

THE OFFICIAL PUBLICATION OF THE NORTH AMERICAN ASSOCIATION OF STATE & PROVINCIAL LOTTERIES

# INSIGHTS

SEPTEMBER/OCTOBER 2021

# THE **NASPL** ANNUAL CONFERENCE





# Supporting Communities, Vendor Style

**L**otteries aren't the only ones that go above and beyond as valuable members of the community. Their business partners – the companies that supply lottery products and services – are also often active participants in causes that support local, and not-so-local, communities.

The larger publicly-traded companies typically have extensive social responsibility policies in place, and their community support programs could fill much more space

than we have available here. We asked for just a few highlights, which should be considered the tip of the iceberg.

Many other industry vendors also have programs in place, whether formal or informal. In addition, their employees often continue the dedication to volunteerism that we see among lottery employees.

We thank those among our associate members who offered to publicly share some of their efforts; their edited responses follow.

IGT's After School Advantage program.



## IGT

IGT's community engagement efforts encompass a variety of corporate and employee-driven programs, reflecting the company's corporate social responsibility strategy, employee interests and passions, and our commitment to the United Nations' Sustainable Development Goals (SDGs). Through a wide range of efforts each year, we promote education programs, contribute to the development of adequate livelihood opportunities for people living within low-income communities, support equal access to opportunities, and encourage local economic development. Among these activities:

Our flagship community initiative, the After School Advantage (ASA) program, provides young people with access to technology and promotes Science, Technology, Engineering, Arts, and Math (STEAM) education opportunities through digital learning centers in communities where IGT operates across the globe. Since the launch in 1999, IGT's ASA program has installed more than 330 digital learning centers throughout the Americas. In a typical year, IGT employees volunteer their time and technology skills to develop these centers, with each uniquely designed to meet the specific needs of the local communi-

ty. For more than 20 years, the ASA program has provided thousands of young people with access to a powerful combination of educational resources and advanced technology, opening doors to a vast range of opportunities.

IGT's Community Ambassador program is a network of our employees around the world who share a passion for their communities and for good causes. Participants schedule and lead local community engagement events on behalf of IGT, including donation drives, group volunteering and relationship building. The Community Ambassadors are truly the heart of the program, maintaining close connections with local organizations and bringing a unique perspective on what is important within their communities. In a typical year, these Ambassadors participate in IGT global corporate challenges such as Global Giving Week, Global Book Collection and Global Food Collection in addition to their local events. In 2020, the Ambassadors reached out to their community partners to ask how they have been affected by the pandemic to see if there was an opportunity to help virtually or in a contact-free manner. The outreach spurred notable activities with food banks, care organizations and social service agencies.

Our employee engagement programs reflect the company's values and provide employees with further opportunities to give back to their communities. A global Day Off for Volunteerism encourages IGT employees to devote one paid workday to lend their time and talents in support of a charitable cause of their choice. The Dollars for Doers program gives employees another opportunity to support organizations they are passionate about. Through this program, when employees volunteer 25 hours or more to a charitable organization during the year, they may apply for an IGT grant to that organization. The Matching Gifts program is another way IGT supports the diverse charitable interests of employees by matching their individual financial contributions to qualifying charitable organizations.

## Scientific Games Lottery Group

Located in metro Atlanta since the 1990s, the Scientific Games Lottery Group global headquarters is involved in its local community in many ways, ranging from outreach to fundraising and volunteerism. Leaders serve in board of director roles in a number of local business and civic groups, and in recent years the company has become actively involved in promoting diversity, equity and inclusion. For example, we're a founding member of the One Forsyth initiative and the Metro Atlanta Chamber's ATL Action for Racial Equity initiative, and also signed our support for the Georgia Hate Crimes bill.

Scientific Games annually lends financial support to a local women's shelter and food pantries, and regularly participates in the Forsyth County Schools Stuff the Bus school supplies drive. Each year, the company selects a holiday outreach beneficiary, and in 2020 matched an employee-led online fundraising campaign to benefit Atlanta Community Food Bank. We also have ongoing college internship programs with local universities in our community, which



*Scientific Games is a founding partner in the newly launched One Forsyth countywide D&I initiative in metro Atlanta, where the company's global Lottery headquarters are located. Pictured here are organizers Phil Bauer, VP Corporate Counsel (back row, far right) along with other community leaders including Andrew Young, former U.S. Ambassador to United Nations and renowned civil rights activist (front row, second from left).*

will resume when safely possible due to the pandemic.

In Montreal, where Scientific Games' Canadian instant game manufacturing facility has been entrenched in the east Montreal neighborhood of Hochelaga-Maisonneuve for more than 50 years, the company has employed generations of families and supports the local community in many ways. Although the pandemic curbed most of our efforts, we found a way to spread holiday cheer in 2020 by presenting financial donations to three local organizations benefiting neighborhood children and families. The company is also very active in the Montreal business community. This fall as part of our long-standing commitment to environmental sustainability, Scientific Games will plant 75 trees on our campus in collaboration with Soverdi, a nonprofit organization implementing the City of Montreal's climate plan, which aims to plant 500,000 trees by 2030.

Around the world, with most Scientific Games' community outreach and fundraising for local and national organizations paused during the pandemic, the company managed to continue its social responsibilities as best we could during government shutdowns by organizing online fundraising to support a few favorite causes. In Leeds, U.K., for example,

one favorite cause is the World's Biggest Coffee Morning fundraiser led by MacMillan Cancer Support, a charity supporting people living with cancer. Instead of their usual in-person event (including a bake-off) our Leeds staff hosted the Coffee Morning fundraiser during regularly scheduled virtual team meetings with employees enjoying coffee and baked goods at home and donating through a dedicated web page.

Many of our global facilities are located near our lottery customers, so Scientific Games and its employees take part in various community outreaches and volunteer activities throughout the year, often in collaboration with the local lottery's team. A great example is in Maryland, where our employees work together on community improvement projects in the Maryland Lottery's annual Day to Serve.

## **INTRALOT**

INTRALOT is committed to support the communities where it operates, as they provide the resources, infrastructure, and markets for its businesses operations. A key element of INTRALOT's approach to society is to understand expectations and effectively contribute to the needs of local community members,

by aligning our economic growth with society support and implementing programs to create value to different groups. Therefore, the Company launched the targeted social support program "INTRALOT - We Care a Lot" in two main areas: Social welfare and human development, and education and human capital.

Our activities include programs that support young people and youth entrepreneurship, underprivileged groups and children, and general society needs. We ensure that all of our sponsorships and donations are responsibly utilized by verified charitable organizations. We encourage volunteerism throughout our company, and have organized blood donation drives in some of our locations.

## **Abacus**

Abacus is embarking on a strategy of becoming a carbon neutral business. To achieve this we are offsetting our carbon footprint by paying for the planting of trees around the world. Our contribution will be in the many thousands annually. We are working with a registered charity called Ecologi.

## **Pollard Banknote**

Supporting the communities in which we live and work is ingrained in Pollard Banknote's DNA since the company was established by the Pollard family well over a century ago. Initiatives range from contributions made personally and collectively by members of the Pollard family through the Pollard Foundation, such as the development and funding of a micro-suite apartment building that will provide safe housing for people at risk of homelessness, to the longstanding support that Pollard Banknote provides to United Way, which supports hundreds of programs that help improve lives in the community.

Our community-focused spirit extends to Pollard Banknote's full family of companies. A few exam-

# iLottery

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Scientific Games' portfolio of iLottery products lets your players stay connected to each other and to the games they love.



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