

Fiscal Year 2025  
Georgia Lottery Corporation



Corporate Social Responsibility  
Impact Report

## CSR Impact Report

At the Georgia Lottery Corporation (GLC), our mission is rooted in maximizing returns to education while upholding the highest standards of integrity, transparency, and player protection. Through targeted initiatives, rigorous testing, comprehensive training, and industry-leading certifications, GLC continues to demonstrate its commitment to responsible gaming and broader corporate social responsibility.

### Game Risk Assessments

To ensure a safe gaming environment, every Diggi Game on the Georgia Lottery website undergoes evaluation through GamGard's proprietary system. This year, 135 Diggi Games were tested, with none scoring in the "very high risk" category. This strong outcome reflects mitigating features such as:

- Mandatory deposit limits for iHOPE® players
- Hourly pop-up reminders to inform players of their session time

We also extend this diligence to retail products. In FY2025, 55 scratch-off games were evaluated using the same GamGard system to assess and manage potential risk.

### Employee and Retailer Training

#### GLC Employee Training

Responsible Gaming (RG) training is required annually for all GLC employees. The 2025 training included an instructional video followed by a comprehension quiz. Key results:

- 93% of employees completed the training
- 86% of participants scored 100% on the quiz

#### Advanced Training for Player-Facing Staff

Specialized training was conducted for employees who interact directly with players, including the Player Information Team and District and Sales Representatives. This training, led by a Georgia-based behavioral health provider, resulted in:

- 98% completion rate
- 95% of participants reported confidence in identifying signs of problem gambling
- 95% were able to name a reliable resource for players experiencing gambling-related harm

#### Retailer Training

Retailer partners are vital in promoting responsible play. GLC trains retailers annually to help them recognize problem gambling behaviors and offer appropriate resources. This year:

- 95% of retailers completed training
- The Georgia Lottery partners with approximately 9,000 retail locations across Georgia

## Certifications & Awards

### **World Lottery Association (WLA) Certification**

GLC currently holds Level 3 Certification from the WLA, recognizing our strong commitment to responsible gaming. This certification is valid through May 2027, at which time we plan to apply for Level 4, the highest level attainable.

In 2024, GLC's efforts were further recognized with an award from the WLA honoring our exemplary responsible gaming submission.

### **iCAP Accreditation**

GLC also earned continued accreditation from the National Council on Problem Gambling's Internet Compliance Assessment Program (iCAP), which confirms our adherence to best practices in online responsible gambling. This accreditation is valid from April 2025 through April 2027 and marks GLC's fifth iCAP designation since 2017. iCAP remains the nation's only accreditation program dedicated to endorsing responsible online gambling standards.

## Responsible Advertising

GLC ensures all marketing aligns with our Responsible Advertising Policy, which prioritizes fun and entertainment and avoids implying that gambling is risk-free or skill-based. All commercials, billboards, radio, and print ads include "Play Responsibly" messaging.

Online advertisements are limited to users located within Georgia and restricted to individuals aged 18 and older. We apply "negative keywords" on search engines such as Google and Bing to avoid serving ads to users searching for terms like "gambling treatment" or "problem gambling," and on platforms like Reddit and Quora, we do not display ads within subreddits such as r/GamblingAddiction or to Quora users who have searched for phrases like "How do I quit gambling?" On organic social media, GLC shared 12 responsible gaming posts across Facebook, Twitter, and Instagram in FY2025.

## Support and Contributions

GLC supports those impacted by problem gambling through direct financial contributions and player support systems:

- We contribute \$400,000 annually to the Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD) to fund treatment and the Georgia Crisis and Access Line (GCAL).
- In FY2025, GCAL responded to 18,544 gambling-related calls, representing less than 0.2% of Georgia's population.
- Internally, our Player Information Team handled 50,028 inquiries in 2025, of which only 23 were related to problem gambling — less than 0.04% of all inquiries.
- We are Capitol Sponsors of NCPG's annual National Conference on Gambling Addiction & Responsible Gambling

## Education: Our Core Mission

GLC remains steadfast in its mission to fund education in Georgia:

- Since inception, \$29.8 billion returned to education
- More than 2.2 million four-year-olds served through pre-K programs
- Over 2.25 million HOPE Scholars supported through college
- In FY2025 alone, GLC returned \$1.47 billion to Georgia's Lottery for Education Account

## Looking Ahead: FY2026 and Beyond

Our commitment to Corporate Social Responsibility extends far beyond compliance — it's about cultivating a culture of integrity, innovation, and care. Whether it's protecting our players, supporting employees and retailers, or driving educational success, the Georgia Lottery Corporation will continue to lead by example in FY2026 and beyond.