



Corporate Social Responsibility

CALIFORNIA LOTTERY CORPORATE SOCIAL RESPONSIBILITY REPORT 2013/2014



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Culture

CORPORATE SOCIAL RESPONSIBILITY

The continuing commitment by business to contribute to economic development while improving the quality of life of the workforce, the community and society at large.

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Director's Message

Fiscal Year 2013–2014 has been a record-breaking year for the California Lottery. New games coupled with hard work has helped increased sales to \$5 billion and delivered \$1.35 billion back to public schools. While sales and profits are a good indicator of success, it is recognized that the California Lottery has a responsibility beyond selling products.

This year we set out to strengthen our Corporate Social Responsibility (CSR) Program by working towards a Level Four certification from the World Lottery Association for our Responsible Gaming program. Significant resources and staff time have been dedicated to reaching this goal at every level. Program improvements have included the launch of a new CSR website, staff and retailer training, and increased treatment referral and player education. Achieving a Level Four designation would make California the first U.S. lottery to have that distinction.

We have also launched a new education campaign called **Possibilities** that spotlights our mission message of providing supplemental funding to California public schools. We're doing this by talking to teachers, administrators and students, highlighting how schools across the state use Lottery money.

We've also increased our efforts in Player Education and Consumer Protection through the production of a scam brochure that provides tips on how to avoid becoming a target of email, website, telephone, and other lottery scams.

I hope this report reflects the importance we place on social responsibility and how we continue to improve our CSR program every year.



PAULA D. LABRIE | Acting Director

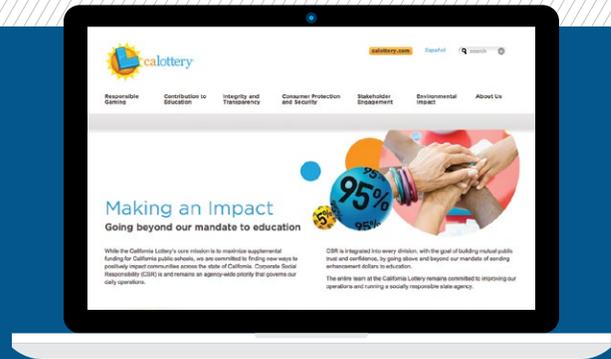
New games coupled with hard work has helped **increased sales to \$5 billion** and delivered **\$1.35 billion back to public schools.**



Responsible Gaming

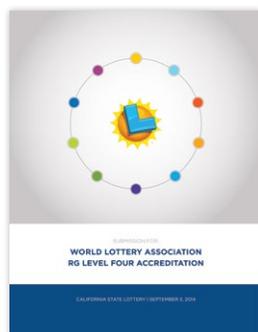
DEMONSTRATING CONTINUOUS IMPROVEMENT

The Lottery's 3-Year Strategic Plan for FY 2013 through FY 2015-16 provides a General Vision to build a stronger Lottery that is not limited to sales goals, but also prioritizes our commitment to Responsible Gaming.



The Plan includes the goal to become a national leader in Responsible Gaming (RG) and attain a Level Four certification from the World Lottery Association (WLA). Currently, the Lottery is among four state lotteries to hold a Level Three certification —achieving a Level Four, the highest level, would make California the first in the U.S. to have that distinction.

During FY 2013-14 the Lottery successfully implemented several new RG programs and concluded with its submission for Level Four consideration to the WLA. The starting point for this process began with the implementation of key recommendations set forth by the WLA's Independent Assessment Panel to demonstrate continuous improvement in the Responsible Gaming Framework. The process has also lent itself to cross-divisional planning for future RG initiatives.



The following are some enhancements put in place to demonstrate our continuous improvement in RG.

CORPORATE SOCIAL RESPONSIBILITY WEBSITE

In February 2014, the Lottery launched a Corporate Social Responsibility (CSR) website, making it the first-ever CSR website in the U.S. lottery industry. The site is a dedicated Lottery branded CSR microsite that provides players and stakeholders with important information on the Lottery's commitment to being a good corporate citizen.

The new CSR website, www.californialottery.com, gives users the opportunity to learn more about the Lottery's impact on California public schools, responsible gaming programs, and other pillars of our CSR program. The CSR website focuses on the following areas:

- Responsible Gaming
- Contribution to Education
- Integrity and Transparency
- Consumer Protection and Security
- Stakeholder Engagement
- Environmental Impact



Responsible Gaming is a deeply rooted value at the Lottery.



EMPLOYEE TRAINING

Responsible Gaming begins at home with our employees. As first tier ambassadors, Lottery employees are encouraged to understand and share the Lottery's commitment to RG in the workplace, with players and in their individual communities.

The Lottery collaborated with the California Office of Problem Gambling (OPG) and the California Council on Problem Gambling (CCPG) in the customization of a RG Employee Training Program to raise awareness about the serious issue of problem gambling, educate employees on the difference between responsible gaming and problem gambling and enable them to share treatment resources. The online training module is mandatory for all Lottery employees, and includes narration, embedded quizzes, and video that engages the user.

