Beyond the Bet

Program Guidelines

2026 – 2027

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Alberta iGaming Corporation

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1 Overview

The Alberta iGaming Corporation (AiGC) was established as an arm's length crown agency under the iGaming Alberta Act and has a mandate to conduct and manage Alberta's iGaming market on behalf of the provincial government and to promote responsible gaming. Through our relationships with trusted operators, AiGC ensures a safe, regulated, and entertaining digital experience for all players. AiGC is committed to protecting consumers and strengthening Alberta communities by promoting market integrity, transparent dispute resolution, and dedicated revenue allocation for community services and programs. One percent of gross gaming revenue (GGR) flows into social responsibility and responsible gaming initiatives, including the Beyond the Bet Program.

While gambling can be an enjoyable form of entertainment for some, when approached as a recreational activity within personal limits, it can also lead to significant harm for others such as financial difficulties, relationship challenges, emotional distress, and impacts on overall well-being [1]. Problem gambling, especially within the online market, can affect everyone. However, young adults and youth are disproportionately vulnerable to gambling-related harms within the growing online gaming market, as they may be more susceptible to advertising and promotional content [2,3].

As individuals experience gambling differently, social responsibility and responsible gaming initiatives play an important role in promoting informed decision-making, increasing awareness of potential risks, and encouraging safer play. These initiatives also help ensure that individuals have access to the information, tools, and support they may need to reduce the risk of gambling-related harm. Through the Beyond the Bet Program, AiGC seeks to support initiatives that advance these objectives and contribute to a safer, more responsible, and sustainable iGaming environment for Albertans.

2 Objectives

The goal of the Beyond the Bet program is to fund projects that promote social responsibility and responsible gaming through the thematic lens of education, prevention, or research. Projects should align with at least one of these core streams, establish a clear tie to responsible gaming, and be able to demonstrate community impact.

3 Streams & Stream Eligibility

Beyond the Bet is developed into three streams, which correlate back to AiGC's core programmatic streams of education, prevention, and research. All applicants must meet the general eligibility requirements, as well as those defined by their chosen stream.

3.1 General Eligibility

All applicants should meet the following criteria:

- Be a legally registered corporation, non-profit, or charity operating for at least one year prior to application.
    - Organizations registered outside of Alberta will only be considered if they demonstrate a strong impact for the province of Alberta and its citizens.
        - Researchers must be affiliated with an post-secondary institution.
- Applicants must be in good standing with applicable regulatory and governing bodies.
- Applicants must disclose all project funding sources, including other government grants, private contributions, sponsorships, donations, and organizational funds allocated to the project.
- Projects will be funded through a one-year agreement with AiGC. All funding must be expended, and all core project deliverables completed, by March 31, 2028. The AiGC may request information, reports, or updates related to project activities, outcomes, and impacts for up to one year following project completion.

3.2 Stream Eligibility

Applicants will be asked to express what stream best describes their proposal. Stream criteria are defined below:

 Stream 1 – Academic	 Stream 2 – Outreach	 Steam 3 – Community
Focus: Conducting research on iGaming harms, addiction, and gambling prevalence to inform prevention, recovery, and community programs. Applicants: Academic Institutions & Research Consortiums, Clinical Trial & Contract Research Organizations, and Non-profits with clear research mandates. Projects: Proposals must have a strong research focus, detailed methodology, and intention to connect work to the broader community. Graduate Thesis, Population Research, Recovery Tools Assessment, etc.	Focus: Projects which advance prevention, education, and access to support tools to encourage responsible gaming. Applicants: Non-profits, Academic Institutions, Patient & Family Advocacy Groups, and Corporations. Projects: Projects should support broader community initiatives and can either be completed or produce meaningful impact within a year. Existing community projects may be considered for funding if they can demonstrate clear outcomes and report on key performance indicators within the funding period.	Focus: Designed for one-off community initiatives or events that are designed to help deliver responsible gaming tools to the community. Applicants: Non-profits, schoolboards & educational institutions, community organizations, libraries, and corporations. Projects: Project should have a finite timeframe, and can include events such as community workshops, social responsibility or responsible gaming conferences, or short-term school programming, etc.
Research	Education and Prevention	

3.3 Ineligible Projects

The following activities and research projects will not be eligible for the Beyond the Bet program:

- Activities that promote commercial gambling products or services.
- Political advocacy or partisan activities.
- Projects managed exclusively by provincial iGaming operators.
- Fundraising events.
- Ongoing operational costs that are unrelated to the funded project.
- Proposals solely focused on capital, infrastructure, purchasing, or procurement.
- Activities that duplicate existing services without demonstrated need, proposed expansion, or novelty.

