



HELPING  
HANDS

---

CORPORATE  
GIVING REPORT

2017-2018



Helping Hands is the corporate giving programme for The Stars Group and its brands. Launched in 2013, it aims to give back to our local and global communities and enable our people to bring about positive change. Since then, Helping Hands has donated more than \$9 million to charities around the world.



## CONTENTS

<b>EIGHTEEN MONTHS AT A GLANCE</b>	<b>05</b>
Just some of the wonderful things Helping Hands has achieved with our staff and players.	
<b>RIGHT TO PLAY PARTNERSHIP EXTENDS</b>	<b>06</b>
We're proud to extend our relationship with our long-term charity partner.	
<b>RIGHT TO PLAY SPORTS QUIZ</b>	<b>07</b>
Right To Play's star-studded event goes from strength-to-strength.	
<b>COMMUNITY STARS TRIP TO TANZANIA</b>	<b>08</b>
Our Community Stars see the difference Right To Play makes on the ground.	
<b>HURRICANE IRMA EMERGENCY APPEAL</b>	<b>10</b>
Partnering with CARE to help those in the wake of Hurricane Irma.	
<b>FEEDING SOUTH FLORIDA</b>	<b>11</b>
Working with a local relief charity to raise funds for those displaced when Irma hit Florida.	
<b>POKERSTARS NJ CHIPS IN FOR AUTISM</b>	<b>14</b>
Our support for the world's leading autism research organization continues.	
<b>TAKING OVER THE BATON: RELAY FOR LIFE ISLE OF MAN</b>	<b>16</b>
PokerStars becomes the new supporter of Relay for Life in the Isle of Man.	
<b>OUR PEOPLE: FUNDRAISING</b>	<b>18</b>
Our staff love to make a difference.	
<b>OUR PEOPLE: VOLUNTEERING</b>	<b>20</b>
Many Helping Hands make light work.	
<b>OUR PEOPLE: CHARITY COMMITTEES</b>	<b>22</b>
Supporting local communities around the world.	

## OUR COMMUNITIES



## OUR PEOPLE

# EIGHTEEN MONTHS AT A GLANCE

Welcome to The Stars Group's Corporate Giving report.

Once again Helping Hands has helped make a difference to hundreds of thousands of people around the world. This report will highlight just some of the great things our players and staff have achieved together.

Our long-term partnership with the global charity Right To Play has gone from strength to strength and even more of our staff got involved over the last 18 months.

We also took four Community Stars, members of staff who have given back to their own communities, to see projects that Right To Play funds in Tanzania, giving them the experience of a lifetime and the chance to see first-hand the difference we're making on the ground.

We've continued to partner with CARE International to help respond during times of international emergency. Sadly, in 2017 Hurricane Irma was amongst one of the many disasters that resulted in a call to action. Once again our staff and customers came out in force to show their support, raising thousands of dollars to help with the relief efforts.

Finally, we have also supported the charity Raising for Effective Giving, or REG, a charity that encourages the poker community to donate to good causes such as poverty alleviation, animal welfare and protecting against risks of emerging technologies. REG was founded by PokerStars Ambassadors Liv Boeree and Igor Kurganov, among others and we donated more than \$220,000 to them through our SCOOP and WCOOP online events.

Helping Hands would not be a success without the passion of our people. Our staff and players have once again proven just how much supporting good causes means to them, whether by volunteering or fundraising, or working as part of a local committee. We're delighted that so many have done something to help others.

Any action, no matter how small, helps us make a difference.

**Sue Hammett**  
Head of Corporate Giving



'HELPING HANDS WOULD NOT BE A SUCCESS WITHOUT THE PASSION OF OUR PEOPLE'

# RIGHT TO PLAY PARTNERSHIP EXTENDS

TRANSFORMING CHILDREN'S LIVES THROUGH THE POWER OF SPORT AND PLAY.

Since our last report, there's been plenty of action with our long-term charity partner Right To Play.

Over the months, through company donations and live events fundraising as well as player and staff donations, our work with the charity has meant we've contributed a total of £1.5 million since our partnership began.

This money is vital for Right To Play as they continue to use sports and play to help provide education, sanctuary and some stability for thousands of vulnerable children living in challenging environments.

