



CORPORATE SOCIAL RESPONSIBILITY ANNUAL REPORT FISCAL YEAR 2023

The mission of the Hoosier Lottery is to return maximum net income to the state in a socially responsible manner.



Our Mission

The mission of the Hoosier Lottery is to maximize net income to the state in a socially responsible manner. Since 1989, the Hoosier Lottery has contributed more than \$7 billion to good causes and provides annual contributions of \$30 million to local police and firefighters' pensions and \$30 million to the Teachers' Retirement Fund and the remaining dollars to the Lottery Surplus Fund.

About the Hoosier Lottery

The Hoosier Lottery is the official State Lottery of Indiana, headquartered in the capital city of Indianapolis, with regional offices in Mishawaka (northern) and Evansville (southern).

The Hoosier Lottery consists of two organizations that work together to ensure the optimal performance of Lottery operations. This unique structure is the result of an Integrated Services Agreement between the State Lottery Commission of Indiana and IGT Indiana. The Commission maintains control and oversight over all Lottery operations and is responsible for accounting, prize payment, security, retailer payment, and retailer licensing. IGT Indiana is responsible for sales, marketing, product development, distribution, and corporate social responsibility. In compliance with Indiana State law, we sell Lottery products to adults 18 or older in approximately 4,400 licensed retailers in all 92 counties. The Hoosier Lottery offers an array of Draw, Scratch-off, and Fast Play games. Information about all games, including odds and the number of prizes claimed, is on the Hoosier Lottery website at HoosierLottery.com.



Our Corporate Social Responsibility Program

Our Corporate Social Responsibility (CSR) program is comprised of three pillars: Responsible Gaming, Engagement, and Responsible Practices. We have a dedicated team of employees managing our CSR program and vet our goals and initiatives internally through a CSR Advisory Board consisting of senior leadership from the State Lottery Commission of Indiana (Commission) and IGT Indiana.

Corporate Social Responsibility Advisory Board



RESPONSIBLE GAMING

Responsible gaming is the social responsibility initiative that gaming industry providers (like us) utilize to ensure the integrity and fairness of operations and promote awareness of gambling-related harms. The Hoosier Lottery has a nine-element responsible gaming framework ranging from tools for players to training for employees and retailers.

The Hoosier Lottery's dedication to our responsible gaming program is reflected in our Level 4 Certification with the World Lottery Association (WLA), the highest level of responsible gaming certification possible within our industry. The recertification process occurs every three years, and in fiscal year 2022, we achieved certification for the third time, valid through 2024. The pathway to certification is to demonstrate continuous improvement in each program area.



**CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2024**

Player Education

Our responsible gaming education program is called Positive Play, and we have developed a practical and diverse toolbox to communicate with our players.

We share Positive Play information and tools through the following channels:

- Communication campaigns via social media, notifications within the free Hoosier Lottery mobile app, point-of-sale advertisements at retail, billboards, Draw station interviews and public service announcements, and radio
- Positive Play information and interactive resources on HoosierLottery.com and the free Hoosier Lottery mobile app
- Display “Did You Know?” responsible gaming fliers at all retail locations
- In-person appearances at sponsor events, retailer promotions, and meetings with beneficiaries



We develop and launch public awareness campaigns aligned with national programs each year. In FY 2023, we promoted the American Gaming Association's Responsible Gaming Education Month (RGEW) to our players and employees. In the winter months, we supported the National Council on Problem Gambling's (NCPG's) Gifting Responsibly message and extended our communication beyond the holiday season with social media posts throughout the year for other occasions such as Valentine's Day.

In March, we launched our support of the NCPG's Problem Gambling Awareness Month (PGAM) campaign with new online educational tools we call “flip tips,” as well as an easier-to-use Track Your Play Calculator. In April, for Financial Literacy Month, we promoted a brand new Financial Wellness Video, and updated our Positive Play Quiz. This past year, we had more than 76,000 visits to our various Positive Play pages on HoosierLottery.com.



Positive Play video views through June 30, 2023

Understand Odds	Gambling Myths	Spending Limits	Responsible Gifting	Financial Wellness
1,150	615	478	490	230

FY 2023 Social Media Engagement

	Gift Responsibly Campaign	Responsible Gaming Education Month	Problem Gambling Awareness Month	Financial Literacy Month
Impressions:	3,422,152	523,000	1,423,698	2,312,403
Reach:	1,393,939	1,800	1,171,656	1,473,254
Spend:	\$10,650	Organic only	\$3,750	\$7,000

We partnered with the Hoosier Lottery promotions team throughout the year and strategically attended events with them, aligning with our campaign months like PGAM and RGEW. We displayed special Positive Play signage, conducted giveaways, including lanyards, and enjoyed meeting folks at the following events:

- Indianapolis Colts
- Fort Wayne Komets
- Greening of the Canal in Indianapolis
- Walmart Ambassador Events with our Sales Team



for those who've won \$1 to more than \$50,000. There's much to consider for those with significant winnings, so we have FAQs and resources to help them find financial literacy information, legal advice, and tax assistance.

