

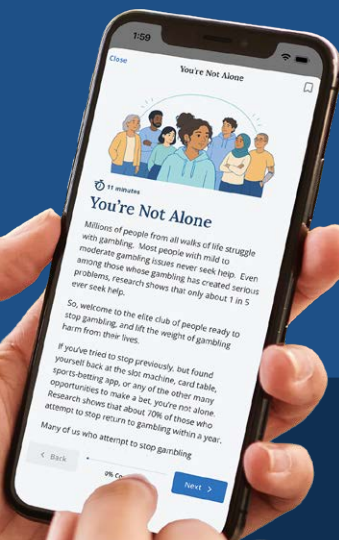
THE
evive
FOUNDATION

Gambling changed. *Support did not.*

The Evive Foundation is

the philanthropic partner to Evive Inc., the free digital peer support platform for anyone affected by gambling harm. Evive Inc. builds and scales the technology; the Foundation makes sure access to it is never limited by geography, income, or whether a state has gotten around to funding it yet. The

Foundation is a fiscally sponsored program of Legacy Global Programs, a 501(c)(3) public charity, which holds charitable funds and provides independent fiduciary oversight.



Evive Inc. is the innovation and delivery engine. It builds the core platform and works with state public-health partners to extend the reach of existing support. The Evive Foundation is the equity and access engine. It uses philanthropy where public contracts and commercial revenue are slowest to move: unfunded access, state capacity, a peer workforce, and support for families. **Together, they create a path from innovation to access, and from access to evidence.**

Meet Sam

Evive Founder & CEO



evive

We know what it's like because we lived it

Evive was built by a team of people who personally sought support in different places, and encountered the same frustrating pattern: what they needed was difficult to find, or simply did not yet exist.

Like many young men in the US, Evive founder and CEO Sam DeMello dipped his toe into gambling at an early age: he was just 12, and finally old enough to claim a seat at his neighborhood poker game. In high school, that turned into weekend games with friends, and eventually, clandestine trips to the local card room by age 18. At 23, he discovered online sports betting, where all of the social and logistical barriers of gambling in person suddenly vanished. Now the action was available 24/7, on his phone, with no support. The gambling escalated into a full-blown addiction within 60 days.

For the next 8 years, Sam lived a double life. To the outside world, he was thriving. He had friends, family, a successful career in tech, and a growing paycheck to match.

On the inside, Sam was struggling with something that no one around him could see: **he couldn't stop gambling.**

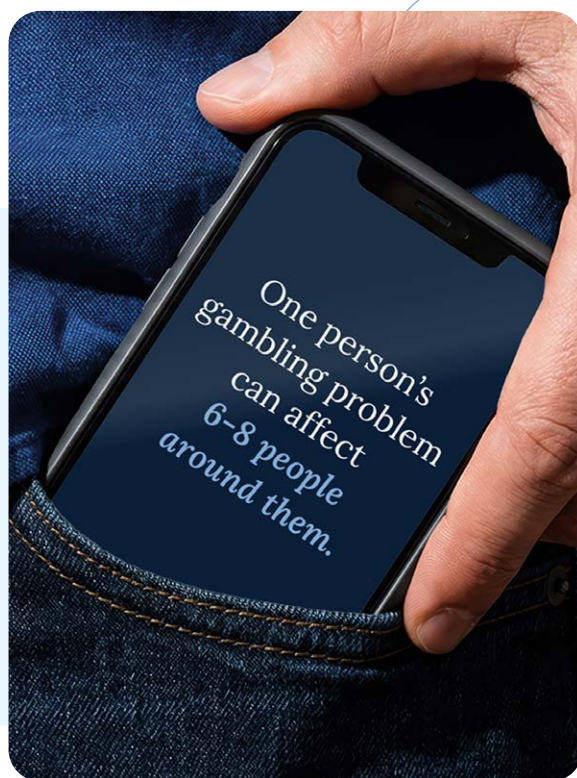
When Sam finally went looking for help, what he found didn't match the problem he was actually living. Therapy felt disconnected from the immediate crisis in front of him. A traditional support meeting felt built around another era of gambling, not a world of smartphones, online betting and financial risk available around the clock.

