



CORPORATE SOCIAL RESPONSIBILITY ANNUAL REPORT FISCAL YEAR 2024

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, \$30 million to the Teachers' Retirement Fund, and the remaining funds 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 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 more than 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 consists 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 first pillar of our CSR program. Within our Responsible Gaming pillar, the Hoosier Lottery has a nine-element responsible gaming framework ranging from tools for players to training for employees and retailers. It includes a set of practices and initiatives that gaming industry providers (like us) utilize to ensure fairness and integrity of operations and promote awareness of the potential risks associated with gambling.

Our 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 we submitted our most recent application on September 17, 2024. On December 10, 2024, the WLA awarded our recertification, which supports our efforts to demonstrate continuous improvement in each program area.

Player Education

Our responsible gaming program is called Positive Play, and we have developed a diverse and growing library of resources for our players to utilize. Our players access these resources through several channels, including:

- Advertising and 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
- Responsible Gaming fliers at all retail locations
- In-person appearances at sponsor events, retailer promotions, and meetings with beneficiaries

This Year

Each year we develop advertising and communication campaigns to promote our Positive Play program to players. We support two national campaigns from the National Council on Problem Gambling including Gift Responsibly in November and December, as well as Problem Gambling Awareness Month in March. We also continue to promote the American Gaming Association's Responsible Gambling Awareness Month in September, and financial wellness during Financial Literacy Month in April. In addition to campaigns, we continue to create new tools, enhance existing tools, and engage with the community through sponsored events.

Throughout FY 2024, we released four new Positive Play videos, all catered to providing players with the resources they need to keep their play positive. The newly launched Positive Play videos are:

New Positive Play video views through June 30, 2024

Underage Play Prevention	Tips for Winners	Signs of Problem Gambling	Understanding Draw Game Odds
649	5,711	38,249	5,661

Out of 9 total videos, we've had more than 52,000 views in FY 2024 alone.

We partnered with the Hoosier Lottery Promotions team throughout the year to expand our responsible gaming outreach to players. We included specific Positive Play signage and gave away Positive Play branded prizes on the Wheel Spin, the Hoosier Lottery interactive game at sponsored events. We distributed more than 23,000 responsible gaming Scratch-off cards, which included responsible gaming facts and trivia. Some of the events at which we distributed Positive Play items to our players were:



Hoosier Lottery team members and mascots attend the Indy Classic

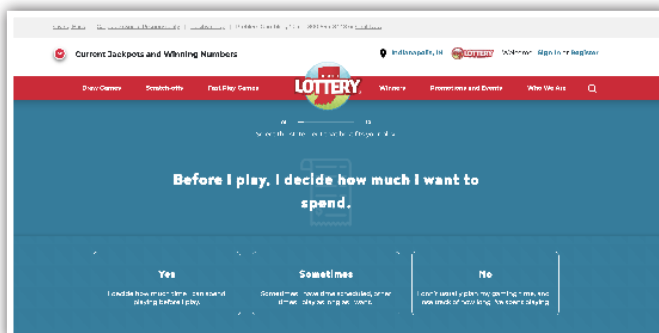


Hoosier Lottery team members attending the Indianapolis St. Patrick's Day Parade



Hoosier Lottery retail location selling tickets at the Christmas Gift and Hobby Show

One element of our Positive Play library of resources is our Positive Play Quiz. This year, we improved the quiz by providing players with specific resources based off how they answered the quiz questions, making their results more customized to their needs. This change helped improve the overall experience for our players by providing them with specific examples of tools they can use right away.



During this year's Problem Gambling Awareness Month, the Hoosier Lottery promoted research being done by recipients of the Hoosier Lottery-funded Research Seed Grant Dr. Heather Grey and Dr. Debi LaPlante of Cambridge Health Alliance and Harvard Medical School. Dr. Gray's and Dr. LaPlante's research included conducting gambling disorder screenings during National Gambling Disorder Screening Day on March 12. The initiative was marketed and promoted by the Hoosier Lottery, with Positive Play Prize Packs awarded to the first 50 players who agreed to participate. Their screening day had a total of 401 participants, 87 of which were from the Hoosier Lottery myLOTTERY player promotion.

