



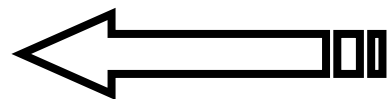
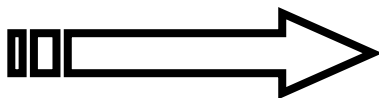
THE CHARITY OF THE CASINO  
AND GAMING INDUSTRY

CHILDREN'S HAPPINESS  
INVOLVES PEOPLE

## operations brief



**extra! extra!**



**CHIPS** is the charity of the casino and gaming industry and was set up in order to provide specialised powered wheelchairs for youngsters with varying disabilities, some of whom have a short life span and have no other way of getting around independently. **CHIPS** buy wheelchairs that the NHS cannot or will not provide and that parents cannot afford to purchase.

**“Chips provides independence and mobility”**

The **CHIPS** Charity committee, which is formed from senior members of the Gaming Industry, give their time freely. No expenses are deducted and therefore every penny raised goes towards providing the happiness that **CHIPS** stands for, giving every child an improved quality of life. Each powered wheelchair is tailor made according to the child's specific needs.

Praesepe have supported CHIPS over the last 3 years and have so far raised **£75K** which has paid for 20 specially adapted wheelchairs.

**“Chips provides the quality of life that is the right of every child”**

Last year the Cashino team raised nearly **£37,000** and has provided eight powered wheelchairs to children desperate for mobility and independence.

There are many more youngsters needing our help and this year we have agreed that the Cashino, Showboat, Beacon Bingo and Agora teams will collectively be raising funds.



This year's campaign will run from **1<sup>st</sup> June to 30<sup>th</sup> June** and all venues should have now received a supply of **CHIPS** Charity leaflets, sponsor forms, information posters and a target level chart to record fundraising progress.

**Our target for 2011 is £50k!**

We can do it; please help **CHIPS** to create more **HAPPINESS** for many **YOUNGSTERS** and their families.

Kick off your fundraising ideas .....

**NOW!**

There is so much more you can do to make a difference with fundraising events.

Do you need some inspirational ideas? Please read on.....

<ul style="list-style-type: none"> <li>• bike rides</li> </ul>	<ul style="list-style-type: none"> <li>• fancy dress</li> </ul>
<ul style="list-style-type: none"> <li>• sponsored walks</li> </ul>	<ul style="list-style-type: none"> <li>• fun days</li> </ul>
<ul style="list-style-type: none"> <li>• swimming</li> </ul>	<ul style="list-style-type: none"> <li>• cake sales</li> </ul>
<ul style="list-style-type: none"> <li>• raffles</li> </ul>	<ul style="list-style-type: none"> <li>• bingo party days</li> </ul>
<ul style="list-style-type: none"> <li>• name a '.... soft cuddly toy'</li> </ul>	<ul style="list-style-type: none"> <li>• tombola</li> </ul>
<ul style="list-style-type: none"> <li>• count the sweets in a jar</li> </ul>	<ul style="list-style-type: none"> <li>• sponsored head or beard shave</li> </ul>
<ul style="list-style-type: none"> <li>• chest and leg waxing for the boys (ouch)!</li> </ul>	



**THINK CHIPS!**

Lizze Stoneham is 15 and has severe global delays and difficulties with Autism Spectrum. She currently has a manual wheelchair and falls through the gap in social services provision as she is able to walk a very short distance, only when accompanied. She is a super young lady and very excited to receive her powered wheelchair.

CHIPS is the charity supported by our industry. It aims to provide powered wheelchair mobility to youngsters with different disabilities - it brings them independence, self respect and dignity AND YOU can help.

We are organising a whole range of fund-raising events and ask for your sponsorship - events could include cycling, running, swimming, walking, fancy dress and party days, even sing-songs and raffles. HELP us to help these needy youngsters and complete a sponsorship form - our staff will assist.

Ask a member of staff for our sponsorship form

THANK YOU.

Over 18's only  
www.gamblers.co.uk



**THINK CHIPS!**

YOU CAN help with great fund raising sponsorship here

ask staff for a sponsorship form

Sponsorship Target £

£

£

£

£

£

£

£

£

£

Children's Happiness Involves People

Don't forget to share your ideas and plans with your Area Manager.  
There is more!

