

Since Jan. 20, 2004, the Tennessee Education Lottery Corporation (TEL) has been generating funds for education programs designed to help Tennesseans achieve their dreams. During that time, more than **\$7 billion** has been raised, more than **two million** scholarships and grants have been awarded and **hundreds** of after-school programs have been funded.

But there's so much more to know about the value the TEL brings to Tennessee, as the organization is committed to positively impacting the state through a variety of Corporate Social Responsibility (CSR) programs.

Impact areas include: **Responsible Gaming, Community Engagement, Diversity and Inclusion, Sustainability** and the **Economy**. By focusing on these CSR pillars and its core mission of maximizing dollars for education, the TEL continues to play a vital role in Tennessee.



I. Responsible Gaming

Employee Program

- Expanded employee training by adding new strategies to help TEL team members "Be in the Know."
- Creative new initiatives included the quarterly digital "Responsible Gaming Gazette" newsletter, "RG Plinko" trivia game at employee gatherings, and RG branding on TEL event signage and other items.
- Updated corporate-wide RG Compliance training.

Advertising and Marketing

- Expansion of Play Responsibly section of the Lottery's website and mobile app to include educational tools for players such as tips for responsible play and a video about how odds work.
- Participation in national holiday Gift Responsibly and Problem Gambling Awareness Month (March) campaigns.
- Continued reinforcement of a variety of treatment referral initiatives to raise awareness about the Tennessee REDLINE addiction helpline/text number.
- Conducted branding analysis of the TEL's Play Responsibly logo.
- Added RG messaging to winner check stubs.

Retailer Program

- Continued weekly analysis of "Play Responsibly" retailer terminal ticket button use and followed-up with additional training if needed.
- Maintained robust RG training and annual compliance reviews that ensure retailers adhere to core RG principles.
- Analyzed data from RG training surveys to assist with RG education methodology.

Stakeholder Engagement

- Served as a mentor to other lotteries seeking RG counsel, two of which were successful in achieving WLA's RG Certification.
- Continued membership and active participation with the WLA, NASPL, NCPG and the Tennessee Association of Alcohol, Drug & Other Addiction Services (TAADAS).

Insights

- Continued to gain insights from ongoing measurement tools such as player/retailer focus groups, tracking studies, monthly REDLINE data from TAADAS, website and social media engagement analysis, and QR Codes on point-of-sale pieces that direct users to gaming addiction resources.



CORPORATE SOCIAL RESPONSIBILITY REPORT 2023

II. Community Engagement

The TEL participates in activities that benefit communities throughout the state. Examples from the past year include:

- Spearheaded the **TEL Career Closet** clothing drive to provide gently used professional clothing to college students to help them prepare for job interviews and the business world.
- TEL employee participation in the **Tennessee Promise** mentorship program, designed to help students navigate their way through the requirements of this Lottery-funded scholarship.
- Sponsoring and participating in sporting events, fairs and festivals.
- Serving as a **PENCIL partner** to McGavock Elementary School. Activities include holiday gift-giving and volunteer work at the school. PENCIL=Public Education Needs Community Involvement and Leadership.
- Partnering with television stations in six markets throughout the state in the “**Educator of the Week**” program, designed as a way to publicly acknowledge the valuable role educators play.
- Participating in **Amber Alert** program by transmitting alert information to Lottery terminals at more than 5,000 retailer locations.
- Providing speakers to civic and community groups.

IV. Sustainability

The TEL is committed to helping the environment with programs such as:

- **Play It Again!** instant ticket second-chance drawing program, which brings value to non-winning tickets to discourage littering while offering another chance to win.
- **Workplace recycling.** Signs at the Lottery encourage onsite recycling of cans, plastic and everyday paper documents. The TEL recycles obsolete computer equipment and continuously explores options to repurpose other materials.
- **Mobile drawing game playslip.** This digital tool reduces the need for paper playslips, and the TEL especially promotes its use during busy times such as when jackpots are high.
- **Recyclable ticket paper** is used for both instant and drawing-style tickets.
- Lottery funds have also been earmarked for an **Energy Efficient Schools Initiative**, which has disbursed more than \$102.5 million in energy efficiency grants and loans to public K-12 schools since its creation in 2008.

III. Diversity and Inclusion

The TEL continued to foster its commitment to diversity and inclusion, seen in a variety of ways:

- **The TEL Team:** This talented group represents the following:
 - 53% Women, 47% Men, 45% Minority, 55% Non-minority
- **Equal Business Opportunity Program**, which includes active engagement with the minority business community. The TEL and its major procurement vendors reported the following percentages of overall purchases made during Fiscal Year 2023 with minority vendors:
 - Buntin 17%, IGT 22%, SGI 19%, TEL 14%
- **Annual Training** for the entire TEL workforce, which provides tools and skills to identify discrimination and harassment.
- **Active Participant** in initiatives led by the Governor’s Office of Diversity Business Enterprise as well as the Tennessee Small Business Development Center’s Tri-Cities Regional MEDWeek. These programs focus on procurement with an emphasis on minority business participation.
- **TEL Wanda Young Wilson Internship Program**, which provides professional training and entry-level work experience to students attending the state’s Historically Black Colleges and Universities.
- **TEL Board of Directors Minority Business Participation Committee**, which meets quarterly to monitor results of minority business participation.
- **TEL Advisory Council on Minority Business Participation**, a group of business leaders from across the state who assist with developing strategies to increase minority business participation.

V. Economic Impact

One-hundred percent of the TEL’s profits benefit education, but ticket sales also bring value to Tennessee in other ways.

- **Prizes:** More than **\$19.5 billion** in prizes has been paid to players since inception. Winners share stories about what they will do with their winnings, such as pay off mortgages, donate to charitable organizations, make home improvements, save for the future and make other purchases—all of which benefit the economy.
- **Lottery Retailers:** TEL retailers enjoy a variety of benefits, including commissions, selling bonuses, increased foot traffic and serving as a hub of excitement for Lottery activity. Retailers have earned more than **\$1.8 billion** in commissions, which can be used in a variety of positive ways.
- **Debt Set-Offs:** The TEL assists several State agencies by withholding any state-owed debts, such as child support, from Lottery winners of \$600 or more and remitting those funds to these agencies. At the end of Fiscal Year 2023, more than **\$6.2 million** in such funds had been returned to the State.