FY 2024 Social Media Engagement

	Gift Responsibly Campaign	Responsible Gaming Education Month	Problem Gambling Awareness Month	Financial Literacy Month
Impressions	370,368	780,612	1,776,034	313,414
Reach	108,909	418,756	443,000	138,000
Spend	\$6,000	\$2,250	\$3,750	\$7,000

Problem Gambling Awareness Month (PGAM) and Responsible Gaming Education Month (RGEM)

	FY 2022	FY 2023	FY 2024	Year over Year Growth (FY 23 to FY 24)
RGEM				
Impressions	284,865	523,000	780,612	49%
PGAM				
Impressions	777,967	1,423,698	1,776,034	25%

Both Problem Gambling Awareness Month and Responsible Gaming Education Month showed considerable growth in impressions in FY 2024

We also utilized our digital marketing team to increase outreach and visibility of our Positive Play library of resources. During Responsible Gaming Education Month in September and Financial Literacy Month in April, we launched digital promotions where players could watch our newest Positive Play videos and enter for a chance to win a Positive Play Prize pack filled with Positive Play goodies and \$25 in Scratch-offs. These digital promotions drastically increased the views of both the Tips for Winners video and the Understanding Draw Game Odds video compared to previously launched videos.



WATCH OUR NEW VIDEO AND ENTER TO WIN A POSITIVE PLAY PRIZE PACK!

Promotion	Promotion Entries	Video Views
RGEM "Tips for Winners" video	2,805	2,888
Financial Literacy Month (FLM) "Understanding Draw Game Odds" video	4,614	5,560

Game Design

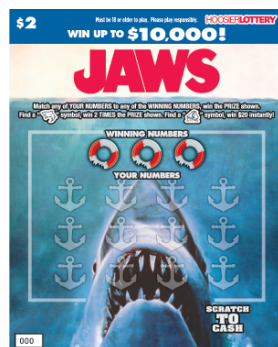
The Hoosier Lottery strives to create fun and entertaining games that do not pose additional risks to our players. The process of creating each Hoosier Lottery game is designed to identify potential risks and apply mitigation strategies as needed. The process can be explained through these five steps:



Our games go through two assessments to identify potential risk to our players. Year over year, the majority of games approved are at low risk. Our goal is to avoid producing games with “high” or “highest” risk scores. This year, the Hoosier Lottery launched 38 Scratch-offs, 23 were identified as low or lowest risk, and 15 as moderate risk.

Assessments to identify potential risk to our players

	FY 2022	% of games	FY 2023	% of games	FY 2024	% of games
High	0		0		0	
Medium	19	44%	24	35%	15	39%
Low	24	56%	45	65%	23	61%
Total	43		69		38	



Advertising and Marketing

The Hoosier Lottery's advertising and marketing efforts are the cornerstone of our communication with our players. We connect with players through several outlets, including digital campaigns and physical materials, all of which undergo rigorous review and approval as stated by our policies, procedures, and guidelines. These processes ensure we consistently communicate responsible gaming principles and operate in a socially responsible manner. Our Marketing team and vendors undergo our Marketing Code of Conduct training annually to ensure we continue to adapt to the needs of our players.



All 13 marketing campaigns launched in FY 2024 went through the visual assessment, mitigating potential issues as identified through the risk mitigation process. This visual assessment identifies the risk level of imagery and wording within the campaign elements and gives our team an opportunity to mitigate any issues or risks that may be present.

The Hoosier Lottery uses market research via a player segmentation analysis to help us develop messaging to best fit the various player segments. In FY 2024, we utilized this analysis in our responsible gaming messaging to players. During our Problem Gambling Awareness Month campaign, we provided directed messaging to our identified audience segment. These types of specified tactics can help us reach our players who need the information most.