The Lottery surpassed its goal and successfully trained 97% of its employees in March 2014.

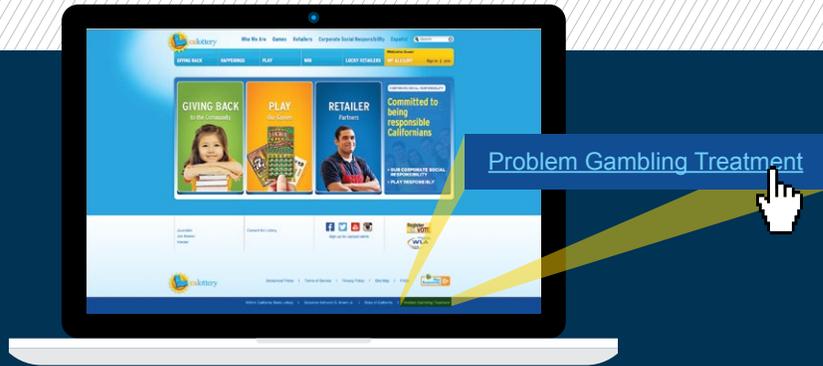
WORKING WITH OUR RETAIL PARTNERS

Since its inception the Lottery has offered retailer training seminars to new retailers, retailers that have undergone a Change of Ownership (CHOW) and existing retailers who request additional training for their staff on the sale of Lottery products. Since February 2014, the Lottery has expanded its Retailer Training Program to six-hours and added more seminars per week at various field locations.

Training seminars are now led by Lottery supervisors and include RG and beneficiary information that highlights the Lottery's WLA Level Three Responsible Gaming certification and the 1-800-GAMBLER helpline. The training also underscores the Lottery's partnership with retailers in the prevention of underage play. This mandatory training is required for all new Lottery retailers within the first 25 days of becoming a Lottery retailer.

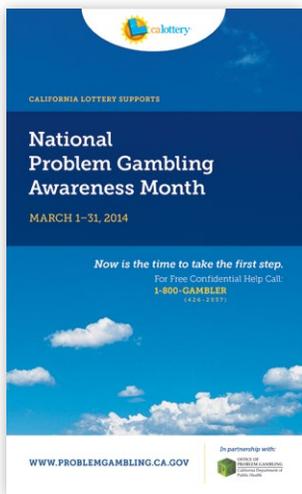
Finding help is also a click away when players visit the Lottery’s websites!

- www.calottery.com
- www.californialottery.com



IMPROVING TREATMENT REFERRAL

Each year, the Lottery participates in National Problem Gambling Awareness Month (PGAM), a national campaign coordinated through the Office of Problem Gambling which brings various Responsible Gaming advocates together to raise awareness of problem gambling while promoting the 1-800-GAMBLER helpline. The goal is to educate and raise public awareness that problem gambling affects people from all segments of society, and that it can negatively influence the gambler’s family, friends, employer and community.