This year alone, we gave away more than 20,000 educational responsible gaming Scratch-off cards at various events.

We also promoted Positive Play messaging to our winners. We created a new Winner's Guide available online and in hardcopies for winners who claim their prizes in person at our Indianapolis headquarters location. This guide has helpful steps



Game Design

The Hoosier Lottery centers its responsible gaming approach to game design on identifying potential risks and applying mitigation strategies to our game portfolio. We want to produce games that players will find fun and entertaining and will create lifelong players who spend what they can afford on our games as entertainment. With those goals in mind, we assess the risks of our games during their design phase using two separate tools. The first tool is Game Design Assessment on DigitalRG using the ASTERIG (Assessment Tool to Measure and Evaluate the Risk Potential of Gambling Products) methodology developed by Dr. Franz W. Peren, professor of management sciences at the University of Applied Sciences, Hochschule Bonn-Rhein-Sieg, in Germany. ASTERIG looks at the structural characteristics of a game and includes things like prize structure, frequency of play, odds, near wins, etc. Our second tool, the Product and Communications Visual Assessment, checks images and words in games and ads for player safety. It gives real-time feedback and generates a final report before game production. We use the Hoosier Lottery's Marketing Code of Conduct and responsible gaming best practices as a benchmark.



This year, the Hoosier Lottery launched 43 Scratch-offs which varied in pricing from \$1 to \$50 per game. All of our games went through our two-tool review process, and our responsible gaming commitment is to not produce any games with a "high risk" rating. Out of our 43 games, 24 were rated as low risk, and the remaining 19 games were rated as moderate risk.



Case Study

This past year was unique as we introduced a new Draw game into the market called Cash POP™. While other state lotteries offer Cash POP, Indiana's Cash POP game and prizes are specific to the Hoosier Lottery (unlike Powerball and Mega Millions). And while IGT PLC created the game and held the license, the Hoosier Lottery was free to create the game parameters including odds, drawings, and prizes. Additionally, we were allowed to create a unique logo, brand identity, and creative marketing support utilizing our Marketing Code of Conduct.

Before launching Cash POP, we conducted customer testing through our market research department. The game was evaluated using our assessment tools, ASTRIG and the Visual Assessment, and was found to have a low-risk score with no responsible gaming risks identified. This is mainly due to the low prize amounts and wait time between drawings. Moreover, the game and logo design were devoid of any cartoonish elements or anything that would require mitigation or redesign, which contributed to the low-risk score. The CSR staff was also included in the analysis and approval of the game, including its playslip design.

The launch of the new game was supported by a marketing campaign across various channels. As part of this campaign, a mascot was created for the game. Different versions of the mascot were proposed, and some included faces. However, in the end, a version without a face was chosen to minimize the risk of attracting minors. The intention was to create an object rather than a character.



Advertising and Marketing

The Hoosier Lottery's advertising and marketing communications are the primary conduits of our brand and products to the public. The Hoosier Lottery advertises across various channels, and we follow a combination of policies, procedures, and guidelines to help ensure that we consistently communicate responsible gaming principles and operate in a socially responsible manner. Our program includes our Marketing Code of Conduct, marketing compliance processes and assessments, and brand identity development and communications.