We are proud to continue our work with them in 2018 and beyond.



# RIGHT TO PLAY SPORTS QUIZ

WE HAVE SUPPORTED RIGHT TO PLAY'S SPORTS QUIZ SINCE IT BEGAN IN 2016 AND THE STARS GROUP WAS PROUD TO ONCE AGAIN ACT AS THE MAIN EVENT SPONSOR FOR 2017 AND 2018.

Hosted at The Grange, St Pauls in London, over 300 sports enthusiasts and sports stars come together to pit their sports knowledge against one another in a giant quiz hosted by television broadcaster John Inverdale.

Ex-England rugby international Mike Tindall is a keen supporter and hosted a special tournament for the evening on our behalf. Attendees bid for one of the nine seats available at the felt and battled it out for a first prize of a trip to join us in Monte Carlo.

A total of £130,000 was raised in 2017 and in 2018 a huge £250,000 was donated, evidence that this important event is going from strength to strength.



Mai La Refugee Camp - Thailand.



The Stars Group was proud to act as main sponsor.

## COMMUNITY STARS TRIP TO TANZANIA

IN 2017, FOUR STAFF MEMBERS WERE ONCE AGAIN GIVEN THE OPPORTUNITY TO SEE RIGHT TO PLAY PROJECTS IN ACTION.

Known as Community Stars, staff members who have given back to their own communities with no expectation of thanks or recognition, they visited Right To Play in Tanzania where they spent four days helping out and seeing the difference your contribution makes on the ground.

Kenny, Soraya, Cathy and Aaron all came back with some incredible memories and extra motivation as they continue to volunteer their time for local causes.

You can find out more about their trip by visiting [www.pokerstars.com/en/blog](http://www.pokerstars.com/en/blog) and searching for 'Right To Play in Tanzania'.



**'TO SEE THE SMILE ON CHILDREN'S FACES WHO HAVE NEXT TO NOTHING WAS AN INCREDIBLE EXPERIENCE FOR ME'**  
AARON PETERS.  
ISLE OF MAN OFFICE



## ABOUT RIGHT TO PLAY

Right to Play reaches more than two million disadvantaged children every day across Latin America, Africa, the Middle East and Asia through the power of sport and play.

They train local community leaders and teachers to become volunteer coaches then coach children in specially designed games.

As the children develop and learn new skills, they pass these on to other community members and often go on to become coaches themselves.

Right To Play programmes are sustainable and ensure long-term development. When children and young people gain new skills, they can pass these on to future generations, ensuring lasting change.

For more information about Right To Play please visit [www.righttoplay.org.uk](http://www.righttoplay.org.uk)



Ensuring long-term development through play.

## KEY FACTS

 **Helping Hands** has donated more than **£1.5 MILLION** since the partnership began

**RIGHT TO PLAY** schemes operate in over 18 countries, reaching over **2 MILLION CHILDREN A DAY** 

HELPING HANDS HAS **PARTNERED** WITH **RIGHT TO PLAY** FOR 4 YEARS



# HURRICANE IRMA EMERGENCY APPEAL



TOGETHER WITH  
CARE INTERNATIONAL AND  
FEEDING SOUTH FLORIDA,  
WE HELPED THOSE AFFECTED  
BY HURRICANE IRMA.

The importance of our continued partnership with CARE International was once again highlighted when we galvanized the support of our staff and customers to help with relief efforts in the wake of Hurricane Irma.

In October 2017 Hurricane Irma, the most powerful Atlantic storm in a decade, wreaked unimaginable devastation across the Caribbean and Florida, leaving huge areas barely habitable and thousands of people without food, clean water, or shelter.

We worked with CARE to set up an appeal across our online platforms, raising more than \$75,000 to help those most affected.

For more information please visit [www.careinternational.org.uk](http://www.careinternational.org.uk)



Hurricane Irma. Image courtesy of Alfredo Lee AP.

OVER  
**\$1.2 MILLION**  
RAISED SINCE WE  
PARTNERED WITH CARE

# FEEDING SOUTH FLORIDA



## POKER PLAYERS COME TOGETHER IN TIME OF NEED.

Some of our own staff were also displaced when Irma hit land in Florida, so we worked with the Seminole Hard Rock Hotel & Casino to raise money for Feeding South Florida, a local relief charity working on the ground in the area.