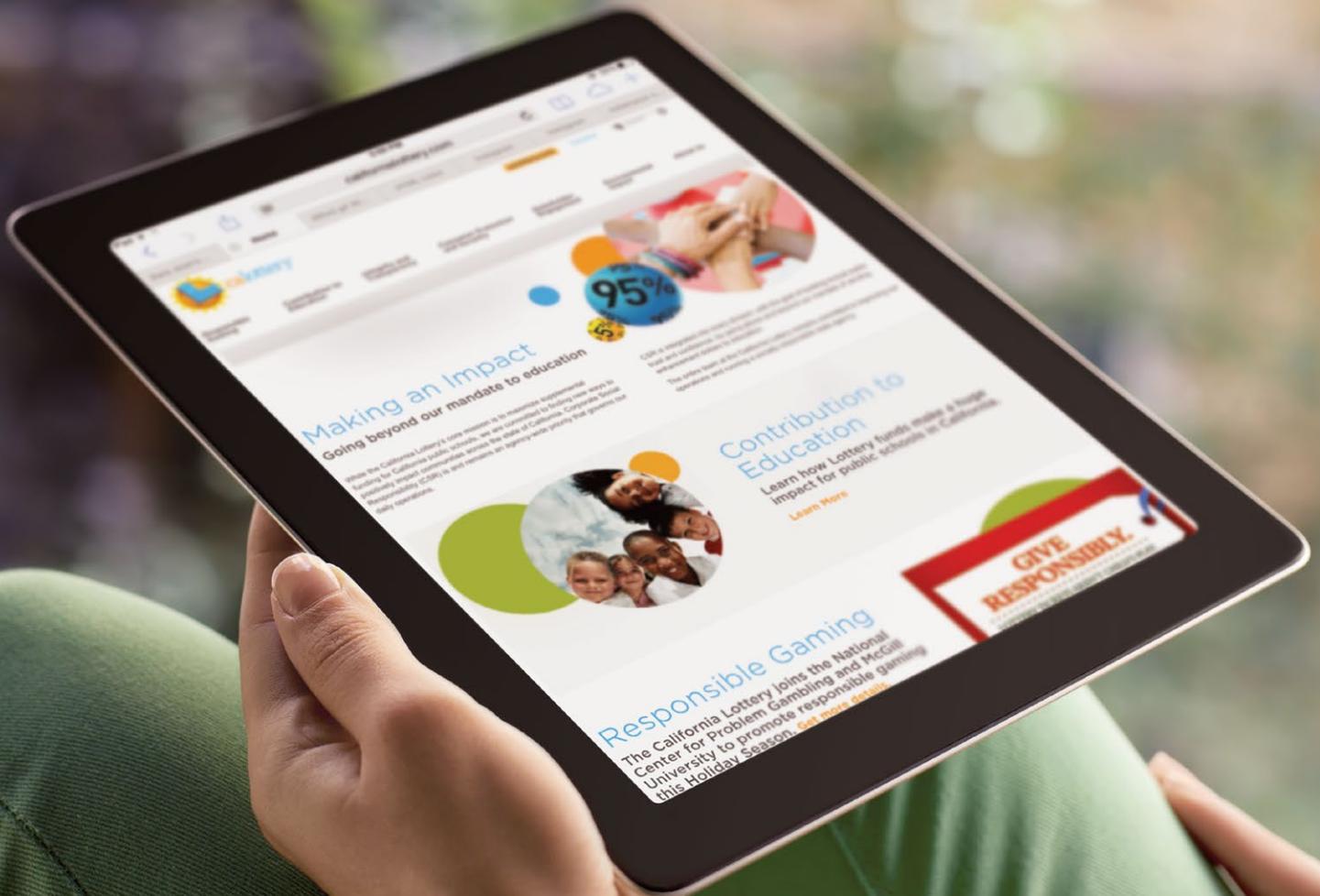
In 2013, the Lottery ramped up its PGAM efforts by sponsoring regional newspaper advertisements that promoted the 1-800-GAMBLER helpline and the PGAM campaign. In an effort to reach California’s minority communities, the Lottery also complemented

the OPG’s ethnic media buys in 2014. Additionally, the Lottery posted the PGAM banner on the agency’s website and placed three non-promoted Facebook posts that reached 68,680 people and its Facebook page was liked by 1,918 people. PGAM messaging was also placed on the Lottery’s Twitter and YouTube accounts.

Responsible Gaming is a priority at the Lottery — that’s one of first messages you hear when you call the Lottery’s Customer Service Center. The Lottery recently deployed an enhanced Interactive Voice Response within its phone system that includes a RG message in English and Spanish. The message promotes the 1-800-GAMBLER helpline to receive free and confidential help for those who may be affected by problem gambling.

Finding help is also a click away when players visit the Lottery’s websites (www.calottery.com and www.californialottery.com) where they can conveniently be redirected to the OPG website to find detailed information on problem gambling and assistance available.

The new CSR website,
www.californialottery.com,
gives users the opportunity to learn
more about the Lottery's **impact on
California public schools,**
responsible gaming programs,
and other pillars of our
CSR program.





Contribution to Education

TRUE IMPACT

While the Lottery takes great pride in providing \$1.35 billion towards public education for FY 2013-14, we want the general public to understand that it becomes a nominal amount when it is divided between every K-12 school district, community colleges, the UC and CSU system, and other specialized school districts. To fully appreciate the impact of California Lottery funding support, you must understand what it really is.

Lottery funding is not and was never meant to be the sole source of funding for education in our state. Believe it or not, the amount generated for public schools represents about one percent of public education's overall state budget. Think of it as a side job one might have to supplement their primary income. While at the end of the day this may be a modest amount of money, teachers and administrators tell us the largely unrestricted money sure does go a long way!

SEEING IS BELIEVING

One of the greatest attributes of Lottery funding is that it allows for substantial local control. It's not the biggest piece of the funding pie for any school or district, but it is the most flexible. To illustrate this point, the Lottery visits neighborhood campuses throughout the state to videotape how they put this limited funding to use.

In addition to purchasing reading and language programs, Dehesa School in El Cajon has used its Lottery funding to buy basic school supplies for its students. Yes, the essentials like paper, crayons and scissors. Other schools have used their Lottery money to purchase workbooks, computers, and even an airplane!

Would you believe Monterey High School used some of its Lottery funding to help purchase computers and carpools? Seems weird, but not to the students attending the school's award-winning Robotics and Auto Mechanics programs. Principal Marcie Plummer understands that people don't realize how much Lottery funding benefits their children. "I work with my budget every day. So, I just want to let you know that it is absolutely a godsend." She's not the only one. Lissa Gibbs, spokeswoman at Napa Valley College, said the impact of Lottery funding on her campus is pervasive and good. "Anywhere you have that point in contact between student and staff, you're going to see Lottery money."