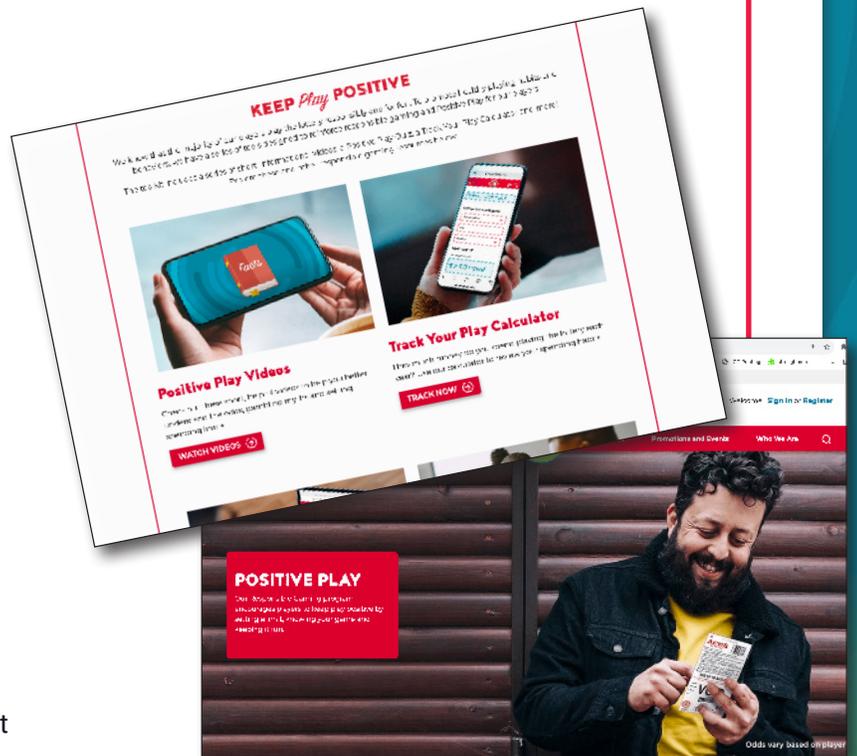


We put all our marketing campaigns through a Visual Assessment that applies our Marketing Code of Conduct to a series of questions to help identify risk and provide mitigation processes for visual imagery and wording. It looks at the campaign elements and the words, symbols, and artwork used, and the tool provides real-time feedback. We launched 11 marketing campaigns this year, all of which went through the Visual Assessment process.

In addition to assessing 11 advertising campaigns, the marketing team has begun to apply the same review process to its digital promotions, such as myLOTTERY NASCAR Powerball Playoff, a no purchase necessary promotion.

The Hoosier Lottery uses market research via a player segmentation analysis to help us develop messaging to best fit the various player segments. This year, we wanted to apply that same idea to responsible gaming messaging. We started that initiative by adding a segmentation analysis to our annual Positive Play Scale survey. The analysis showed which player segments had high levels of positive play and where some player segments might benefit from increased Positive Play messaging. In FY 2024, we will use those results to better inform our media buys so that specific player segments are more likely to hear specific Positive Play messaging.

The marketing team and its agencies support developing and rolling out various responsible gaming-themed campaigns and player messaging throughout the year. Additionally, they continue to help refine Positive Play messaging and tools online at HoosierLottery.com. The NCPG recognized our work at its annual conference for the "Best Corporate Website."



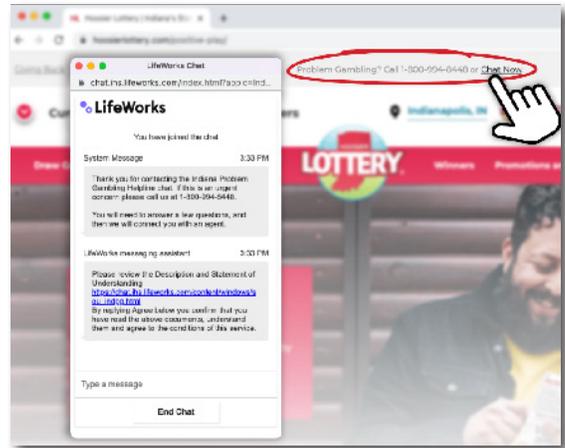
Treatment Referral

Treatment referral is an integral part of our responsible gaming program in Indiana, and it's a way for players and the general public to access care and services if they experience problem or disordered gambling. The Problem Gambling Helpline (Helpline), operated by the Indiana Division of Mental Health and Addiction, is available 24 hours a day, seven days a week. Master's degree-level counselors staff the Helpline, perform crisis management, and connect players to resources in their areas.

It's available to our players via:



- Toll-free Helpline 1-800-994-8448
- "Chat Now" at HoosierLottery.com
- Text INGAME to 53342
- By transfer from our customer service line



The Problem Gambling Helpline number is a part of our Responsible Gaming Logo, which appears in player-facing and retailer-facing communication channels. Additionally, we equip our retailer terminals with a Terminal Referral button. This tool lets retailers discreetly provide customers with a printed referral to the Helpline.



In the past, we have only included the 1-800 number in our communications, and in 2023, we introduced the text option into our ribbon logo for use in digital promotions for PGAM and Financial Literacy Month (FLM). Since so many players use their mobile phones to access our information through digital communications, we wanted to promote a user-friendly option for players to access the Helpline.



