



Minnesota Alliance
on Problem Gambling

FY2025

MNAPG

ANNUAL

REPORT

REFLECTIONS ON FISCAL YEAR 25

A defining moment this fiscal year was testifying before the Minnesota Senate Finance Committee on the socioeconomic impacts of online sports betting. Although I have testified many times, this was the first hearing in my seven years that focused specifically on how gambling addiction affects individuals, families and communities. It was a powerful opportunity to underscore what we know: unchecked expansion can lead to financial devastation, strained relationships, mental and physical health challenges, and increased risk of intimate partner violence.

Legislators heard from individuals in recovery who shared their experiences, as well as from board member Craig Johnson, treatment providers and researchers raising serious public health concerns. These are not hypothetical risks but real consequences for Minnesotans. The hearing helped elevate problem gambling as a public health issue and reaffirmed MNAPG's role as a trusted voice in shaping informed policy. Now the state must respond with equitable services and consistent data tracking, as it does with other addictions.

Connecting with Communities

Connecting with Minnesotans remains central to our mission. This year, we expanded events and presentations, creating more opportunities to engage behavioral health professionals about integrating gambling addiction into broader services.

We increased presentations in high schools. Without state-supported prevention funding, MNAPG relies on community outreach to reach parents, students and coaches. Prevention before students leave high school is critical, or we risk missing the window when education has the greatest impact.

Misconceptions about gambling addiction persist. This year, we highlighted its impact on families through our PSA, *The Elephant in the Room*. Gambling addiction has long been hidden. As gambling expands, recognizing warning signs and encouraging stigma-free conversations is essential. People do not choose addiction, and having earlier conversations can reduce harm.

Building and Strengthening Partnerships

MNAPG strengthened partnerships to increase understanding of gambling addiction and reduce harm. We collaborated with Minnesota Department of Human Services grantees on culturally relevant outreach, translated materials and shared trends. Our annual conference highlighted this work. We also continued offering Gamban and added free financial counseling through LSS Financial Counseling.

Looking Ahead

Our long-term goal is to reduce the number of Minnesotans harmed by gambling addiction. Through legislative advocacy, public awareness and strategic partnerships, we remain committed to improving prevention, services and treatment. I am proud of what we have accomplished and hopeful about what lies ahead.



Minnesota Alliance on Problem Gambling (MNAPG), Minnesota affiliate to the National Council on Problem Gambling, is a non-profit, gambling-neutral organization dedicated to improving the lives of Minnesotans affected by problem gambling. MNAPG is a coalition of individuals and organizations sharing the belief that problem gambling is a serious public health problem that is both treatable and preventable.



**Minnesota Alliance
on Problem Gambling**



NCPG

National Council on Problem Gambling

MNAPG Mission

The Minnesota Alliance on Problem Gambling is a non-profit organization dedicated to improving the lives of those affected by problem gambling through advocacy, education, training and research.

We achieve this by:

- bringing together those with a professional or personal interest in problem gambling,
- providing complete, accurate and unbiased information,
- advocating for public policies that assist problem gamblers and their families,
- raising public awareness of problem gambling,
- identifying professionals who may come into contact with problem gamblers and their families, and educating those professionals on appropriate interventions,
- advocating for, conducting and disseminating research that furthers our understanding of problem gambling, and
- developing, delivering and supporting programs to prevent problem gambling.

Affiliate Membership

MNAPG is the state affiliate to NCPG. This relationship is one of mutual benefit. NCPG provides MNAPG direct access to national and international experts in the field. We share similar missions and core values that guide us in improving the lives of those impacted by problem gambling in Minnesota. It's a top-down, bottom-up synergy that fosters innovation, creativity and the sharing of information to raise awareness that problem gambling is a public health issue that is both treatable and preventable.

As an affiliate we communicate regularly with the national office as well with our counterparts in 35 other states.

We come together to advocate for federal legislative initiatives while NCPG relies on us to lead public policy in Minnesota.

Susan Sheridan Tucker has been serving on the national board of directors since 2020 and has served two years as treasurer, one year as secretary and just recently completed two years as board president.