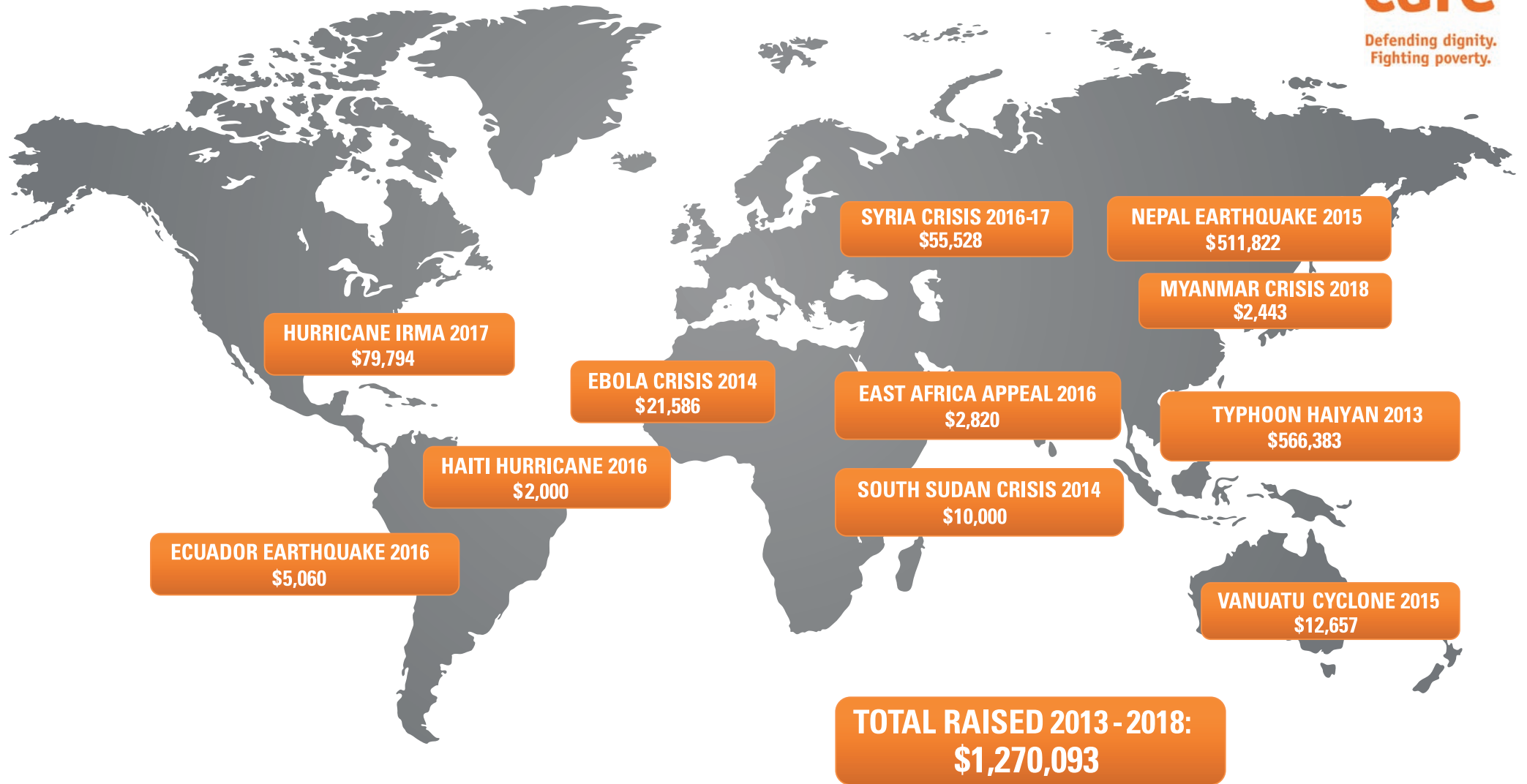
Together, we organized a charity poker tournament in South Florida attended by more than 100 players including Jason Mercier, Jen Shahade and Jeff Gross.

Funds raised went towards ensuring water, meals and other supplies reached those most in need and provided continued support to evacuees living in shelters.