3.4 Eligible Costs

The following costs will be deemed eligible:

- Materials, supplies, subscriptions, and software licenses required for project delivery.
- Equipment rental, operation, and maintenance costs.
- Facility, venue, telecommunication, and audio-visual rental costs.
- Personnel costs directly attributable to project activities, including wages, salaries, stipends, and contractor fees.
- Subcontractor costs for specialized expertise required to complete the project.
- Project-specific equipment and capital purchases up to 5% of the total project budget, unless otherwise approved.
- Travel and accommodation costs within Alberta related to project delivery. This can include project delivery or conference travel to disseminate core findings. Abstract/speaker agendas may be required to assess the validity of conference attendance.
- Communications, marketing, knowledge mobilization, and public awareness activities or materials that support project outcomes.
- Other direct project costs, including market and feasibility studies, speaker fees or honoraria, including the licensing of third party educational or social responsibility programming.

3.5 Ineligible Cost

- Costs incurred prior to the Notice of Award.
- The costs of routine administration, operations, and any allocation of overhead. This includes rent, staff professional development, corporate equipment, computers, standard office supplies, etc.
- Senior leadership salaries and benefits are generally ineligible unless the applicant demonstrates that the work is directly attributable to the project and incremental to regular organizational responsibilities.

- Travel outside of the province.
- Any costs affiliated with patent protection and IP filing.
- Cost affiliated with academic publication fees or journal submission fees.

4 Application Process

All applicants will go through a competitive process, including AiGC internal review, an external committee or technical review, and finally board approval.



4.1 Application Intake & Review

Applicants must submit a complete application package that includes a project summary, detailed project plan, budget, performance measurement framework, and clearly defined outcomes, key performance indicators (KPIs), and project milestones.

Applications will undergo an initial review by AiGC staff to assess eligibility, completeness, strategic alignment, and overall feasibility. Applications proposing projects exceeding one year in duration, or those submitted under the Research and Outreach streams, may be referred to an external review committee for additional technical assessment, evaluation of alignment with provincial priorities, and emerging evidence.

Only applications that demonstrate a high degree of merit, feasibility, strategic alignment, and potential for measurable impact will be advanced to the AiGC Board for funding consideration and final approval.

Please note, AiGC may, at its sole discretion, reserve a portion of program funding for strategic partnerships, sponsorships, sector collaborations, conferences, knowledge-sharing opportunities, or other initiatives that demonstrably advance social responsibility objectives and align with AiGC's mandate. The amount of funding allocated through this stream may vary annually and will be informed by available program funding, strategic priorities, and the number and quality of applications received through the competitive intake process.

4.2 Review and Board Approval

The AiGC Board is responsible for final funding decisions. Only applications deemed fundable through assessments conducted by AiGC staff, and the review committee will be advanced for Board consideration. Applications presented to the Board will have satisfied all eligibility, technical, and feasibility requirements and demonstrated clear alignment with provincial priorities and program objectives. Eligible applications will have articulated anticipated outcomes, community benefits, and measurable impacts. Funding decisions

will be informed by staff and committee recommendations and will consider the project's overall merit, strategic alignment, potential impact, and consistency with the priorities of the AiGC and the Government of Alberta.

The Board does not establish a fixed number of applications to be funded in any funding cycle. Funding recommendations are based on the availability of program funds and the merits of applications received. As such, the number of approved projects may vary from year to year depending on application volume, overall competitiveness, and alignment with program objectives.