You can see a full collection of Education Funding videos on the Lottery's CSR website under the "Contribution to Education" section. We also encourage you to see how much your school has received from the California Lottery by checking out our "See Where the Money Goes" page.

"Anywhere you have that point in contact between student and staff, you're going to see Lottery money."

Lissa Gibbs, Spokeswoman, Napa Valley College, Napa, Napa County



How **LOTTERY MONEY** Gets to Schools

OK, so you know that the Lottery has provided schools with approximately **\$28 billion in supplemental funds** since it first began operating back in 1985. But, how does that money actually get to the schools? What is the process and who decides which school gets how much money?



STATE CONTROLLER'S OFFICE

Each quarter, the State Controller's Office (SCO) takes possession of all quarterly Lottery sales and audits that amount.

The SCO determines how much money each county Office of Education or school district is allowed.

Each district gets the same per pupil funding based on average daily attendance.

STATE DEPARTMENT OF EDUCATION

The State's Department of Education sends a letter to each county's Superintendent of Schools or Office of Education notifying them of the Lottery funds (apportionments) that the SCO will be distributing.



COUNTY SUPERINTENDENTS OF SCHOOLS

Each county Superintendent then notifies the local educational agencies of the available apportionments.



LOCAL SCHOOL DISTRICTS

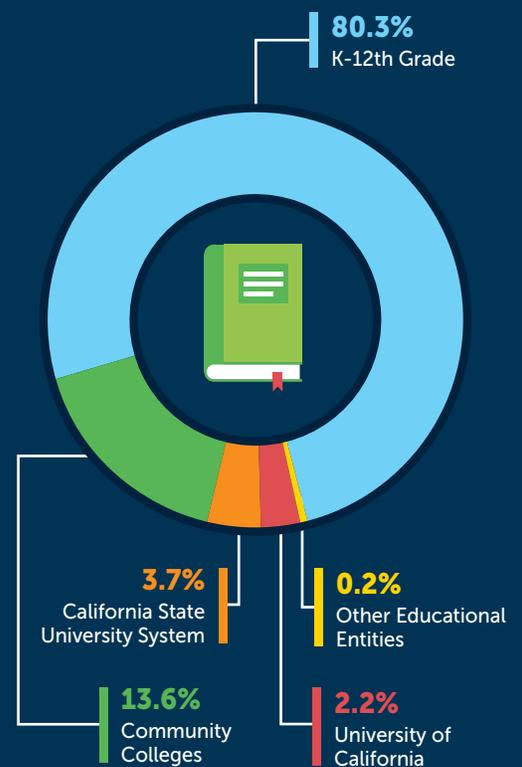
Within each school district, local education administrators and elected school boards decide how the Lottery funds will be distributed and spent. The Lottery does not take part in these decisions.

COUNTY TREASURERS



Approximately 90 days after the end of the previous quarter, the SCO sends a report to each County Treasurer notifying them of the Lottery funds distributed.

Since 1985, here's how the Lottery funds have been distributed:



According to the Lottery Act, contributions can only be used for instructional purposes. They cannot be used for the acquisition of property, the construction of facilities or the funding of research. Some districts have used funds for computer labs, teacher workshops, science programs, as well as art and music programs.

4TH QUARTER EDUCATION ALLOCATIONS FOR FY 2013-2014

Type of Recipient	Fourth Quarter	Average Daily Attendance (ADA)	Year to Date (YTD) Total	Percent of YTD Funding	Cumulative Total (1985 to Present)
K-12	\$ 253,244,849	6,658,133	\$ 1,088,290,145	80.69%	\$ 22,450,264,314
Community Colleges	\$ 43,726,036	1,149,296	\$ 182,343,573	13.52%	\$ 3,818,890,165
CSU Chancellor's Office	\$ 6,571,838	358,794	\$ 46,644,561	3.46%	\$ 1,032,369,249
University of California	\$ 4,362,176	238,156	\$ 30,835,592	2.29%	\$ 626,175,646
Other Public Colleges and Universities	\$ 21,998	1,201	\$ 142,926	0.01%	\$ 4,883,421
Miscellaneous Educational Institutions	\$ 73,101	4,105	\$ 444,740	0.03%	\$ 41,737,689
Grand Total	\$ 308,000,000	8,409,685	\$1,348,701,538	—	\$ 27,974,320,484



To find out how much your school district received in FY 2013-14, please visit the Lottery's CSR website www.californialottery.com under the **"Contribution to Education"** section and **"How Much Money"** link.