Responsible Gaming Logo Recognition/Quarterly Survey

FY 2021	FY 2022	FY 2023
51.5%	57%	59%

Treatment Referral Method Usage

	FY 2021	FY 2022	FY 2023
Clicks on Chat Now	5,444	4,984	2,167
Customer Service Call Transfers	1,597	1,400	1,213*
Terminal Button Pushes	19,430	10,158	11,641

*No data for May

Employee Program

We design our employee program to ensure all departments understand the principles of responsible gaming so that they may perform their job duties in a socially responsible manner. Our knowledge-based training focuses on employee-related responsible gaming concepts and problem gambling signs and symptoms. We have several levels of training, including new employee training as well as refresher training every three years for all employees. We also customize our teaching based on specific roles, from brand marketing to product design and sales, using the key components of our Marketing Code of Conduct.

In addition to formal training, we provide continual education throughout the year through a series of communications via our CSR newsletter, lunch and learns, as well as leveraging national campaigns like Problem Gambling Awareness Month and Responsible Gaming Education Month.



Because of our commitment to employee training, we wanted to develop a strategic plan that outlines all the types of training by team and/or situation. This past year, we created a specialized Marketing Code of Conduct training for each department and further customized it by individual teams. For example, our marketing department has various teams, so we wanted to make sure to include examples pertaining to each of them. The examples shared with the digital and advertising teams differed from those shared with the promotions and PR teams. We have learned over the years that the one-size-fits-all approach may not resonate with everyone, so we wanted to share information directly applicable to their day-to-day work.

In addition to Marketing Code of Conduct training, we focused on holiday campaign training, especially with our advertising agencies. Holiday imagery can be tricky as some graphics and designs appeal to those under 18, while other icons and symbols can have a more religious emphasis. We talked through scenarios to help the creative teams better understand our code and discuss mitigation ideas.

Understanding our compliance with the Marketing Code of Conduct, as well as internal review and approvals, is critical to a successful process. Therefore, this year, we formalized our compliance process in a document to use as a training tool for existing and new marketing employees and held sessions in the fall of 2022.

The sales team is our front-line representation to more than 4,400 retailers across the state of Indiana, and it's critical that responsible gaming is at the forefront of their interactions with our retail partners. The sales team meets monthly, and the CSR team has the opportunity to present to them throughout the year on specific topics, such as:

- Underage Play Prevention
- Train the Trainer preparation for retailer training
- Signs of Problem Gambling

Each year, one of our largest sponsor activations occurs during the Indiana State Fair, and many employees volunteer to sell tickets and interact with players for other games and prizes. In addition to the general training, employees who work during the Fair also receive specific responsible gaming training that focuses on:

- Underage play prevention and checking IDs
- Talking points to address questions from adults with children
- Spotting the signs of problem gambling and how to refer to treatment

Retailer Program

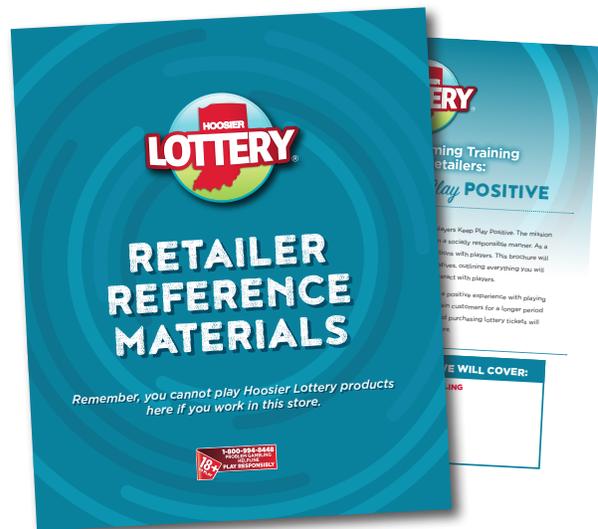
The Hoosier Lottery licenses more than 4,400 retailers to sell tickets to players, and they are located in every county across the state. In addition to training on how to use our equipment and how the games are played, we train all retail locations on responsible gaming. The focus of the training includes:

- Underage play prevention
- Spotting the signs of problem gambling
- Treatment referral via terminal tickets with the Problem Gambling Helpline number
- Remote shut-off for self-service vending machines

The Hoosier Lottery sales staff visits retailers regularly in person, and we also communicate with them monthly via our Retailer Playbook, which always includes a responsible gaming message.

