



# CORPORATE SOCIAL RESPONSIBILITY

July 1, 2017 - June 30, 2018

## Overview

The mission of the Hoosier Lottery is to return maximum net income to the state in a socially responsible manner. Corporate social responsibility (CSR) is woven into every aspect of our organization’s vision, policies, and practices. Our CSR program is structured to take each business areas’ needs into account, including business impact, responsible gaming, community impact and environmental impact.

## BUSINESS IMPACT

In fiscal year 2018 the Hoosier Lottery achieved more than \$1.27 billion in total sales. This includes returning more than \$1.13 billion to the state to fund good causes in each Indiana county. In addition to giving back, the Hoosier Lottery is focused on retail recruitment, fostering employee diversity & engagement, and engaging in fair business practices.

The following numbers are part of the foundation from which the Hoosier Lottery operates its business:

### Hoosier Lottery Funds Disbursement July 1, 2017 – June 30, 2018



\* Advertising, Promotions, Game Expenses, Salaries, etc.

- An employee base of 239 talented and diverse individuals
- \$16m spent with Indiana Vendors
- \$996k spent with Minority & Women Owned Business Enterprises

## RESPONSIBLE GAMING

WORLD LOTTERY ASSOCIATION



CERTIFIED  
WLA RESPONSIBLE GAMING  
FRAMEWORK  
LEVEL 4 / VALID UNTIL 2018

Our Responsible Gaming (RG) program consists of a nine element framework that serves as the foundation of a cross-departmental effort to embed responsible gaming into all business areas. The responsible gaming framework and initiatives provide support in meeting our mission and business goals. In addition to a Corporate Social Responsibility Policy and Marketing Code of Conduct, we have created supplemental processes and guidelines that have assisted efforts to continuously improve our program

In FY 2018, we continued to strengthen our existing program and develop new initiatives. We advanced the creative strength of our gift responsibly campaign and promoted our financial literacy course during Problem Gambling Awareness Month. We also completed the Positive Play Survey and identified program improvements based on the results.

# COMMUNITY IMPACT



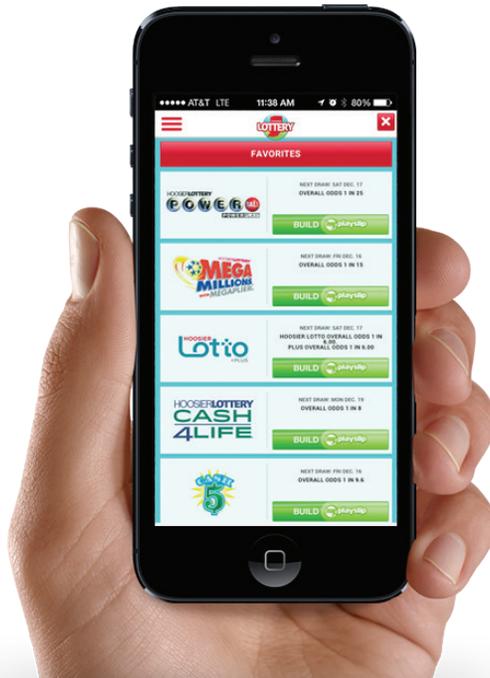
We strive to be a valuable and active part of the communities we touch and engage with a diverse group of people. We support local business associations and non-profits, and work with those who promote civic engagement through employee volunteer and giving programs, local sponsorships, and sporting events.

**We count the following as part of a successful community program:**

- **Sponsorships, Contribution, & Memberships:** \$1.1m
- **Financial Literacy:** 85% of participants had never taken a personal finance course before
- **Community Service:** Employees contributed 102 hours of volunteering

# ENVIRONMENTAL IMPACT

It is important for us to be responsible corporate citizens and work toward minimizing our environment impact on the state. We work to educate our players on green initiatives such as recycling unwanted tickets and replacing paper playslips with the digital myPlayslip feature on the Hoosier Lottery app. Our myPlayslip offering is growing with 122k wagers in FY 2018.



CORPORATE SOCIAL RESPONSIBILITY FY 2018