4TH QUARTER EDUCATION ALLOCATIONS FOR FY 2013-2014 (BY COUNTY)

County	Year to Date (YTD) Total	Cumulative Total (1985 to Present)
Alameda	\$ 47,431,636	\$ 984,441,837
Alpine	\$ 26,297	\$ 708,123
Amador	\$ 680,213	\$ 16,937,819
Butte	\$ 7,049,239	\$ 159,392,741
Calaveras	\$ 993,159	\$ 24,875,172
Colusa	\$ 731,777	\$ 15,439,293
Contra Costa	\$ 34,828,346	\$ 700,890,935
Del Norte	\$ 615,646	\$ 17,000,108
El Dorado	\$ 4,752,998	\$ 109,618,370
Fresno	\$ 39,408,670	\$ 772,444,290
Glenn	\$ 988,154	\$ 23,092,422
Humboldt	\$ 3,911,567	\$ 99,846,168
Imperial	\$ 7,164,134	\$ 145,786,867
Inyo	\$ 733,635	\$ 13,737,747
Kern	\$ 34,077,438	\$ 631,498,065
Kings	\$ 4,925,248	\$ 96,578,033
Lake	\$ 1,490,111	\$ 35,665,608
Lassen	\$ 941,730	\$ 27,821,868
Los Angeles	\$332,668,027	\$7,312,882,975
Madera	\$ 5,214,851	\$ 97,061,951
Marin	\$ 6,318,181	\$ 132,314,066
Mariposa	\$ 290,954	\$ 8,756,262
Mendocino	\$ 2,931,553	\$ 68,821,349
Merced	\$ 10,948,803	\$ 222,027,640
Modoc	\$ 232,488	\$ 7,718,049
Mono	\$ 329,656	\$ 6,925,451
Monterey	\$ 15,479,144	\$ 321,109,508
Napa	\$ 4,494,918	\$ 93,748,571
Nevada	\$ 2,057,514	\$ 48,384,790
Orange	\$106,451,673	\$2,193,748,630

County	Year to Date (YTD) Total	Cumulative Total (1985 to Present)
Placer	\$ 14,465,903	\$ 245,703,905
Plumas	\$ 653,255	\$ 16,926,577
Riverside	\$ 78,091,520	\$1,336,869,999
Sacramento	\$ 49,555,452	\$ 988,302,307
San Benito	\$ 1,815,849	\$ 37,055,677
San Bernardino	\$ 75,541,480	\$1,492,975,279
San Diego	\$102,459,304	\$2,112,829,008
San Francisco	\$ 15,299,875	\$ 355,955,741
San Joaquin	\$ 26,552,652	\$ 503,090,971
San Luis Obispo	\$ 7,137,093	\$ 157,891,033
San Mateo	\$ 19,761,599	\$ 416,416,376
Santa Barbara	\$ 15,510,387	\$ 316,693,905
Santa Clara	\$ 59,226,681	\$1,233,594,574
Santa Cruz	\$ 8,924,778	\$ 188,360,093
Shasta	\$ 5,752,127	\$ 134,637,937
Sierra	\$ 66,547	\$ 3,288,371
Siskiyou	\$ 1,438,068	\$ 36,252,625
Solano	\$ 11,924,286	\$ 282,445,149
Sonoma	\$ 15,143,127	\$ 327,960,448
Stanislaus	\$ 20,575,040	\$ 407,626,675
Sutter	\$ 3,693,141	\$ 65,114,239
Tehama	\$ 1,761,811	\$ 40,131,669
Trinity	\$ 280,909	\$ 8,320,442
Tulare	\$ 18,868,768	\$ 364,983,130
Tuolumne	\$ 988,491	\$ 27,330,164
Ventura	\$ 28,527,413	\$ 601,092,150
Yolo	\$ 4,927,650	\$ 100,579,281
Yuba	\$ 3,522,753	\$ 77,452,046
Statewide Entities	\$ 78,067,820	\$1,705,166,004

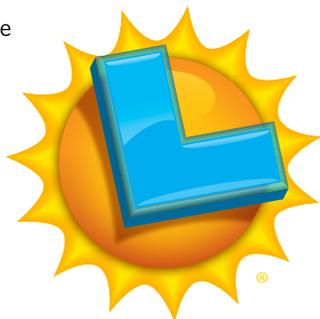
One Lottery Culture



We Listen To Our Employees...

2014 EMPLOYEE ENGAGEMENT SURVEY

In 2014, an Employee Engagement Survey (EES) conducted by the Lottery revealed that employees support and take pride in the Lottery's mission and understand how their jobs help increase funding for public education. The survey also indicated that employees know the work they do is important and enjoy the variety and challenges of their jobs. According to the EES, Lottery employees feel good about relationships and interactions with their direct managers and supervisors and believe the Lottery supports work/life balance. The EES is administered periodically to assess employee engagement and to gather the information needed to address employee concerns.



We Invest In Our Employees' Professional Growth...

WORKFORCE DEVELOPMENT

The Lottery's workforce and succession planning program facilitates business continuity and ensures that organizational goals and objectives are met. Periodically, managers are required to assess the current workforce, identify future workforce needs, and create plans to help employees develop the necessary competencies. Providing opportunities for leadership development is also essential to the long-term health of the organization; and the Lottery Leadership Network provides managers with ongoing opportunities for professional growth and development.