A total of \$140,000 was raised, once again demonstrating the generosity and power of our staff and customers at times of international emergency – something we're incredibly proud of.



Poker duo Natasha and Jason Mercier at the table.



## POKERSTARS NJ CHIPS IN FOR AUTISM

IN 2016 WE PARTNERED WITH AUTISM SPEAKS NJ WITH A \$100K DONATION TO SUPPORT RESEARCH, ADVOCACY AND AWARENESS EFFORTS FOR THE WORLD'S LEADING AUTISM ORGANIZATION.



In 2017 our support continued, this time as part of a gala event called 'Chip in for Autism'.

Taking place in the newly restored and historic White Eagle Hall in Jersey City, the event attracted more than 150 people who were joined at the tables by PokerStars Ambassadors Chris Moneymaker and Jen Shahade.

Throughout the evening guests could take part in a relaxed poker event or some casino table games all with one aim – to raise money for a great cause.

This partnership has particular significance to Chris Moneymaker, whose own life has been affected by autism.

The evening raised more than \$42,000 and received resoundingly positive reviews from everyone who attended.

The poker event was won by recreational player Jen Whitten who had to knock out both Chris Moneymaker and Jen Shahade in the final three.



Jen Whitten at the final table with Chris Moneymaker.



Autism Speaks Poker Event.

## ABOUT AUTISM SPEAKS

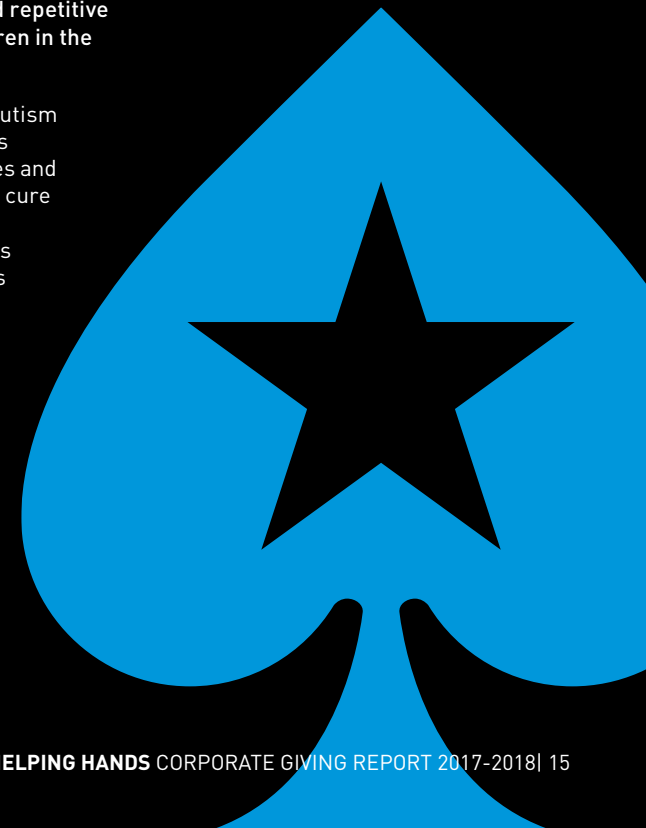
AUTISM SPEAKS IS THE WORLD'S LEADING AUTISM SCIENCE AND ADVOCACY ORGANIZATION.

Autism is a general term used to describe a group of complex developmental brain disorders – autism spectrum disorders – caused by a combination of genes and environmental influences. These disorders are characterized, in varying degrees, by communication difficulties, social and behavioural challenges, and repetitive behaviours. An estimated 1 in 68 children in the U.S. is on the autism spectrum.

Autism Speaks is the world's leading autism science and advocacy organization. It is dedicated to funding research into causes and prevention, as well as treatments and a cure for autism. The charity also increases awareness of autism spectrum disorders and advocates for the needs of individuals with autism and their families.

Autism Speaks was founded in February 2005 by Suzanne and Bob Wright, the grandparents of a child with autism. Since its inception, Autism Speaks has committed more than \$570 million to its mission, the majority in science and medical research.

To learn more about Autism Speaks visit [AutismSpeaks.org](http://AutismSpeaks.org).