**MNAPG HAS
A PRESENCE AT
NUMEROUS
CONFERENCES
AND EVENTS
THROUGHOUT
THE YEAR.**



Twin Cities Metro Area

<p>Anoka MN Counseling Assn. Conference</p> <p>Apple Valley Parent Education Night</p> <p>Blaine Blaine Ham Lake Rotary Club</p> <p>Bloomington Co-Occurring Conference MNAPG Conference PTA Convention</p> <p>Brooklyn Center African Mental Health Summit Colors of Southwest Asia Festival Brooklyn Center Community Health Fair</p> <p>Inver Grove Heights Empowering Parents Resource Fair</p> <p>Minneapolis Empowering Physicians Conference Metro/MCTC Recovery Conference Minnehaha Academy Minnesota Marriage and Family Therapist Conference</p>	<p>Minnesota Social Services Association MSSA Spring Recovery Conference Westminster Presbyterian Church</p> <p>Plymouth School Psychologist Conference</p> <p>Roseville Roseville Lutheran Church Salvation Army</p> <p>Saint Paul ANEW Treatment Center Fiesta Latina Innovations in Mental Health MAARCH MN Education Assn. MN State Fair Northstar Behavioral Health Suicide Conference Summer Institute in Adolescent Health St. Anthony Park United Methodist Church of Christ Walk for Recovery</p> <p>Stillwater Screenagers Resource Event</p>
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**13-100
Age Span**

Online
Addiction and Faith
Anoka Ramsey County
Community College ECHO
Archdiocese of Saint Paul & Minneapolis

Minnesota Lottery Employees
Metro State
Suicide Prevention Coalition

**14,500
Total
Attendance**

Washington, DC
NCPG Annual Conference

MNAPG PROGRAMS

The Minnesota Conference on Problem Gambling

MNAPG’s annual conference in September 2024 explored the harms of gambling addiction across families, cultural communities and the military. We also addressed the difficult subject of suicide and the increased risk faced by those living with gambling disorder. Conference presentation recordings are available at mnapg.org/news-and-events/conference/.

Conference Presenters

- Judith Glynn, “They Didn’t Play, They Shouldn’t Pay: Family Harm From Gambling is a Problem We Can Solve”
- Jim Huh, “A Personal Look at the Financial Harm of Gambling Disorder and a Path to Financial Recovery”
- Bili Banjoko, Lucas Patterson, Ange Hwang, “Beyond Borders: Addressing Problem Gambling Across Communities”
- Dr. Jeremiah Weinstock, “Gambling and Suicide: The Who, The Why and What To Do”
- Cat Nakhornsak, “Community Voices: Addressing Problem Gambling in the Lao Community”
- Dave Yeager, “The Hidden Battle: A Silent Gambling Disorder Among Military Service Members and Veterans”

New Partnership with SG Global

MNAPG and SG Global launched a pilot program for casino staff at Canterbury Park. The training includes three 20-minute modules to help employees identify signs of problem gambling and understand how behaviors may escalate. Each module offers awareness education, lived experience videos and staff perspectives. The training helps staff engage with customers, share resources and, when needed, guide them toward voluntary self-exclusion.



Raising the Visibility of the Forgotten Concerned Other

Working with Preston Spire, MNAPG developed 30- and 15-second PSAs, titled “The Elephant in the Room,” that highlighted the harm experienced by family members when a loved one’s gambling becomes an addiction. Shame and stigma remain persistent barriers. Families need to know support exists, whether or not the gambler chooses help.



New Partnership with LSS Financial Counseling

This partnership connects the financial expertise of LSS counselors with MNAPG’s gambling awareness training. Participants receive up to six free, confidential financial counseling sessions. Counselors understand how gambling can destabilize finances and can help individuals and families address challenges and work toward stability.

COMMUNICATIONS

July 2024-June 2025

Much of MNAPG's work to reduce stigma and raise awareness of gambling addiction occurs through expanded media outreach. Partnerships with the Star Tribune, Preston Spire, One Simple Plan, Evans-Stark Design, Webbiquity, Bill Stein and Celeste Aguzino are increasing engagement and demonstrating growing traction through marketing analytics.

IMPRESSIONS

- 13,647,734 social media ads/posts
- 5,361,608 display ads
- 1,884,000 Google ads/search
- 1,383,500 emails
- 2,000,006 native articles
- 20,000,000 video

Over 62 Million Impressions

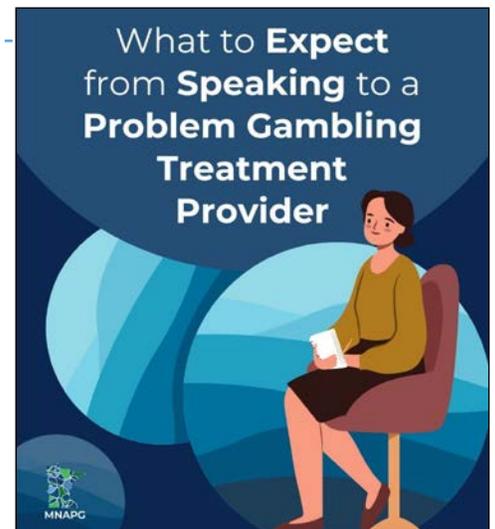


MNAPG created a high school toolkit including multiple print and media materials for parents and school staff.