LOTTERY LEARNING CENTRAL

The Lottery is committed to fostering an environment of continuous learning, aimed at sustaining a high performance work culture that supports the Lottery's mission, goals, and objectives. Internal and external training classes provide opportunities for professional growth and development. The Lottery also offers on-line training that allows staff to access learning opportunities from remote locations as their



The onsite gym is equipped with fitness equipment, free weights, and mats for floor exercises.

schedule permits. Additionally, tuition reimbursement for college classes and degree programs is provided in accordance with bargaining unit contracts.

CAREER OPPORTUNITIES

Employment opportunities are advertised internally on the California Lottery Information Center (CLIC), the Lottery's public website, the California Department of Human Resources (CalHR) website, and depending upon the job, through other media outlets. Employees are encouraged to compete for internal promotional and transfer opportunities.

We Invest In Our Employees' Health...

THE EMPLOYEE WELLNESS PROGRAM

The Lottery is committed to helping employees maintain a healthy lifestyle and offers convenient and accessible fitness options at low or no cost. Lottery employees can choose from a variety of wellness amenities such as an onsite fitness center, wellness workshops and daily fitness classes. In addition, the Lottery hosts an annual health and safety fair where employees can obtain wellness information from a variety of vendors.

FITNESS CLASSES & FACILITIES

The Lottery offers a free fitness center located inside the Headquarters office. The onsite gym is equipped with fitness equipment, free weights, and mats for floor exercises. Locker rooms and shower facilities are also available. The fitness center is available to employees on weekdays from 6:00 am to 7:00 pm. The Lottery also makes lockers available to its employees to encourage biking and ridesharing.

Employees can choose to participate in fitness classes during their lunch hour. Instructor-led programs such as Yoga, Zumba and fitness boot camps are available at a discounted rate.

STRESS MANAGEMENT CLASSES

Stress affects people in different ways. While a certain amount of stress at work is normal, too much stress can affect productivity as well as the physical and emotional health of employees. The Lottery offers Stress Management classes to equip employees with tips and tools to help them successfully manage stress and lead healthy and productive work lives.

THE LEWP PROGRAM

The Lottery’s Wellness Committee designed a brochure for employees who prefer an outdoor fitness regime. The “LEWP” (Lottery Employee’s Walking Paths) brochure maps out two nearby walking paths. Depending on fitness level, employees can choose from the half-mile path that covers the inner perimeter of the Lottery Headquarters property or opt for a more scenic and adventurous one-mile path that includes a portion of the American River Bike Trail.



The “LEWP” (Lottery Employee’s Walking Paths) brochure maps out two **nearby walking paths**.

HEALTH & SAFETY FAIR

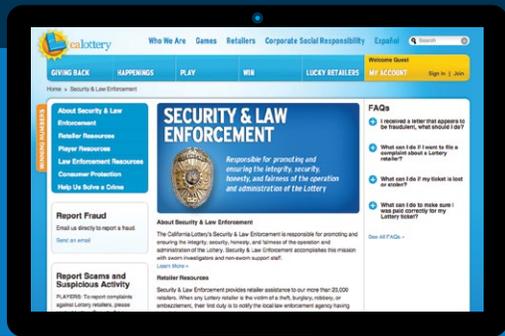
The Lottery’s annual Health & Safety Fair kicks off with a group of employees participating in a “Heart Walk” around the LEWP. Employees can sign up for the annual Blood Drive and are encouraged to spend their lunch visiting the dozens of participating health & wellness vendors. Vendors offer information regarding local wellness services, healthy lifestyle choices, free blood pressure checks, body composition analysis, and samples of healthy and tasty food alternatives. Human Resources staff are also on hand to answer questions from employees regarding health benefits.



Each year, the fair closes with a **Lottery Team Challenge**. Teams of coworkers compete with each other in a **variety of health & safety related games** to win the coveted “Golden Fire Extinguisher” trophy.



CONSUMER PROTECTION AND SECURITY



UNDERAGE GAMING ENFORCEMENT POLICY

The Underage Gaming Enforcement Policy uses minor decoys (persons under the age of 18) under the direct supervision of the Lottery's Security and Law Enforcement Division (SLED) investigator to enter Lottery retail locations and attempt to purchase Lottery products. This procedure is a controlled purchase with strict accountability. Statistical information and violations are documented and forwarded to the division's Deputy Director for review and possible contract termination.