Our responsible gaming logo is featured on all games and nearly all marketing resources. To determine whether this effort is effective in communicating that players must be 18+ to play and the Problem Gambling Helpline to players, we measure the logo recognition through our research partner, Leger. The responsible gaming logo has continued to have a recognition rate of more than 50% over the last three years. We will continue to monitor the logo's effectiveness and discuss alternatives to continue to improve overall RG logo recognition. Year over year the logo recognition rate has stayed fairly consistent, with a slight drop in FY 2024 possibly due to transitioning to a new research firm and player pool.

Logo Recognition

FY 2022	FY 2023	FY 2024
57%	59%	56%

Treatment Referral

Treatment referral is an integral part of the Hoosier Lottery responsible gaming program. It is how players and the public can access care and services if they experience problem or disordered gambling. The Problem Gambling 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 hotline, 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

Chat With a Counselor Now

Multilingual counselors are available 24/7 to provide support for players, friends and family.

[CHAT NOW](#)



The Problem Gambling Helpline number is a part of our responsible gaming logo, which appears on 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 if they believe a customer is displaying signs of problem gambling.



We’ve continued to track metrics surrounding player outreach and are able to compare data year over year. This information allows us to see player trends and needs, and which treatment referral resources are most needed. This information influences how we market to and educate our players to ensure they have maximum access to player health resources.

Treatment Referral Method Usage

	FY 2022	FY 2023	FY 2024
Clicks on Chat Now	4,984	2,167	2,694
Customer Service Call Transfers	1,400	1,213	1,984
Terminal Button Pushes	10,158	11,641	10,527

Employee Program

As part of the Hoosier Lottery's commitment to responsible gaming, our robust employee program provides training and support to team members to build their responsible gaming aptitude through many opportunities. We ensure all team members are equipped with the necessary tools to perform their jobs in socially responsible manners by providing knowledge-based training. Each new employee begins their work with the Hoosier Lottery by taking responsible gaming training during their onboarding. All employees participate in triennial responsible gaming refresher courses to ensure they continue to be abreast of responsible gaming information.

We also create and facilitate informal training opportunities throughout the year, including our Lunch and Learn series, our monthly CSR Newsletter, and employee engagement efforts during our responsible gaming campaigns, Responsible Gaming Education Month and Problem Gambling Education Month.



This year we conducted our triennial All Employee Responsible Gaming training. We utilized the platform DigitalRG, which is the same resource we use to assess our games and marketing campaigns, and to administer and track participation. 217 employees completed the training which consisted of our responsible gaming training video and several scenario-based questions. Of the 217 completions, 96% of employees said responsible gaming was a part of their job at the highest rating, showing the Hoosier Lottery team has incorporated Responsible Gaming deeply in its culture. For future training, we will include additional questions asking for examples of how responsible gaming is part of their work, as well as an opportunity to share ideas of how to further incorporate responsible gaming into Hoosier Lottery's culture.

As we do every year, we conducted our Marketing Code of Conduct training with our Marketing team. We customize the training for different job functions of the marketing team to ensure team members receive specialized information that will be the most helpful for their roles. With the addition of a new marketing agency vendor, we conducted specialized training for over 40 of their team members. This training included a version of our responsible gaming training video that was adapted to be specifically helpful to the agency. We will continue to adapt our responsible gaming video for other internal and external groups.

**RG Triennial
Responsible
Gaming
Training**
**217
EMPLOYEES**

Retailer Program

The Hoosier Lottery licenses more than 4,400 retailers to sell tickets throughout the state of Indiana. Our retail partners are the primary contact for our players, so equipping them with the knowledge and tools to support players is crucial. We train our retailers in responsible gaming topics, including:

- 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.