Neither option worked for Sam. And for years after that, he kept struggling, on his own. That experience left him with a question that would become the catalyst for Evive.

“

What happens to everyone else who goes looking for help and can't see themselves in what is available?”

-Sam DeMello
CEO & Founder



Meet Christina

Broke Girl Society



THE BROKE GIRL SOCIETY®

Christina Cook was living through something similar, a thousand miles away in rural Oklahoma. **For more than 15 years, she experienced gambling harm she couldn't talk her way out of and couldn't stop on her own.**

When she finally looked for support, she found a Gamblers Anonymous meeting, and walked into a room full of men. Not because women don't experience gambling harm, but because almost nothing in the recovery world had been built with them in mind. She didn't see herself in that room, and she left without the connection she'd come looking for.

So Christina started talking about her own experience anyway, first on Instagram, then to whoever was listening. Other women recognized themselves in what she wrote, and a community built itself around her. That community became The Broke Girl Society, a peer-led network and podcast that today reaches thousands of women. They're growing fast, and navigating the same gap Christina found empty.

As a parent and San Francisco high school teacher, Kim Freudenberg found out her son Kurt was struggling with gambling the way most parents do: too late, and almost by accident.

There was no bottle to find, no paraphernalia, no smell on his clothes, just a teenager on his phone, the same as every other teenager. By the time Kim understood what she was looking at, gambling had already taken over nearly every part of Kurt's life.

She looked for someone who understood. She had talked to her kids about drinking and about drugs, the things every parenting book covers. Gambling wasn't in any of them. The advice she got from other parents amounted to, tell him to stop, as if she hadn't tried.

So Kim helped build what she couldn't find: Parents Standing Together, now an independent 501(c)(3) serving parents living through the same shock, confusion, and isolation she experienced. Kim and her son Kurt have since told their story publicly, including with NBC News, because Kim believes the only way to fight something built on silence is to stop being silent about it.

Meet Kim

Parents Standing Together



Parents
Standing
Together
Youth Gambling Real Risk, Real Support

Three very different lives, facing different gaps. All three follow the same pattern: **they searched for support they could not find, so they built it.**



Our Mission

Empowering individuals and communities with evidence-based digital tools and local support connections for healthier relationships with gambling, from prevention through recovery.

Our Vision

A world where everyone affected by gambling has immediate access to support that honors their goals, respects their dignity, and adapts to their journey.

The Evoke Foundation's long-term ambition is broader than any one program: to build a comprehensive system of care for anyone experiencing gambling-related harm. It is a complex problem, but one we are uniquely positioned to solve.

That system needs:

- ✓ Equitable access, so support becomes available regardless of where you live or how much money you have in your bank account.
- ✓ Human connection, because gambling problems breed isolation and loneliness, and these lead to the worst outcomes of all, including the highest suicide rate of any addiction.
- ✓ Professional pathways for people with lived experience, because the power to solve this at a national scale is in peer support, combined with clinical intervention.
- ✓ Support for family and friends, because they are in the best position to help, and are suffering too.
- ✓ Earlier intervention, as gambling harm is progressive, and the earlier we catch it the easier it is to help.
- ✓ More recognizable stories, to break the stigma and shame that keep the vast majority of people experiencing harm from reaching out for help.
- ✓ Evidence strong enough to change how the system funds what works.

We live our mission through 5 core values

1

Dignity by default.

Every interaction preserves and enhances human dignity. No labels, no judgment, no prerequisites.

2

Evidence over opinion.

Science and data guide our decisions. All interventions are grounded in research and continuously measured.

3

Radical accessibility.

Support should be available to everyone, everywhere, always, free of cost, appointments, or waitlists.

4

Authentic understanding.