This Year

In addition to our strategic training plan for employees, we developed a similar plan to map out the training for our retailers. One of our WLA commitments is to provide responsible gaming training to each retail location every three years, internally known as triennial retailer training. To execute, we developed a “train the trainer” program and training guide along with a short video and quiz that all sales reps were trained and equipped with. We even surveyed our employees for feedback on their training and had 47 responses. Over two months in early 2023, our sales staff trained 100% of their retailers. They left behind a hardcopy training guide and a branded Hoosier Lottery folder to keep near the retailer’s point of sale. For retailers who answered incorrectly, our sales team followed up with additional training for 100% of those locations.



New this year, we launched a positive-incentive mystery shopper program as part of the sales team’s “Fresh Eyes” initiative. Fresh Eyes deploys the sales management team to a sales territory of retailers without prior notice to ensure retailers’ compliance on advertising displayed and the general appearance of Lottery assets. This year, we incorporated speaking with the retail staff on preventing underage play and asking them three responsible gaming questions. The sales management team recorded answers for each location via Sales Wizard, the sales management software:

- Does the retailer know the legal age someone must be to buy Lottery tickets at their self-service machine(s)?
- Does the retailer know what to do if they see someone who looks underage at the self-service machine?
- (Bonus Question) Does the retailer know what to do if someone has already purchased a ticket on a self-service machine who is underage and they catch them at the end of the sale?



This Year

Of the 127 participating retailers, 96% scored correctly on the two required questions. Those retail stores scoring 100% received a certificate of recognition, many of whom proudly posted it in the store. For those retailers who did not get the questions correct, sales management reviewed the correct answers with them and provided them with a paper flier explaining the right answers.

We identify a sample of locations for yearly Hoosier Lottery vending machine compliance checks. The CSR team visited 49 retail locations with self-service vending machines in early summer. The checks looked for:

- Machines within sightlines of cashiers and/or customer service desks
- Availability of Responsible Gaming brochure

If there are any concerns about the placement of the machines, the CSR team works closely with the sales team to correct any findings.



Research

The Hoosier Lottery research program contains four core components: Market Research, Positive Play Scale (PPS), Research Grant Programs, and Other Research on Related Topics.



This Year

Market Research includes our quarterly survey of players and non-players and an online player group to help us better understand how the public views the many facets of our business. We ask a series of the same questions quarter by quarter and monitor results. We expect slight fluctuations over the years and pay closer attention if favorable metrics drop, as those may be indicators to change a process or mode of communication. In the fourth quarter of FY2023, we changed survey vendors from Ipsos to Leger, and we noticed some variances in responses due to a new pool of respondents from the new vendor.

Questions	FY21	FY22	FY23
The Hoosier Lottery markets its games to adults only	65%	68%	68%
The Hoosier Lottery is respectful to all ethnic groups/diversity	63%	64%	65%
The Hoosier Lottery markets its games to people of all income levels	60%	62%	63%
The Hoosier Lottery publishes the gambling addiction helpline number	63%	67%	67%
The Hoosier Lottery communicates the overall odds of each game	60%	62%	62%
The Hoosier Lottery promotes responsible gaming	58%	61%	61%
The Hoosier Lottery actively discourages underage play	57%	59%	60%
The Hoosier Lottery markets its games in a socially responsible way	54%	56%	57%
RG Logo Recognition	52%	57%	59%
RG Brochure Awareness	56%	59%	53%



This Year

Annually, we gauge our players' gambling knowledge and safe-play habits through the Positive Play Scale, a survey designed by researchers to measure players' self-reported gambling beliefs and behaviors. The results of that survey, conducted with our online player panel, inform the programs

we develop and the resources we create. In the fall of 2022, we surveyed 824 respondents, nearly twice the number in past years. Additionally, we applied our segmentation to these groups, allowing us to further define potential audiences for more direct responsible gaming messaging.

In all categories other than gambling literacy, we scored more than 90%. Because of the lower gambling literacy scores, we developed more Positive Play tools to help educate players.

The Hoosier Lottery continues to conduct outreach promoting grant funding for responsible gaming/problem gambling research as well as professional development grants for the treatment community. We awarded two Conference and Professional Training grants to attend the NCPG Annual Conference in

July 2022 and a third grant to attend the Glasser Institute for Choice Theory . Grants totaled \$4,446. We partner with the Central Indiana Community Foundation to help administer this program.

Our other partner is the International Center for Responsible Gaming (ICRG), which administers two research grant programs funded by the Hoosier Lottery. The ICRG awarded one Small Research Grant to the sponsoring institution of the University of Maryland, Baltimore. The Hoosier Lottery awarded one Student Research grant to a PhD candidate at McMaster University.

As a benefit of our partnership with ICRG, we consulted with Dr. Michael Wohl and the ICRG executive director, Chris Reilly, as part of a third-party review of the Hoosier Lottery responsible gaming research program. Based on our conversations with ICRG, they recommended combining the Small Research Grant and Student Research Grant into a larger funded Research Seed Grant, a program we implemented at the beginning of FY2024.