In addition to our many retailer training methods we also incorporate a responsible gaming focus by utilizing a Positive Incentive Mystery Shopper Program. This program is designed to allow our Sales team to visit retailers without prior notice during which they review compliance with sales and marketing protocols. This program also involves a “pop quiz” given to retailers with self-service machines in order to test and support their underage play prevention knowledge. Retailer employees who are responsible for overseeing the self-service machines are asked the following questions:

- What is the legal age someone must be to purchase a lottery ticket?
- What do you do if someone seemingly underage attempts to purchase a lottery ticket?
- What do you do if someone underage has been able to purchase a lottery ticket at the self-service machine?

Retailers who answer these questions correctly receive a personalized Responsible Gaming certificate. Those few who do not answer correctly receive an additional “Preventing Underage Play” training flier during the Mystery Shopping experience and receive follow-up training from their Hoosier Lottery Sales Representative. In FY 2024, we visited 58 retailer locations for a Responsible Gaming Mystery Shopper. Of these 58 retailer visits, there was a 96% pass rate for answering the questions correctly.

Responsible Gaming: Underage Play

What is Underage Play?
Underage Play is when an individual under the legal age of 18 attempts or engages in the purchase or redemption of a Hoosier Lottery product.

Why is it important to prevent Underage Play?
Minors (those under age 18) are at a greater risk for developing gambling problems than adults. Estimates of problem gambling or pathological gambling range between two and four times higher than the adult population, with 4 to 8 percent suffering serious problems and an additional 10 to 14 percent at risk for gambling problems.

Best Practices in Preventing Underage Play

- Ask for ID and use the “ID” or “ID” icon on the terminal
- Explain that it is illegal to sell lottery tickets to minors
- Explain that The Hoosier Lottery is committed to underage play prevention because minors that gamble are at a greater risk for developing gambling problems
- Utilize the remote turnoff feature on ITVMs to prevent the sale

Frequently Asked Questions

If the parent is pumping gas, can I redeem a lottery ticket handed to me by a minor?
The parent must be the one to redeem the ticket regardless if they are getting cash back, more tickets, or applying their winnings to gas or another purchase in the store.

If a sales associate sells a ticket to a minor, who may be cited with the Class A misdemeanor?
Under the law, the sales associate would be cited. The Retailer would be in violation of the Retailer Policy Manual, therefore, the Hoosier Lottery would be responsible for additional action against the retailer.

Can an employee who is under age 18 sell lottery products?
The Retailer Policy Manual prohibits individuals under the age of 18 employed by a retailer from selling lottery products, however, employees age 16 or older may sell or redeem lottery tickets under the supervision of an on-site manager who is 18 or older.

For the complete Retailer Policy Manual please visit: [https://www.in.gov/lottery/2024/01/01/2024-Retailer-Policy-Manual-Updated-01-01-2024.pdf](#)

Legal Implications of Underage Play Indiana Code

- A person who knowingly sells a lottery ticket to a minor commits a Class A misdemeanor. (Indiana Code 47-10-15)
- Indiana Code prohibits prizes from awarding lottery prizes to individuals less than 18 years of age. (IC 47-10-10)

Hoosier Lottery Retailer Policy Manual

- Section D Item 2b: Retailers shall not sell prizes to persons under eighteen (18) years of age. (The Lottery) however, it is able to pay prizes to persons whose age is 18 years of age in certain circumstances. (IC 47-10-10)
- Section 4 Item 1b: Retailers shall not sell prizes to persons under the age of eighteen (18) years. The sale of a ticket to another may result in a citation to criminal prosecution.
- Section 4 Item 2c: Retailers shall not allow anyone under the age of eighteen (18) years to sell or redeem a ticket. A customer employee is exempt (18) years of age and may only sell or redeem Lottery tickets only if they are supervised by a sales manager who is eighteen (18) years of age or older.



