

# Rural Reality: The Price is not Right

Rural charitable organizations are at a continued disadvantage from the current charitable gaming model. Part 3 of RMA’s “Losing Bet” series shows how the current charitable gaming model impacts access to revenue by analyzing wait times and annualized proceeds.

Regional Wait Times and Annualized Proceeds, 2023			
Region	Waiting Period (Months)	Total Proceeds Per Event (\$)	Annualized Proceeds (\$)
Calgary	23.1	\$79,593.01	\$46,819.42
Edmonton	20.4	\$78,452.96	\$40,754.78
Calgary Rural	36.4	\$61,347.10	\$20,224.32
Fort McMurray	15.6	\$36,209.50	\$27,853.46
Grande Prairie	28.7	\$36,858.22	\$15,411.10
Lethbridge	35.1	\$35,909.51	\$12,276.76
Red Deer	35.5	\$23,955.90	\$8,097.77
Medicine Hat	18.5	\$17,502.24	\$11,352.80
St. Albert	32.5	\$20,252.65	\$7,477.90
Camrose	42.1	\$20,252.65	\$5,772.73

Annualized proceeds combine a region’s casino revenue with the wait times between events to show the amount an organization would receive annually in each region. While the combination of wait times and annualized proceeds vary across regions, Edmonton and Calgary are the clear outlier in terms of the funds they receive.

Wait time is a huge consideration when understanding the discrepancies in the charitable gaming model. In 2023, wait times ranged from slightly over one year to three and a half years. Edmonton and Calgary enjoy among the shortest wait times, partly because each region hosts five casinos compared to one or two in all other regions.

Low per event proceeds and long wait times pose a concerning combination for rural organizations; in some cases, even creating viability risks as smaller organizations often lack other tools to raise the funds necessary to offer essential programs and services.

It is essential that the charitable gaming model be reimagined to ensure that each organization receives equitable access to receive equitable funds.

The “Losing Bet” series will be wrapping up by detailing how the charitable gaming system could be improved so that all organizations receive equal benefits for equal work regardless of where they are located.