5 Project Management, Reporting and Oversight

AiGC will be responsible for monitoring the progress and outcomes of all funded projects. Funding recipients will be required to submit a mid-term report at six months and a final report upon project completion. Reports must demonstrate progress against approved objectives, milestones, deliverables, and KPIs.

AiGC reserves the right to request additional information, performance data, impact stories, or supporting documentation at any time throughout the project term to support program evaluation and reporting requirements.

For applications submitted through the 2026-27 intake, funding commitments will be issued prior to March 31, 2027, through a Notice of Award, regardless of when the project is scheduled to occur. Execution of a formal funding agreement and disbursement of funds will follow. Funding recipients must maintain complete and accurate financial records relating to the project and account for all expenditures funded through the program. AiGC may request financial reports, supporting documentation, or other evidence of expenditures at any point during the project term. Failure to provide adequate financial reporting or demonstrate appropriate use of funding may result in applicants being ineligible for future funding through the AiGC programming.

6 Intellectual Property

6.1 Ownership

Ownership of, and rights to use, intellectual property developed through funded activities will be determined on a project-by-project basis, having regard to the nature of the project, the applicant's proposal, and discussions between AiGC and the applicant. Applicants should identify in their proposal any existing intellectual property they intend to use in the project and any intellectual property they expect to develop. The intellectual property terms that apply to a project, including ownership, licensing and permitted uses, will be set out in the funding agreement. No application, discussion or approval of funding creates any ownership of or rights in intellectual property for any party until a funding agreement has been executed.

7 Acknowledgement of Funding

Recipients must acknowledge the support of AiGC in any publicly distributed materials, publications, reports, presentations, or other project outputs produced through Program funding, in accordance with AiGC branding and attribution requirements.

8 Collection of Personal Information

The AiGC collects the personal information included in this form, including the names, position titles and business contact information of individuals associated with the lead applicant and any co-applicant or implementation partner. AiGC uses it to administer the Beyond the Bet program. This includes assessing eligibility; reviewing, evaluating, and scoring Expressions of Interest; communicating with applicants about their submission; inviting applicants to submit a full application; and monitoring, reporting on, and evaluating the program.

This information is collected under the authority of Section 4(c) of the Protection of Privacy Act (Alberta), as it relates directly to and is necessary for AiGC's Beyond the Bet program and under section 2(2)(d) of the iGaming Alberta Act.

Personal information will be used and disclosed only for the purposes described above, for a use consistent with those purposes or as otherwise permitted or required by law. It will be accessible to AiGC staff involved in administering the program and to members of the Beyond the Bet evaluation team. AiGC does not intend to input personal information collected on this form into an automated system to generate or make decisions, recommendations, or predictions.

Questions about the collection of personal information may be directed to AiGC's privacy team at aigc.privacy@abigaming.ca.

9 Open Sharing of Knowledge

Where appropriate, recipients are encouraged to make research findings, educational resources, and other publicly beneficial project outputs available to broader audiences to support social responsibility and responsible gaming objectives across Alberta.

10 Conflict of Interest

By submitting an application, the applicant certifies that neither the organization nor any of its directors, officers, employees, or partners are in an actual, potential, or perceived conflict of interest with AiGC or any regulated gaming operator that could improperly influence, or be perceived to influence, the application, evaluation, funding decision, or delivery of the proposed project.

Any conflict identified before or after submission must be promptly disclosed to AiGC. The AiGC reserves the sole discretion to assess and manage conflicts of interest and may reject an application or terminate funding where a conflict cannot be appropriately mitigated.

11 Contacts

All proposal documentation, follow-up information, and questions about program requirements or the application process must be submitted to AiGC, at social.responsibilty@abigaming.ca.

12 References

1. World Health Organization (WHO) – Gambling Fact Sheet
   https://www.who.int/news-room/fact-sheets/detail/gambling [who.int]
2. Canadian Centre on Substance Use and Addiction (CCSA) – Gambling
   https://www.ccsa.ca/en/guidance-tools-resources/personal-and-societal-impacts/gambling
   [ccsa.ca]
3. Responsible Gambling Council – Safer Play Resources
   https://responsiblegambling.org/for-the-public/safer-play/ [responsibl...mbling.org]