Research

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



The Hoosier Lottery Grant Program is a unique element of our commitment to continuous improvement and investment in research initiatives. In FY 2024 we revamped our grant program to focus on two areas of need, resulting in Lottery funding of the following grants:

- Conference and Training Grant
- Research Seed Grant

Central Indiana Community Foundation (CICF) administers our Conference and Training Grant program, a grant to be used for conference attendance and travel fees for treatment providers, students researching or pursuing education in problem gambling treatment, or treatment advocates. We awarded more than \$4,300 in FY 2024 in Conference and Training grants.

Our Research Seed Grant is administered by the International Center for Responsible Gaming (ICRG). The Research Seed Grant program's objective is to build capacity and knowledge in responsible gaming research and program development. In FY 2024, we awarded a \$40,000 Research Seed Grant through ICRG to Cambridge Health Alliance and Harvard Medical School researchers Dr. Debi LaPlante and Dr. Heather Grey. Their research surrounded National Gambling Disorder Screening Day, which took place the second Tuesday of March during

Corporate Social Responsibility
RESEARCH GRANT PROGRAM
GRANT OPPORTUNITIES

- Conference and Training Grants
- Research Seed Grants

1-800-994-5448
PROBLEM GAMBLING
RELUCTANT
PLAY RESPONSIBLY



Dr. Debi LaPlante



Dr. Heather Grey

Problem Gambling Awareness Month. Their research was looking to uncover new insight into the effectiveness of Gambling Disorder Screening Day as an intervention, the role of gambling operators in promoting third-party public health interventions, and the use of digital strategies for screening, promoting positive change, and connecting to resources.

JOIN US TODAY!
Gambling Disorder Screening Day
Tuesday, March 12th, 2024



Our Market Research includes a quarterly survey of players, non-players, and an online player panel to gauge how the public views our business and initiatives. We ask the same questions each quarter to determine changes over time, and our survey vendor, Leger, administers this research on our behalf. We monitor this data very closely, especially for continued decreases over time, and this research keeps us informed on the public perception of the Hoosier Lottery and allows us to respond to the views of our players. Year over year, this data remains relatively consistent, however, we have seen an increase in the awareness of our responsible gaming flier, showing that our outreach efforts with our brochure have been successful. We have also seen a slight decrease in the recognition of our responsible gaming logo. Such small declines are useful for us to best determine future messaging.

Questions	FY 2022	FY 2023	FY 2024
The Hoosier Lottery markets its games to adults only	68%	68%	68%
The Hoosier Lottery is respectful to all ethnic groups/diversity	64%	65%	62%
The Hoosier Lottery markets its games to people of all income levels	62%	63%	62%
The Hoosier Lottery publishes the gambling addiction helpline number	67%	67%	67%
The Hoosier Lottery communicates the overall odds of each game	62%	62%	60%
The Hoosier Lottery promotes responsible gaming	61%	61%	61%
The Hoosier Lottery actively discourages underage play	59%	60%	56%
The Hoosier Lottery markets its games in a socially responsible way	56%	57%	56%
RG Logo Recognition	57%	59%	51%
RG Brochure Awareness	59%	53%	60%

We also annually survey our players with our Positive Play Scale to help gauge the overall knowledge and player health of our player population. This tool allows players to self-report their gambling behaviors and beliefs and gives us immense insight into the programs needed to further educate and support our players. In the fall of 2023, 1,063 players participated in the survey. Our goal is to score 90% or higher in each category.

Positive Play Scale Survey Results

	FY 2022	FY 2023	FY 2024
Honesty and Control	94.7%	91.1%	91.6%
Pre-Commitment	94.1%	91.9%	92.7%
Personal Responsibility	98.4%	97.2%	97.3%
Gambling Literacy	88.4%	86.8%	87.4%

Players scored more than 90% in all categories other than Gambling Literacy. With this knowledge, we will continue to grow our Positive Play library of resources and explore additional ways to reach and educate players with these valuable and informative tools.

Stakeholder Engagement

The Hoosier Lottery commitment to communicating with and learning from our stakeholders continues to be paramount to our continued success. We engage with various stakeholder groups to share organization updates, receive feedback on our programs, and to keep abreast of industry trends. These relationships are incredibly important and help us guide the direction of our organization.



