits. For other line items, give a detailed description including the amount to be expended for each item. Please make all explanations brief, but thorough. Attach one additional page if necessary.

Director	80% FTE	\$68,800
1 Outreach Staff	50% FTE	\$26,700
1 Outreach Staff	10% FTE	\$4,500
Total Salaries		\$100,000

Outcomes Nicasa Behavioral Health Services		
	Previous Year- (please include # and %)	Proposed Year- (please include # and %)
<p>Outcome 1: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	75 outreach events locations will demonstrate an increased knowledge of the availability of gambling intervention services by accepting marketing materials to be displayed for, or shared virtually with, their patrons and members.	75 outreach events locations will demonstrate an increased knowledge of the availability of gambling intervention services by accepting marketing materials to be displayed for, or shared virtually with, their patrons and members.
<p>Results - Outcome 1: What were the results for the previous year? What is your target for the proposed year?</p>	In this grant period, 100 groups, businesses, schools, etc., with the ability to advertise, demonstrated an increased knowledge of gambling intervention services by accepting and displaying, or sharing virtually, Nicasa problem gambling marketing and educational materials to their patrons and members.	Nicasa anticipates 75 groups, businesses, schools, etc., with the ability to advertise, will demonstrate an increased knowledge of gambling intervention services by accepting and displaying, or sharing virtually, marketing and educational materials to their patrons and members.
<p>Outcome 2: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	100% of attendees of outreach events will demonstrate an increase in knowledge of the signs and symptoms of problem gambling.	100% of attendees of outreach events will demonstrate an increase in knowledge of the signs and symptoms of problem gambling.
<p>Results - Outcome 2: What were the results for the previous year? What is your target for the proposed year?</p>	In this grant period, 1,800 youth and adults have been reached and educated so far with 100% of them demonstrating an increase in knowledge of the signs and symptoms of problem gambling.	Nicasa anticipates reaching and educating 2,000 youth and adults in the coming year with 100% of attendees demonstrating an increase in knowledge of the signs and symptoms of problem gambling.
<p>Outcome 3: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	Nicasa will create 225 social media posts and public marketing distributions.	Nicasa will create 225 social media posts and public marketing distributions.
<p>Results - Outcome 3: What were the results for the previous year? What is your target for the proposed year?</p>	Nicasa created 400 social media posts across 5 social media platforms and YouTube, sent 1,000 email communications, and sent information via a direct mail service to 20,000 households so far during the grant period. March is National Problem Gambling Awareness month when Nicasa engages in a minimum of 30 social posts in the month, which will most likely increase across platforms, and there will be an increase in the number of email communications sent during that time as well. Nicasa has 1,180 followers on Facebook, 549 followers on Instagram, 536 followers on X, 488 followers on LinkedIn, and 30 followers on TikTok (all have increased since the previous year). Nicasa's email list is a little over 2,300 contacts.	Nicasa anticipates creating 225 social media posts and public marketing distributions across 5 social media sites and the organization's email communication list.