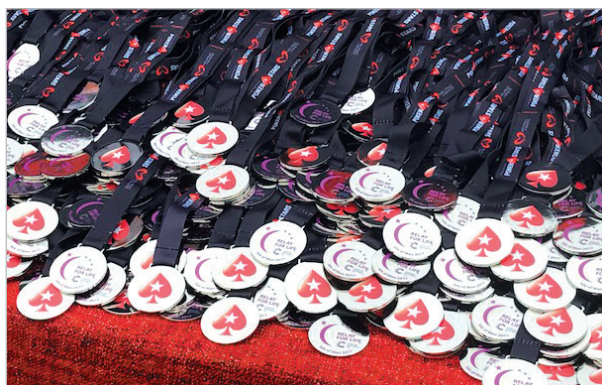


## TAKING OVER THE BATON

POKERSTARS WAS PROUD TO BECOME THE NEW SUPPORTER OF RELAY FOR LIFE ON THE ISLE OF MAN IN 2017 AND TO HELP RAISE A RECORD-BREAKING AMOUNT FOR CANCER RESEARCH UK.



Fundraisers camped out for 24 hours.



Thanking everyone who took part.

Relay for Life is organised by Cancer Research UK and takes place at the same time in locations throughout the UK. Our support helped organisers raise the profile of the event and saw a team of enthusiastic staff from the Isle of Man office take on the gruelling 24-hour relay walking challenge.

Over the 24 hours, fundraisers walk non-stop around the local sports track while teams camp out for the duration, bringing their own tents and supplies.

People of all ages took part, all of them with a common goal to raise money to help bring forward the day when all cancers are cured. Most people there had lost someone to cancer and during the 24 hours there is a very poignant 'Candle of Hope' ceremony, where loved ones are remembered.

## RELAY FOR LIFE: ISLE OF MAN



Colleagues from the Isle of Man office.

More than 60 survivors also took part in the walk. One of them was just 2 years old. An incredible 61 team entries totalling just under 900 people took part in the Isle of Man relay, making it the largest in the UK. For a small island of slightly over 80,000, it demonstrates just how much community means to people and we were delighted to be part of that.

The event raised more than £135,000, putting the Isle of Man's relay in the top five fundraising relays in the whole of the UK.

We continued our support of Relay for Life IOM in 2018.



# OUR STAFF LOVE TO MAKE A DIFFERENCE

What's important to our people is important to us. Our fundraising matching scheme means we can help you make a bigger difference to the charities close to your hearts.

Since Helping Hands was launched in 2013, our staff have raised more than £110,000. More than £80,000 has been added to this total through the matching scheme for a total of £190,000 donated to local charities thanks to your efforts.

Here are just a few examples of how those vital funds have been raised.



## LONDON MARATHON

Clive Dugdale completed the London Marathon in aid of Right To Play. He finished with an impressive time of 4hr 26m 39s and raised an incredible £2,000 for the charity.

Clive, who works in our Isle of Man office, is well known for giving back to charity and has also set himself a challenge of running a set number of marathons, half marathons and fun runs over the next few years.



Beata Barath from our London office took on the formidable Spartan Race in aid of Right To Play.

Climbing, running, and jumping over fire, all in the name of charity. Her photo says it all!

Goran Markus from our Dublin Office took on the Movember Challenge in aid of the Irish Cancer Society. Movember encourages men to grow moustaches throughout November and in the process, raise money for cancer research.



Taking place on the highways of Toronto, cyclists choose to ride between 25km and 100km in aid of the Heart and Stroke Foundation of Canada. Together with our matching contribution the team raised more than \$7,000 CAD, an incredible achievement.



# MANY HELPING HANDS MAKE LIGHT WORK

OUR VOLUNTEERING PROGRAMME CONTINUED TO MAKE A DIFFERENCE TO COUNTLESS CHARITIES.

Through Helping Hands, staff can take a day off every year to volunteer for a cause close to their hearts.

For charities, the gift of time is extremely valuable. We're proud of your contribution.

Here are some great examples of the work done in our local communities.

## ISLE OF MAN

More than 90 staff from our Isle of Man office descended on Curragh's Wildlife Park to help transform large areas of the park in just three hours.