We have continued to partner with the Indiana Council on Problem Gambling (ICPG) to operate the ICPG Responsible Gaming Committee. This is a group of gaming operators from throughout Indiana. The group meets each quarter and has a featured speaker to share best practices, recent research, or other responsible gaming information. For FY 2024, featured speakers included:



- Larry Long, Division on Mental Health and Addiction
- Cait Huble, National Council on Problem Gambling
- Marie Castetter, Indiana Secretary of State Office
- Debi LaPlante and Heather Grey, Cambridge Health Alliance



Learning from researchers, the treatment community, and the gaming industry is key to our continuous improvement process which fuels our program evolution. We had team members attend the ICPG Fall and Spring conferences, which brought together industry experts over several days to learn best practices, research trends, and needs of the treatment community. We are also members of the National Council on Problem Gambling and attend their Digital Symposiums throughout the year. These opportunities for continued education keep our team informed and provide crucial ideas to continue to adapt the ways we are serving our players.

We have also found the immense benefit in hearing directly from the prevention and treatment provider community. This is why we reconvened the Prevention and Treatment Provider Advisory Committee in 2023. This committee consists of treatment providers and responsible gaming advocates from throughout Indiana and meets bi-annually. These committee meetings are opportunities for the Hoosier Lottery to receive feedback on responsible gaming programming and initiatives, as well as game and marketing assessment processes. In FY 2024, the committee met to review the Hoosier Lottery's New Game Review Process, a process in which they would be involved when new types of games are launched. The group was given a draft of the new process and gave critical feedback to the plan.

Our Executive Director, Sarah M. Taylor, has continued to be a leader in the field of responsible gaming. She travels throughout the world in various positions of leadership representing the Hoosier Lottery.

Some of those leadership positions include:



- NASPL President (Fall of 2022 – Fall of 2023)
- MUSL Board President (Fiscal Year 2021 – Fiscal Year 2022)
- PGRI Lottery Hall of Fiscal Year Inductee (2023)
- WLA CSR Committee Chair (Spring of 2023 - present)
- WLA Exec. Committee (October 2024 – present)
- MUSL Development Committee Chair (July 2023 – June 2025)

Reporting and Measurement

We develop our goals and objectives through various planning initiatives, including an annual business plan, along with our World Lottery Association Level 4 certification commitments. 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.



We continue to communicate with our stakeholders regularly with our CSR Annual Report and our Stakeholder Engagement Newsletter.



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 \$34,398.46 distributed for grant funding.

Grants Awarded:

- \$5,000 to the Neuroscience Graduate Program, McHester University Faculty of Health Sciences for research on the Relationship between childhood trauma and acute stress responses in gambling disorder
- \$24,982 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 2023, Boston, Massachusetts
- \$1,446 for travel to National Council on Problem Gambling Annual Conference, July 2023, 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	886	1040	737	649
Chat Now (total engagements)	135	162	155	142	181	204
Customer Service Line (total calls)	165,035	163,970	144,818	156,388	160,020	149,950
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.

For FY 2024, we included a companion piece to the CSR Annual Report called CSR By the Numbers. This piece gives a wide view of our entire CSR program with the metrics that are important to each element. For future years, we will publish the CSR By the Numbers on our website when we publish our CSR Annual Report.

FY 2024 also brought the next round of reapplying for the World Lottery Association Level 4 Responsible Gaming Certification. Our goals and objectives are rooted in our WLA commitments, and applying for recertification tells the three-year story of our successes and areas for improvement. We began our WLA reapplication process in the Spring of 2024, meeting with our internal team of subject matter experts to identify gaps and opportunities to include in the application. We met with our CSR Advisory Board to share past and future commitments, and to procure additional feedback. After several months of writing, editing, and approvals, we submitted our 2024 WLA recertification application in September of 2024. On December 10, 2024 the Hoosier Lottery was awarded recertification.