Lived experience plus professional expertise creates transformative solutions. Our leadership includes people in recovery themselves.

5

Ecosystem thinking.

Gambling affects systems, not just individuals. We amplify existing support rather than replacing it.

Evive built a *different* front door

Evive began with a simple premise: **support works better when it meets people where they are**. Evive is a private support platform. It meets people on their own time, without requiring a label, and supports different goals: stopping gambling, managing it more intentionally, or finding help as a family member or friend.

Like the problem gambling helpline, it is completely free for anyone who needs help, regardless of where they live. It also connects people into the help system that may already exist in their communities: counselors, helplines, treatment programs, and public-health resources that states have already built. Evive was not designed to replace that system. It was designed to make more of it reachable, and to help states modernize it with better access, useful data, and lived experience.

Evive's own data shows that people will engage when support fits their lives, and removes the barriers to access. To date, with no paid marketing, Evive has been downloaded by more than 10,000 people from all 50 states and 38 countries around the world. Unlike traditional options like GA, the member base of Evive is demographically and geographically diverse. Young men, older women, people in insulated cultural communities who typically don't seek support through the public health system all find the support they need, on their own terms.



Challenges We Face

Access matters, but it is not the only missing piece. Four gaps stand between the system that exists today and the one people actually need:

- ❗ **Access is determined by geography.** Most states dedicate little or no public funding to gambling harm services. Where someone lives should not determine whether meaningful support is available to them.
- ❗ **There is almost no path into paid peer work.** People with lived experience who want to support others have almost no pathway to training, certification, or paid work.
- ❗ **Most people never see their own experience reflected anywhere.** People respond to lived experience that resonates with their own, not stale public health messages.
- ❗ **Family and friends have nowhere built for them.** Partners, parents, children, and friends carry financial, emotional, and relational consequences of their own, with comparatively little infrastructure designed specifically around what they need.



Our Vision, in One Line

Where someone lives, what they've been through, or who else is affected alongside them should never determine whether they can get support.

Solutions and Key Areas of Investment

The Evive Foundation is seeking \$1.5 million for an initial 18- to 24-month Phase 1 focused on four areas, one matched to each challenge above. Rather than spread early philanthropic capital thinly across the Foundation's full portfolio, Phase 1 takes four parts of the model far enough to launch, measure, and report.

1

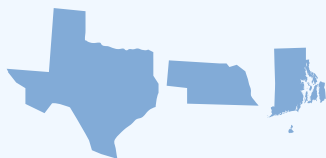
Expand access where public funding falls short — \$650,000

The premise is straightforward: Where someone lives should not determine whether meaningful support is available.

Equitable access in Phase 1 starts with a Global Access Fund, keeping Evive free for the 7500+ members already using the platform in states without a paid contract, with room to grow to 25,000 sponsored users worldwide.



It also includes three targeted state partnerships in places with little or no dedicated public funding for gambling harm services. At roughly \$150,000 per state, the investment covers implementation and customization, state onboarding, coordinator setup, content localization, and an initial community outreach effort.



Year 1 states are confirmed: Texas, Rhode Island, and Nebraska, chosen in part because of existing relationships that are ready to move quickly.



What Gets Built:

A transparent way to fund access where no contract exists.



What Phase 1 tests:

Demand, engagement, reach, and the real cost of sustaining access across unfunded communities.



What the proof could unlock:

Recurring philanthropy, sponsorship, or a public funding pathway that no longer depends on Evive Inc.'s subsidy.

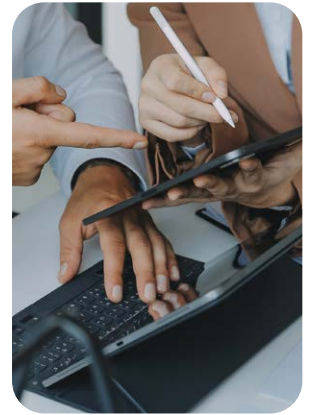
2

Turn lived experience into support infrastructure — \$180,000

We all built something because we could not find what we needed. The Foundation's goal is not to wait for the next person to have to do the same.