The work involved many weeks of planning to assemble the 20 tons of hard core, 24 tons of sand and 10 tons of bark used, not to mention 50 litres of paint.

Staff made a huge difference for the animal residents of the park and in the school room, which relies on donations and volunteering to keep it running.



## LONDON

A team from our London office took time out to volunteer at Kensington Gardens and spent time there at Buckhill Meadow working hard to remove thistles. By the end of the day they had removed 90 bin bags full, an incredible effort.

Staff have also volunteered for FareShare, a charity aimed at relieving food poverty and reducing food waste in the UK.



## DUBLIN

A team in our Dublin office once again took time out to show off their culinary skills for Ronald McDonald House. Over two days, they provided the ingredients and spent time cooking for the families of sick children living in Ronald McDonald House Crumlin, in Dublin.

The house provides accommodation for up to 20 families who have seriously ill children in the adjacent hospital.



## MALTA

Our staff in Malta have been involved in a wide variety of projects over the last few years. In 2017, they decided to help an animal welfare charity by visiting a shelter in the south of the island to help exercise the dogs there.

Their visit inspired further support and the local committee also donated to help support animals who had been abandoned and abused.





## SUPPORTING LOCAL COMMUNITIES

SUPPORTING OUR LOCAL COMMUNITIES IS A BIG PART OF HELPING HANDS.

We have charity committees run by volunteers who help to make a difference in the areas where The Stars Group has a presence. It's a great way for staff to get involved and to give back to the communities we live and work in.

Since Helping Hands began we have donated more than \$1 million to local charities. Here are just a few of their stories.

### ISLE OF MAN

The Isle of Man office has a very active committee, which funds a wide range of projects locally.

The island is a very close community and the committee receives numerous requests every year. From the sponsorship of a rescue dog to the purchase of underwater communication equipment for an underwater search and rescue charity, the committee tries to support those that make a difference to a lot of people.

In 2017, the committee also supported the world-famous Isle of Man World Tin Bath Championships. Watched by hundreds of people around Castletown harbour, competitors race decorated bathtubs by using a single or double-bladed hand paddle.

The event began in 1971 and has since raised more than £200,000 for good causes. Competitors come to the Isle of Man from across the UK, Europe and the US to take part.



### DUBLIN

Our Dublin committee organises events every year, ranging from charity poker nights and coffee mornings to bake sales. They also take nominations from staff for donations to charities and let staff vote on a charity of the year.

A charity they have given continual support to is Irish Guide Dogs for the Blind, who regularly visit with pups who will one day act as someone's eyes.





# SUPPORTING LOCAL COMMUNITIES

ENGAGING STAFF AND THE COMMUNITY WHEREVER WE CAN.

## MALTA

Our Malta office has been involved with several projects that have engaged staff and the community across the island. In 2017, they continued their relationship with the Inspire Foundation for individuals with various disabilities and have worked with a local animal shelter.

They have also given a donation to the Migrant Offshore Aid Station (MOAS), an NGO which organises rescue operations for migrants stranded at sea.

Staff in our Malta office also responded to a call for help, highlighted in a local newspaper, when the food bank in Valletta reported it had to turn away clients for the first time.

Together they collected five boxes of food and those staff who couldn't donate food sent money, making a huge difference.



## LONDON

Our London committee loves a challenge. While they support a variety of causes in and around the city, for the last few years they've also taken part in a tough fundraising event for the homelessness charity Shelter, called 'Vertical Rush'.

Each year, teams from companies across London attempt to climb Tower 42, which at 932 steps over 42 floors is the third tallest skyscraper in the city. The event has raised thousands of pounds for Shelter, which helps some of the most vulnerable people in society with their housing problems.

Over the last two years, our London team has raised £2,000 at this event.



## COSTA RICA

Our team in Costa Rica have always cared about their local communities and each year make several small donations and one large donation for a major project.

Their most recent large donation was to a rural school, Escuela La Trinidad de Moravia de Sarapiquí. The school is located in a town where there is extreme poverty and where the local community is unable to provide money for repairs and maintenance.

Through the committee's support, the school was able to repair bathrooms, ceilings and paint walls as well as fix the roof of their outdoor assembly area. The school now also has electricity.





PROUD SUPPORTERS OF



**RIGHT**  
**TOPLAY**