RESPONSIBLE GAMING PROGRAM

- 166,490 POSITIVE PLAY HELPLINE VISITS
- 4,844 VISITS TO OUR WEBSITES
- MORE THAN 8.2 MILLION RESPONSIBLE GAMING SOCIAL MEDIA IMPRESSIONS
- 4 POSITIVE PLAY CAMPAIGNS
- 2 POSITIVE PLAY REGISTER TO WIN PROMOTIONS
- 326 POSITIVE PLAY PRIZES AT SPONSORED EVENTS
- 2,143 CALLS TRANSFERRED FROM HOOSIER LOTTERY CUSTOMER SERVICE TO 2,694 ONLINE "CHAT NOW" ENGAGEMENTS
- 100% RG visual assessment of 60 new games
- WORLD LOTTERY ASSOCIATION LEVEL 4 CERTIFIED SINCE 2016

RETAILER & EMPLOYEE PROGRAMS

- NEW EMPLOYEE TRAINING COMMISSION 8 IGT 26
- MARKETING CODE OF CONDUCT TRAINING 67 PARTICIPANTS 4 SESSIONS
- RG Triennial Responsible Gaming Training 217 EMPLOYEES
- FRESH EYES MYSTERY SHOPPER 58 RETAILER VISITS
- TICKETS SOLD 159.3 MILLION / 182.9 MILLION SCRATCH-OFFS / DRAW TICKETS
- MORE THAN 2,500 SOCIAL MEDIA POSTS
- MORE THAN 3.2 MILLION TRAILER VIEWS
- 13 MARKETING CAMPAIGNS
- 28 SPONSORSHIP PARTNERSHIPS
- 24 DIGITAL PROMOTIONS
- 10,527 TERMINAL BUTTON PUSHES

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

The individuals who work at the Hoosier Lottery are the best in their fields. Creating programming for our team with both professional development opportunities and community organizations is the core of our second CSR pillar. This year, we continued to expand our Lunch and Learn series, which has brought a varied and robust selection for team members to benefit from. FY 2024 Lunch and Learn presenters included:

- Dr. Mark Griffiths, Responsible Gaming Research
- Executive Director, Laura Penman, Retired Teachers' Association
- Aaron Rodebeck, Chief Deputy Commissioner of Secretary of State Office
- Danny Lopez, NBA All-Star Weekend with Pacers Sports and Entertainment
- Alice Watson, Indiana Black Expo's President and CEO
- Leger's Ethan Bondar and Hoosier Lottery's Jason Rohdy, Positive Play Scale Overview



- Dr. Heather Gray and Dr. Debi LaPlante, Hoosier Lottery Seed Grants
- Fraternal Order of Police President Bill Owensby, Where the Money Goes
- State Budget Director Joe Habig, Where the Money Goes
- Leadership Indianapolis', Beth Perdue Outland, Get On Board Informational Session with
- Indiana State Fair Commission's Anna Whelchel, 2024 Indiana State Fair

Our team also finds immense value in connecting and giving to charitable organizations. This year, we partnered with several community organizations to give back, which included:

- Card drive to thank Teachers' Treasures, EVSC Foundation, Feed the Children Food Drive, 168 cards
- Food drive for HVAF and Northern Indiana Food Bank, 730 items
- Toy drive for Ronald McDonald House and Toys for Tots, 265 toys
- Clothing drive for Center Township Trustees and Fig Boutique of Mishawaka, three large boxes
- Eclipse glasses drive for Astronomers Without Borders, 63 glasses
- Vase drive for Random Acts of Flowers, 12 vases





In addition to these acts of service, our team engaged in several volunteer opportunities to give their time to community organizations. Some of these volunteer events included:

- Indiana Sports Corp Corporate Challenge
- NBA Cares Million Meal Movement
- Indiana Sports Corp Swim Trials Preparations