Positive Play Scale: Subscale Averages

	FY 2021	FY 2022	FY 2023
Honesty and Control	95.3%	94.7%	91.1%
Pre-Commitment	93.1%	93.9%	91.9%
Personal Responsibility	97.6%	97.5%	97.2%
Gambling Literacy	88.8%	88.4%	86.8%

Research Grant Program
Supporting Professional Development and Research in the Realm of Problem Gambling

GRANT OPPORTUNITIES

- Conference and Training Grants
- Research Seed Grants

Learn more about our grant program here:

1-800-994-3448
PROBLEM GAMBLING
HELP LINE
PLAY RESPONSIBLY

HOOSIER LOTTERY

Responsible Gaming Stakeholder Engagement

The Hoosier Lottery believes engagement with various stakeholder groups is critical to our larger work within the community. The feedback we receive and the ongoing dialogue that fuels our continuous improvement are essential to program and policy development, especially around responsible gaming. The success of our program relies on strong relationships with our key stakeholder groups.



In recent years, we partnered with the Indiana Council on Problem Gambling (ICPG) to develop a Responsible Gaming Committee, a group of gaming operators from across Indiana. The group meets quarterly, and it's an opportunity to share ideas and best practices as well as get updates from ICPG Executive Director Christina Gray. A highlight of these meetings is the featured presenter, and this year included:

- Angela Bunton, Indiana Gaming Commission
- Laura Da Silva, Digital RG
- Christine Reilly, International Center for Responsible Gaming
- Joe Barrett, Boyd Gaming



Along with our partnership running the Responsible Gaming Committee for the ICPG, we like to show support in other ways. The Hoosier Lottery submitted award nominations for the ICPG via the National Council on Problem Gambling to recognize the organization during the NCPG's annual conference. The awards are voted on by board and committee members of the NCPG and are an opportunity to showcase the ICPG's hard work and dedication to problem gambling advocacy. The ICPG received "Best Affiliate Website" and "Affiliate People's Choice" awards based on nominations submitted by the Hoosier Lottery on July 22, 2022. We also enter the NASPL (North American Association of State and Provincial Lotteries) Annual Batchy Awards each year in the Responsible Gaming category.

Professional affiliations and memberships provide not only professional development opportunities for team members, but also platforms for us to present to others. This past year, we had the honor to present at the ICPG Fall Conference about the Hoosier Lottery's responsible gaming program as well as to the Multi-State Lottery Association about our Marketing Code of Conduct. Additionally, Sarah Taylor, Hoosier Lottery Executive Director, chairs the World Lottery Association's (WLA) Corporate Social Responsibility Committee.

Internally, we convene our CSR Advisory Board twice annually to review our past program results and highlight future planning. The meeting is an opportunity for leadership to provide valuable feedback as well as help guide future initiatives and set priorities.

Reporting and Measurement

We develop our goals and objectives through various planning initiatives, including an annual business plan and World Lottery Association deliverables. In addition, we use a materiality assessment and key performance indicators to help us decide what to report.

The Hoosier Lottery used Global Reporting Initiative (GRI) Standards to develop a framework for social responsibility reporting and to guide the analytics and discovery of key aspects. The Hoosier Lottery followed the process identified in GRI 1: Foundation 2021 and GRI 3: Material Topics 2021 to determine the main elements for the Corporate Social Responsibility Report. This process led to identifying areas of importance called *material aspects and boundaries*.

In addition to our GRI materiality assessment, we continually share information with and request feedback from our stakeholders to help hone our reporting methods and improve programs. The metrics we track allow us to create key performance indicators (KPIs) with objectives and goals attached to those KPIs.



Internally, we convened our CSR Advisory Board twice annually to review our past program results and highlight future planning. The meeting is an opportunity for leadership to provide valuable feedback as well as help guide future initiatives and set priorities. This group meets in January and July.

For the larger group of employees, we publish a monthly CSR Newsletter delivered electronically that provides important updates and information about all three pillars of the program. In June 2023, we switched to an email software program, Mailchimp that allows us to design our newsletters in a standard template and track openings and other important user information.

We also have an external stakeholder group, which includes our ICPG RG Committee participants, members of the treatment community, and our grant partners, and we update them twice annually.

- CSR Annual Report (January)
- Stakeholder Newsletter (July)

The intent of these communications is to keep interested groups updated with our work, metrics, and results.