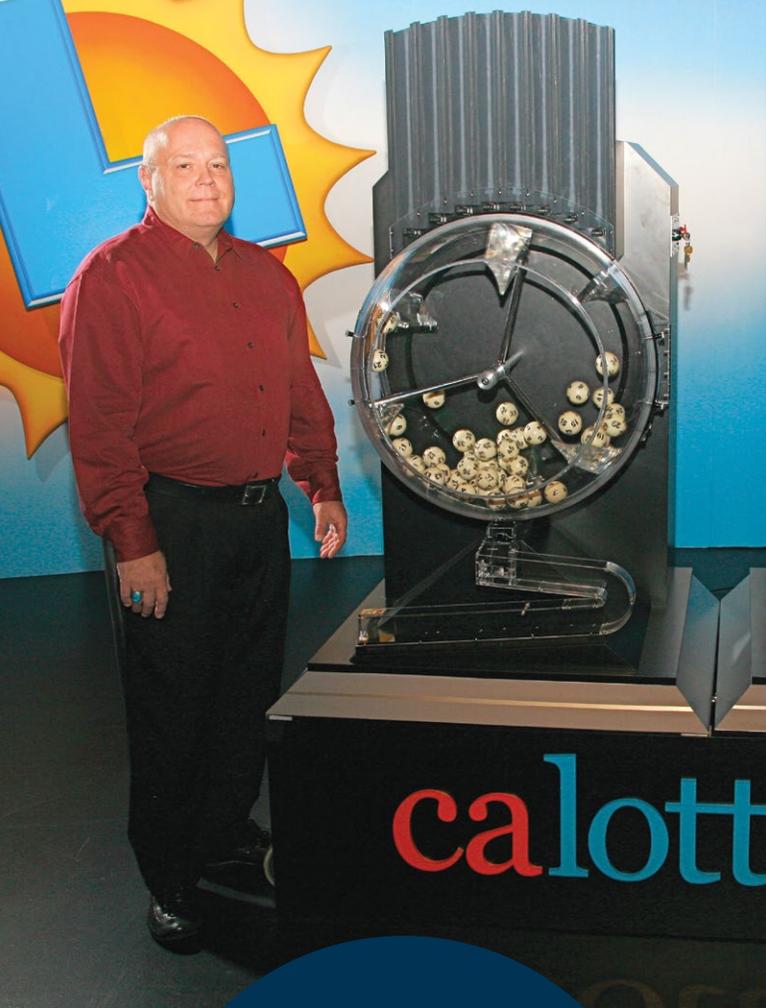
During FY 2013-14, SLED investigators conducted a total of 644 random underage gaming operations using minor decoys. During these random operations the Lottery experienced an 80 percent retailer compliance rate.

AVOIDING LOTTERY SCAMS

In an effort to help our players avoid being victims of scams, the California Lottery produced a pamphlet with information on how to avoid being scammed, as well as what to do if you or someone you know may be the victim of a scam. The pamphlet was designed in response to growing concerns over the rise of both traditional lottery scams (using phone calls and letters), as well as newer scams that target victims using email and social media.

The pamphlet can be picked up at most California Lottery retailers. A printable PDF version of the pamphlet along with scam videos and other helpful information can be found at calottery.com/scams.





INTEGRITY AND TRANSPARENCY

CALIFORNIA LOTTERY DRAWS

The Lottery's Security & Law Enforcement Division's Draw Management staff ("Draw staff") conduct all draws with a representative from a firm of independent certified public accountants ("independent representative"). The Lottery Act governs all draw procedures and the independent representative must attest that each draw is conducted according to written procedures. The independent representative also has the authority to stop a draw at any time prior to or during a draw if they feel the integrity of the draw has been compromised.

All *SuperLotto Plus*®, daily draw games and 2nd Chance draws are conducted in a secured Draw Room at the Lottery's Headquarters in Sacramento. An independent representative must be present with Draw staff in order to access the door to the Draw Room. Entry into the Draw Room is by badge access only and the Draw Room door is sealed with a numbered, metal seal. Prior to entry into the Draw Room, this seal must be cut and removed. The seal number is recorded in a logbook kept inside the Draw Room and is verified by the independent representative and Draw staff. The Draw Room is also alarmed and monitored 24 hours a day via video camera by the Lottery's Command Center.

SuperLotto Plus and other daily games are open for viewing by the general public and take place at California Lottery Headquarters located at 700 North 10th Street in Sacramento. The Draw Room is visible from the Lottery's lobby area. While no advance notice is required, we encourage individuals interested in attending a Lottery draw to phone ahead 1-800-LOTTERY (800-568-8379) to ensure that staff is available to provide a tour and answer questions regarding the draw process.

Want a tour?

We encourage individuals interested in attending a Lottery draw to phone ahead **1-800-LOTTERY (800-568-8379)** to ensure that staff is available to provide a tour and answer questions regarding the draw process.

Watch our series of reports on why every Californian has an equal and fair chance to become a millionaire!



» <http://bit.ly/integrityvideos> «

Stakeholder Engagement

STRENGTHENING RELATIONSHIPS WITH KEY STAKEHOLDERS

BETTING ON OUR FUTURE (BOOF)

Through an interagency agreement with the California Department of Public Health (CDPH), which oversees the Office of Problem Gambling, the Lottery provides \$120,000 in funding every fiscal year for: the maintenance of the 1-800-GAMBLER problem gambling helpline, appropriate literature/brochures for distribution to helpline clients and retailers, articles for the Lottery's publications, content for the Lottery web site, and any additional programs that further the purposes of the CDPH and aid players with problem gambling issues. A portion of the Lottery CDPH funding also supports Betting on Our Future (BOOF), a youth-driven problem gambling awareness campaign supported by the California Center for Youth Development and Health Promotion (CCYDHP) at the Tulare County Office of Education. The California Center for Youth Development and Health Promotion is a publicly-funded program dedicated to building youth leadership and prevention programs in the areas of alcohol, tobacco and gambling.

