



Welcome to

Betknowmore UK



Say hello To our new look...



Betknowmore UK



BKM Evolve

A warm welcome to the *new* Betknowmore UK

Dear Betknowmore UK Supporter & Friend,

We are delighted to announce the next stage in our mission to prevent and address gambling harms in UK communities.

Established in 2013, Betknowmore UK has worked tirelessly to help those impacted by disruptive gambling behaviour. We remain dedicated to embracing the 'lived experience' of gambling addiction and recovery to inform our work and remain grateful to those 'donating' their insight and knowledge to help others in need.

The global impact of covid-19 has affected us all. For those affected by gambling harms, the many changes in our personal and professional lives may exacerbate what is already a complex and multi-layered condition. The gap remains between those receiving support and those requiring help. Therefore, we need to reach more individuals, families, and communities to help prevent and address harms, and build resilience in both physical and digital environments.



Frankie Graham


Frankie Graham
CEO, Betknowmore UK


What have we done?

- ✓ We are now a UK registered charity, with new branding and logo
- ✓ We have retained our social enterprise entity to host our training and consultancy programmes and re-branded it as BKM Evolve
- ✓ We have launched a new website (<https://www.betknowmoreuk.org>)
- ✓ A new Three-Year Strategy Plan to steer our work
- ✓ Adapted services to digital platforms
- ✓ Delivery of a new community programme of activities

Can you help?

Gambling should never compromise health. Please consider working with us to challenge where it does.

-  **Recruitment** - Do you have both interest and time to support and invest in our mission? We are seeking new Trustees and board members in both entities. Find out more on our site.

-  **Funding** - achieving our charitable aims requires dependable annual income and resources, which is sourced from RET, trading & grants. Please contact us for more details and to explore the mutual benefits of supporting a charity.

Our vision, mission & values

What we want to achieve

Betknowmore UK is an ambitious, young charity. We seek sustainable growth, achieved through evolving strategic planning and learning, diversity of income streams and strong partnerships with organisations with shared values.



Our Vision

We want people to be empowered, to live the life they want to lead.



Our Mission

We aim to achieve our Vision by making it our Mission to:

‘Provide support and training services that prevent and address personal and societal harms caused by gambling.’

Our Values



We believe in **providing support** to empower and build hope



We believe in recognising & understanding **diverse & under-represented communities**



We believe in creating connections through **lived experience**



We believe in carrying out our activities with **honesty and integrity**

Our strategic objectives

Our new three year plan

Our new three-year strategic plan lays out a number of goals, and charts a path for the future, identifying the major themes and key activities. It will help provide clear aims and objectives and allow us to measure our effectiveness.

02. Awareness

Increase awareness of gambling
harm in diverse communities

04. Capacity

Strengthen the internal
capacity of Betknowmore UK

01

01. Health & Wellbeing

Improve the health & wellbeing
of those impacted by gambling
harms

02

03

03. Lived Experience

Strengthen the impact made by
experts by experience

04



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