Finally, responsible gaming certification is important to our work as it validates our efforts while inspiring us to continue being innovative. In addition to our WLA Level 4 certification, we have the NASPL/NCPG Responsible Gaming Verification Standards at the Sustaining (highest) Level. This certification lasts through December 2024.

STAKEHOLDER ENGAGEMENT NEWSLETTER JULY 2023

Greetings from the Hoosier Lottery
On behalf of the Corporate Social Responsibility team, we hope that your summer is going well and that 2023 has been a good year for you thus far. Please find this update on our Responsible Gaming program, including information that we hope is helpful to you in your own work.

HOOSIER LOTTERY RESEARCH GRANT PROGRAM

In partnership with Central Indiana Community Foundation and the International Center for Responsible Gaming (ICRG), in fiscal year 2023 we awarded three professional development grants, a student research grant, and a small research grant, for a sum total of \$34,399.46 distributed for grant funding.

Grants Awarded:

- \$5,000 to the Neuroscience Graduate Program, McKean University, Faculty of Health Sciences for research on the Relationship between childhood trauma and acute stress responses in gambling disorder
- \$24,952 to the University of Maryland-Baltimore School of Social Work for research on Assessing Risk for Problem Gambling Among Lottery Players: A Machine Learning Approach
- \$1,500 for travel to National Council on Problem Gambling Annual Conference, July 2022, Boston, Massachusetts
- \$1,446 for travel to National Council on Problem Gambling Annual Conference, July 2022, Boston, Massachusetts
- \$1,500 for travel to Glasser Institute for Choice Theory Training, July 2023, St. Louis, Missouri

New! Research Seed Grant
Upon the recommendation from our partner ICRG, we have combined our Student Research Grant and Small Research Grant categories into a single Research Seed Grant category which means an increase in the possible amount awarded. The Research Seed Grant program's objective is to build capacity and knowledge in the area of responsible gaming research and program development. Applicants may request up to \$35,000 in direct costs and up to \$5,000 in Facilities and Administration costs.
For more information, including instructions on how to apply before the September 1, 2023 deadline, visit [ICRG](#).

Remember that Professional Development and Training Grants are open year-round for application and use. For more information on eligible expenses or to apply, visit [ICRG](#).

TREATMENT REFERRAL: BY THE NUMBERS

Treatment referral is an integral part of our responsible gaming program in Indiana, and it's a way for players and the public to access care and services if they experience problem or disordered gambling. We have a program in place that refers players to the help they need when they need it. Our retailer terminals are equipped with a Terminal Referral button. This tool allows retailers to discreetly provide a printed referral to the Helpline to a customer. The Helpline is available via an online chat feature at [HoosierLottery.com](#). The Hoosier Lottery's customer service number also has the option to transfer to the Helpline if needed.

Our CSR Annual Report, published in February 2023, reported metrics for Fiscal Year 2022. The data below reflects usage during the second half of 2022.

Source	July	August	September	October	November	December
Terminal Button (total pushes)	1258	1063	866	1043	737	649
Chat Now (total engagements)	135	162	135	142	150	204
Customer Service Line (total calls)	165,035	153,970	144,808	156,389	160,029	149,960
Customer Service Line (calls transferred to hotline)	115	115	105	120	109	114

The Problem Gambling Helpline number is a part of our Responsible Gaming Logo, which appears on all games and marketing materials that players encounter. In March 2023, we used an updated Responsible Gaming Logo that uses the text feature rather than a phone number on all digital marketing assets.

1-800-988-6449
PROBLEM GAMBLING HELPLINE
PLAY RESPONSIBLY

Community and Employee Engagement

Corporate Social Responsibility incorporates how a company engages with its employees as well as the community it serves. Engagement involves service, education, and fellowship and can take diverse forms, including volunteerism, philanthropy, and educational opportunities.

This Year

We continue to find tremendous value in connecting our employees to the community, whether it's through our sponsorship partnerships, beneficiary group affiliations, or with local nonprofits. We also balance this community focus with industry information as a form of professional development. In addition to the CSR team, we rely heavily on our CSR ambassadors from several departments across the organization. One of our more popular engagement tools is the virtual "lunch and learn," and this year, we provided several opportunities for employees to learn and grow:

- Emily Weikert Bryant, Feeding Indiana's Hungry
- In partnership with IndyHub, a Cross-Generational Leadership panel including Indiana Sports Corp's Sarah Myer, Pacers Sport & Entertainment's Meahgan Banks, Leadership Indianapolis' Rebecca Hutton, Indianapolis Motor Speedway's Luisa Macer, and Vera Bradley's Lanitra Berry
- Positive Play Scale Research results with staff members Kate Carlson and Jason Rohdy
- Spotlight on our Beneficiaries with Tony Murray of Professional Firefighters of Indiana, moderated by staff member Jared Bond
- The Power of Community Engagement with Indiana Sports Corp's Ashleigh Newbold, Rachel Frank, and Julia Martinez