## Do you fancy being wined and dined?

If your venue hits any of the following fundraising targets, you and your staff will be wined and dined.

### Target 1 - £2K

hosted by Stephen Lawrence, Chief Operating Officer

### Target 2 - £1.5K

hosted by your Operations Manager



### Target 3 - £1K

hosted by your Area Manager

## FIVE-A-SIDE Football Tournament

The countdown has started to our FIVE-A-SIDE Football Tournament which promises to be a really great day out for everyone, with all proceeds donated directly to CHIPS to help yet more sick children whose lives, and the lives of their families, would be considerably more difficult without the continued support of the charity.

Entry fees for the tournament are £250 per male team and £150 per female team consisting of 7 players per team (5 players plus 2 reserves). Entries have already been registered from Holland, Wales, Devon, Norfolk, the midlands and London; email Amanda Julian at [amandajulian@praesepeplc.com](mailto:amandajulian@praesepeplc.com) for an entry and sponsorship form. Trophies will be awarded to the winners and runners up male and female teams and a cup to the overall male and female winners.

As well as the all day tournament, other family fun events will be also be taking place. For the very young the day has to offer a bouncy castle, face painting, sweets and juice stall, all within a safe and secure environment, for a minimal charge which will go directly to the charity's fund. There will be a bubble machine to entertain them and they can have their photograph taken with Beaky, the Beacon Bingo mascot, who is our special guest. Older children have the opportunity to burn off excess energy by participating in the Mini Olympic games. For each game 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places will be awarded with a prize and medal. Once the games and presentation are over, if they still have life left in them they have the freedom in secure surroundings to continue having fun with the games equipment.



Donations can be pledged online using our website

<http://www.praesepeplc.com/supportingcommunity.php>

**C·H·I·P·S**  
Children's Happiness Involves People

We would really appreciate your support. Please click the button below to make your donation. Thank you!

Donate

VISA VISA DIRECT

Parents, if they wish, can enjoy a beverage at the bar and watch their children having fun, all under adult supervision.

In addition there will be an all day BBQ, serving breakfast and lunch from approximately 10am to 3pm.

Raffle tickets are on sale throughout the day – the prizes are exceptional and cannot be missed!

In addition an 8-course meal for 6 people, prepared by a professional chef at the recipient's home, will be auctioned off to the highest bidder.

- 09.30 – Tournament registration.
- 10.00 – Football kicks off at 10:00am prompt.
- 15.00 – Finals.
- 16.15 – Presentations, raffle and 8-course meal auction.
- 16.30 – Concludes.

#### **IMPORTANT NOTICE – GIRL POWER!**

Alas, there is a distinct lack of female team entries and the male teams are starting to dominate the event. So come on ladies, this simply cannot be allowed, bring on GIRL POWER and get those female teams registered!

Let us have a look at some of the events that took place in **CHIPS** fundraising during 2010.....



#### **CHIPS Bike Ride and Walk**

On a scorching hot Sunday in June 2010, with enthusiasm and dedication, a group of cyclists parade for the camera before they speed off into the distance.

It is more of a shame that there are no photographs capturing them at the finishing line..... perhaps they are all too vain or did they actually finish?

It is without doubt that they did a fantastic job in raising funds for the charity.

**Kings Lynn demonstrating their  
2010 CHIPS fundraising events**



One in the face for  
Kings Lynn!

**Coventry 139 CHIPS Party Day 2010**

Sue, the team and customers had a ball at their  
**CHIPS** Party Day held on Friday 18<sup>th</sup> June 2010.  
They topped £400!

Customers paid £1 to walk the dog, dressed up by  
Sue as portrayed in the picture, around the venue.



See what a difference we have already made to the lives of.....

### Tonypandy

The young lady's name is Elizabeth, but likes to be known as Lizzie.



### Torquay

Haydon.

*"After meeting Haydon I know we will all try to raise even more money this year for CHIPS, because we really can change peoples' lives"*

**Neil Finch**  
Area Manager



and more.....



**Beacon Bingo  
Loughborough**

14 year old, Leon Galloway.



**Beacon Bingo  
Northampton**

Shannon and her new  
Meerkat friend.



and finally at the **Milton Keynes office.....**



Charlotte's second wheelchair presentation with her faithful friend Roo.