Hoosier Lottery team members volunteering for the Million Meal Movement



Hoosier Lottery team members volunteering for the US Olympic Swimming Trials

We also connected our staff to several community events throughout the year, including:

- People for Urban Progress Tour
- Indy Hub's Indyvolved
- Indianapolis Firefighter's Museum Tour
- Downtown Indy's Handlebar Hot Lap
- Leadership Indianapolis' Get On Board



Hoosier Lottery team members touring People for Urban Progress



Hoosier Lottery team members touring the Indianapolis Firefighters' Museum



Hoosier Lottery team member, Flora Jones at Indy Hub's Indyvolved



Team Hoosier Lottery at the Downtown Indy's Handlebar Hot Lap



Through our sponsorship and public relations efforts, the Hoosier Lottery has a strong presence statewide. In FY 2024, we sponsored events by providing more than \$1.4 million. This allowed us to participate in 175 retail promotions events and 86 on-site sponsorship events for a total of 261 activations. In addition to fun promotional activations, we celebrated Hoosier Heroes and Beneficiary groups at numerous events. Some of our promotional partners included:

- 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 at the Indianapolis Colts



Our Executive Director, Sarah M. Taylor, continued to be the face of Hoosier Lottery by sharing Hoosier Lottery news and initiatives through several outlets. Some of the engagements in which she participated included:

- The Greening of the Canal in celebration of St. Patrick's Day
- Opening Ceremony of the Circle of Lights on Monument Circle
- Interviews
 - WIBC Responsible Gaming Education Month interview
 - WANE, WEHT, WNDU, and WTWO Problem Gambling Awareness Month interviews



Sarah M. Taylor speaking at the Greening of the Canal

State Lottery Commission of Indiana employees gave \$5,874.86 through the State Employees' Community Campaign. As part of IGT Indiana's commitment to the Hoosier Lottery and the State of Indiana, it dedicated \$89,465 in charitable contributions to organizations such as the National Alliance on Mental Illness Indiana, College Mentors for Kids, and Girl Scouts of Central Indiana.



Responsible Business Practices

For nearly 35 years, Hoosier Lottery funds have supported local police and firefighters’ pensions, the Teachers’ Retirement Fund, and the Lottery Surplus Fund. This fund offsets the motor vehicle tax up to 50% for Hoosiers. 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.

In addition to Where the Money Goes, our efforts in contracting MWBE vendors and our sustainability activities showcase our support of these important endeavors.



By the Numbers

- In FY 2024, \$364 million in total contributions to the State of Indiana
- Since 1989, more than \$1 billion to Teachers’ Retirement Fund, \$850 million to police and fire fighters’ pensions, and \$5.8 billion to the Lottery Surplus Fund
- In FY 2024, more than \$2.2 million to minority and women-owned business enterprises(MWBEs)

Sustainability in FY 2024

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



- with -



Game Type Paper Usage (in Metric Tons)

	FY 2021	FY 2022	FY 2023	FY 2024
Scratch-offs	869.9	1,003.6	885.9	710.6
Draw and Fast Play	196.8	197	207.3	420.8
Total	1,066.7	1,200.6	1,093.2	1,131.4

	Wagers	Percent Increase
FY 2022	397,351	26%
FY 2023	560,118	41%
FY 2024	741,879	32%

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 looking for the recycling symbol published 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 2024, we used approximately 24.7 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 are printed on recycled paper using 100% green energy. Additionally, all ink used in printing was free of volatile organic compounds.

Our Sales team is out in the field with our retailers every day, which has its own environmental cost of driving to all locations throughout the state. One way to improve our environmental impact is to decrease idling time for our Sales team members. Idling is when a car is running but is not moving, like when parked. In April to celebrate Earth Month, our North and South Sales teams participated in a challenge to see who could reduce their idling time below 9 hours in the quickest time. The winning team decreased their average idling time by 3.5 hours, and received recognition and prizes for their efforts.



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