Phase 1 focuses on certifying people with lived gambling-harm experience as peer specialists, and putting them to work through the Evoke Community Platform. This funds 3 fully certified International Gambling Peer Recovery Specialists (IGRS), covering the course fee and a living-wage stipend for the required 100 hours of volunteer practicum.

It also creates paid opportunities for them to provide peer support through the Evoke Community Platform.



What Gets Built:

The first cohort and a repeatable pathway into peer work.



What the proof could unlock:

A larger paid workforce and a case for reimbursement or public adoption.



What Phase 1 tests:

Completion, supervised delivery, participant experience, and the cost of creating paid capacity.

3

Reach more people — \$170,000

People often recognize themselves in another person's story before they recognize themselves in a public health message. Christina's experience is one example. **She could not find enough spaces where women experiencing gambling harm could see and hear themselves**, so she created The Broke Girl Society. Her public work now uses peer connection and storytelling to make those experiences more visible.

Phase 1 is designed to create more opportunities for lived-experience voices to reach people on their own terms. The initial investment supports sponsorship grants for three to four independent creators, ongoing stipends for five to six lived-experience contributors, a media training cohort and part-time coordination to manage the network and track reach. The Foundation retains no editorial control over independent creators' work. That independence is part of what gives the work credibility.



What Gets Built:

An independent network of lived-experience creators and contributors, with training, funding and coordination to extend their reach.



What the proof could unlock:

A larger, durable storytelling network and a repeatable model for lived-experience-led outreach.



What Phase 1 tests:

Who these voices reach, how audiences engage, which approaches resonate, and what it costs to sustain the network without compromising editorial independence.

Support family and friends in their own right — \$500,000

Gambling harm does not stay neatly contained to the person gambling. Partners, parents, children and friends can carry financial, emotional and relational consequences of their own. Yet there is comparatively little infrastructure designed specifically around what they need.

The Foundation does not need to build all of the programs itself. Sometimes the stronger role is to fund organizations already doing something a digital platform cannot replicate.



Phase 1 provides two years of support to Parents Standing Together, the Foundation's first independent Family & Friends grantee. Its programs move families from first contact through education to ongoing peer community: Parents Navigating Together, Parents Learning Together, and Parents Rebuilding Together.

Year 1 funding supports organizational leadership and operations, parent programming, professional content production, and athlete-focused prevention work. Year 2 funding expands the work and is contingent on Year 1 reporting milestones.



What Gets Built:

Dedicated support and stronger organizational capacity for families and affected others.



What the proof could unlock:

Renewal, replication, and a case for broader public or philanthropic support of family-focused services.



What Phase 1 tests:

Who participates, how they engage, what changes for families, which parts of the model can be repeated, and what it costs to sustain them.

Phase 1 *At a glance*

The roadmap then moves in stages: \$5 million cumulatively by Year 3, \$13 million cumulatively by Year 5, as the Foundation proves the model and builds the case for what deserves to scale.





Ways to Give

Gifts of any size move this work forward. The Foundation is currently accepting donations through the following giving channels:

- ✓ Online donations at our website: EviveFoundation.org
- ✓ Check or wire transfer, payable to Legacy Global Programs (the Foundation's fiscal sponsor), with "Evive Foundation" noted in the memo.
- ✓ Donor-advised fund (DAF) grants.
- ✓ Gifts of appreciated stock or securities.
- ✓ Multi-year pledges, which allow the Foundation to plan Phase 1 and Phase 2 with confidence.
- ✓ Employer matching gift programs.

Let's Talk

This is a first proof point, not a finished plan, and we want it to be shaped by the people considering funding it. If any part of this raises a question, or you'd like to talk through how a gift could be structured, we'd welcome the conversation.

-Sam DeMello, Founder & CEO

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