In addition to the lunch and learns, we activated our staff through a series of engagements, including:

- Indy Mutt Strutt participation (staff and their dogs)
- Zoo Boo volunteering at the Indianapolis Zoo
- International Olympic Day with Teacher's Treasures
- Journey to Black History Month engagement program and photo contest
- Go Multi-Model in May engagement program and photo contest to promote sustainable transportation
- We celebrated our employees with three "appreciation weeks"
- We held three philanthropic drives, including a food drive in support of Veterans Day via Feeding Indiana's Hungry food drive, a Toys for Tots toy drive, and a Re-Read and ReUse book drive in honor of Earth Day



This Year

Through our sponsorship and public relations efforts, the Hoosier Lottery has a strong presence statewide. In FY 2023, we spent more than \$1.3 million on sponsored events. In addition to fun promotional activations, we celebrated Hoosier Heroes and Beneficiary groups at numerous events. Some of our promotional partners include:

- Indianapolis Colts
- Indiana Black Expo
- Indiana Pacers
- Indiana State Fair
- Salem Speedway
- Marshall County Blueberry Festival
- The Mill in Terre Haute
- Three Rivers Festival in Ft. Wayne
- Lafayette Aviators



Sarah M. Taylor, Hoosier Lottery Executive Director, is continually sharing the news and benefits of the Lottery in the community. Some of her engagements included:

- Opening Ceremony of the Circle of Lights on Monument Circle
- Presenting to the Indiana Retired Teachers' Association
- Celebrating the Greening of the Canal for St. Patrick's Day
- Election to NASPL president (term began October 2022)



State Lottery Commission of Indiana employees gave \$6,013 through the State Employees' Community Campaign. As part of IGT Indiana's commitment to the Hoosier Lottery and the State of Indiana, it donated \$68,460 in charitable contributions to organizations such as New Hope of Indiana, Indianapolis Urban League, and Little Wish Foundation.



Responsible Practices

For more than 30 years, Hoosier Lottery funds have supported local police and firefighters' pensions, the Teachers' Retirement Fund, and the Lottery Surplus Fund. The Indiana General Assembly has established an annual disbursement of \$30 million to local police and firefighters' pensions, \$30 million to the Indiana Teachers' Retirement Fund, and the balance of surplus revenues to the Lottery Surplus Fund.

Additionally, we make efforts to support minority and women owned business enterprises, and our sustainability activities showcase our support of these important endeavors.



By the Numbers

- In FY 2023, \$370.2 million in total contributions to the State of Indiana
- Since 1989, more than \$1.0 billion to the Teacher's Retirement Fund, \$820 million to police and firefighters' pensions, and \$5.5 billion to the Lottery Surplus Fund
- In FY 2023, more than \$2.8 million to minority and women owned business enterprises (MWBEs)

MWBEs Dollars Spent	
Commission	\$114,586.16
IGT Indiana	\$2,431,574
IGT PLC in Indiana	\$271,604.95
Total	\$2,817,765.11



Sustainability in FY 2023

A benefit of the Hoosier Lottery app is the digital playslip called myPlayslip. It's not only convenient for our players, but it also reduces our reliance on paper. Each year, we see significant increases in its use.

As our sales grow, our paper usage increases with the total production of Lottery products. We are committed to using 100% recyclable material for printing our tickets and playslips. We encourage players to recycle by including the recycling symbol on all tickets and playslips. Moreover, all of our products use ink that contains no volatile organic compounds.

We use paper products to promote our tickets in 4,400 retail stores across the state. In FY 2023, we used approximately 51 metric tons of paper for creating point-of-sale advertisements and marketing materials for our retail locations. The majority of our advertising and promotional materials (about 56%) are printed on recycled paper using 100% green energy. Additionally, all ink used to print POS advertising materials free of volatile organic compounds.

myPlayslip Usage

	Wagers	Percent Increase
FY 2021	316,363	67%
FY 2022	397,351	26%
FY 2023	560,118	41%

Game Type Paper Usage (in Metric Tons)

	FY 2021	FY 2022	FY 2023
Scratch-offs	869.9	1,003.6	885.9
Draw and Fast Play	196.8	197	207.3
Total	1,066.7	1,200.6	1,093.2



Please contact socialresponsibility@HoosierLottery.com if you have any questions or comments regarding this report.