In June 2014, the Lottery's Deputy Director of External Affairs served as a judge during CCYDHP's BOOF Spotlight Festival awards ceremony where over 20 youth produced problem gambling public services announcements. The 150 youth in attendance represented projects in 20 communities across California. The work of the BOOF project is shared throughout their communities and in social media.

OPG AND CCPG

The Lottery's partnership with the California Office of Problem Gambling (OPG) is key to the development of its RG programs. While other stakeholder groups are concerned with problem gambling in California, the OPG is mandated and responsible for developing and providing quality state-wide prevention and treatment services to address problem and pathological gambling issues.

Lottery provides
\$120,000
IN FUNDING

every fiscal year for
1-800-GAMBLER
through CDPH

Lottery CDPH funding supports
BETTING ON
OUR FUTURE (BOOF)



Lottery Partners with
OFFICE OF
PROBLEM
GAMBLING



OFFICE OF
PROBLEM GAMBLING
California Department of
Public Health

Collaboration with OPG is key in the delivery of programs the Lottery's RG programs — all of which contribute to the continuous improvement. Through the OPG's Advisory Group and quality research programs the Lottery is able to learn more about:

- best practices in the fields of problem gambling prevention and treatment
- the prevalence of problem gambling in California and how Lottery products may contribute to the issue
- evaluation of the Lottery's RG program via the 1-800-GAMBLER helpline reports
- identifying new partnership opportunities with other RG advocates
- determining how the Lottery can complement OPG's programs via sponsorship opportunities

The Lottery is also a partner to the California Council on Problem Gambling (CCPG) and sits on its Board of Directors. CCPG is dedicated to assisting problem gamblers and their families by promoting awareness, education, research, prevention and treatment for problem gambling. As a member of CCPG's Board of Directors the Lottery provides strategic direction for the organization and addresses various topics regarding problem gambling. This collaboration has led to the development of a RG Training program and a success rate of 97% in training Lottery employees.

RETAILERS

In 2014, Lottery held four retailer conferences throughout the state where more than 900 retailers learned more about the Lottery and its operations, products and programs. The Lottery provided a RG informational booth as a key component of the passport program that encouraged retailers to visit several booths. The Deputy Director of External Affairs was also onsite to distribute the FY 2012-13 CSR report and Responsible Gambling Guideline brochures.

EDUCATION PARTNERS

The Lottery also continues to sponsor statewide education events to further its mission of supporting public education. At these conferences the Lottery has been able to share its mission message, and meet teachers, administrators and school board officials to inform them how much Lottery money they are receiving. These events also allow the Lottery to later highlight individual school stories in its Education Funding Video series.

The Lottery also supports other stakeholder events that are aligned with its mission and strategic goals.



RG Training program had a success rate of

97%

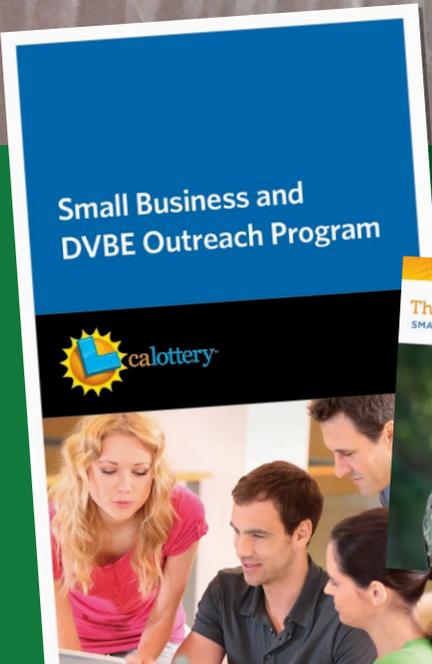
in training Lottery employees

900
RETAILERS

learned about responsible gaming at retailer conferences throughout the state

The Lottery also continues to sponsor
STATEWIDE EDUCATION EVENTS

to further its mission of supporting public education



The Lottery also **SUPPORTS OTHER STAKEHOLDER EVENTS** that are aligned with its mission and strategic goals



IMPORTANT PHONE NUMBERS

Customer Service

1-800-LOTTERY
TDD 1-855-591-5776

Corporate Communications

(916) 822-8131

DISTRICT OFFICES

San Francisco

(650) 875-2200

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(559) 449-2430

Van Nuys

(818) 901-5006

Inland Empire

(909) 806-4126

Santa Fe Springs

(562) 906-6356

Santa Ana

(714) 708-0540

San Diego

(858) 492-1700

The California Lottery helps fund a toll-free helpline for individuals, providing counseling and assistance for problem gambling through the California Office of Problem Gambling.

PROBLEM GAMBLING HELPLINE

1-800-GAMBLER

CALIFORNIA LOTTERY

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