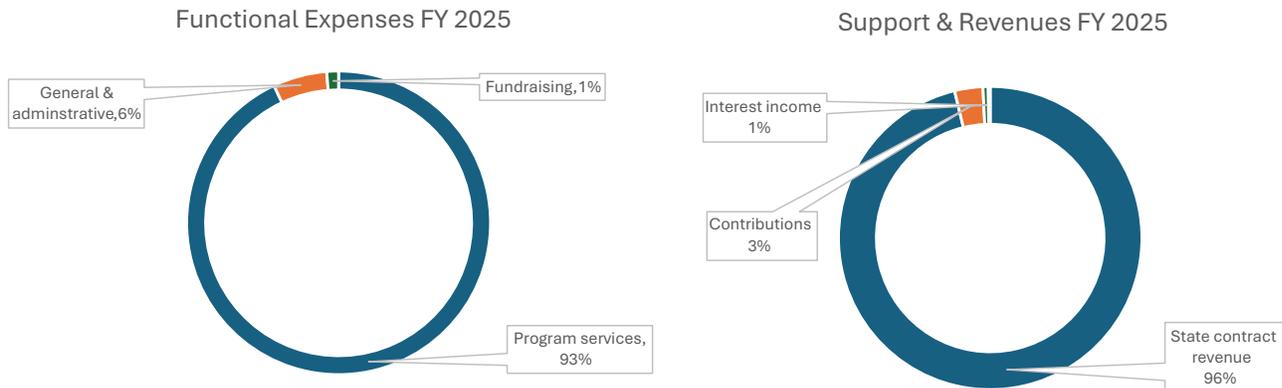
MNAPG Quarterly Newsletters

MNAPG's social media channels include Facebook, Instagram, X, LinkedIn, TikTok and YouTube.



Financial Report

Each year, MNAPG receives funding from two different sources through legislative statute: \$225,000 from the Minnesota Lottery and a variable amount from tax revenue generated by charitable gambling (at 1/2 of 1%). The Department of Human Services (DHS) is the fiscal agent and encumbers the funds we articulate in our annual budget.



Statements of Activities and Changes in Net Assets without Donor Restrictions for the years ended June 30 2025 and 2024

	2025	2024
Support and Revenues		
State contract revenue	\$1,416,682	\$1,112,752
Contributions	\$44,424	\$34,299
Interest income	\$8,154	\$7,477
Other income	\$3,064	\$2,717
Total Support and Revenue	\$1,472,324	\$1,157,245
Functional Expenses		
Program services	\$1,343,965	\$1,007,492
General & administrative	\$83,082	\$71,126
Fundraising	\$18,064	\$17,134
Total Functional Expenses	\$1,445,111	\$1,095,752
Increase in Net Assets without Donor Restrictions	\$27,213	\$61,493
Net Assets Without Donor Restrictions, Beginning of year	\$368,351	\$306,858
Net Assets without Donor Restrictions, End of Year	\$395,564	\$368,351

Funds distributed by Minnesota Department of Human Services

MNAPG Board of Directors

Sean Copeland – President of the MNAPG Board of Directors
Tribal Attorney
Fond du Lac Band of Lake Superior

Katie Richards – Vice President
Gambling Disorder Counselor,
Vineland National Center

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Employment Services
Lutheran Social Services Financial
Counseling

Muhannah Kakish – Secretary
A person in recovery

Don Feeny - Co-founder of MNAPG
Policy & Research Consultant to NCPG

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Vice President of Casino Operations
Canterbury Park

Jeff Hudson
A compulsive gambler in recovery

Amanda Jackson
Gambling Manager
Spring Lake Park Lions Club

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Club Recovery LLC

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Project Turnabout

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Communications Consultant

Lisa Vig Johnson
Treatment Provider
Gambler's Choice

MNAPG Staff

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Executive Director
Sonja Mertz – Community Educator
Matt Baerbock – Operations Manager

Contractors

Celeste Aguzino – Communications
Evans Stark Design -Graphic Design/Social
Media/Digital/Website
One Simple Plan – Public relations
Preston Spire – PSA creation
Bill Stein - Communications
Webbiquity – Search engine optimization

Contributors

Platinum



Draft Kings

GOLD



Canterbury Race Track



Running Aces



Mille Lacs Band of Ojibwe



Minnesota Lottery



Shakopee Mdewakanton Sioux
Community

Donors

Cameron Dolbow
Competition Cheer Spirit Booster Club
Don Feeny
Micheal Narog
Roseville Lutheran Church



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on Problem Gambling

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