

COMMUNITY RELATIONS

2024-25 Year in Review



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Mission

SaskGaming's Community Relations' mission is to demonstrate good corporate citizenship and to employ best practices in the gaming industry for corporate social responsibility and community investment.

Supporting our Communities with Visibility and Pride

The 2024-25 fiscal year continued growing positive visibility for SaskGaming's contributions to the Regina and Moose Jaw communities. With increased event participation, volunteerism, and collaborative efforts, SaskGaming's Community Relations unit utilized the opportunities presented to bring Casinos Regina and Moose Jaw's impacts to our two home cities to light in positive and tangible ways. The unit was able to increase staff participation to be involved with many of Regina and Moose Jaw's annual events as well as strengthen our partnerships with non-profits utilizing our staff's volunteerism.



What We Do:

SaskGaming, through Casinos Regina and Moose Jaw, is proud to contribute hundreds of thousands of dollars each year to organizations and events that make our communities better places to live.

Part of SaskGaming's commitment to the community is to invest approximately one per cent of its Net Income Before Payments to sponsorships and donations, with 25 per cent of those investments allocated to Indigenous projects, programs and initiatives.

In addition to sponsorships and donations, SaskGaming also participates in the following initiatives:

- Corporate matching
- Creative giving initiatives
- Employee programs: Dollars for Do-Gooders and Employee Match
- Employee Volunteerism



Objectives

Corporate Objectives:

1. Achieve annual Public Opinion of Community Support target of 62 per cent

The target was not met, with a result of 57.8 per cent—an increase from 48.8 per cent in 2023–24. Despite falling short of the goal, the significant improvement from the previous year can still be considered a success. SaskGaming's Community Relations and Advertising teams launched an awareness campaign in late summer 2023, following a three-year hiatus in promoting its sponsorships and donations.

The 2024–25 campaign continued to build momentum, delivering two key messages to the public. The first highlighted SaskGaming's community partnerships and the value these collaborations bring to local organizations. The second focused on staff volunteerism, showcasing the positive impact of employee involvement in the Regina and Moose Jaw communities and reinforcing SaskGaming's commitment to giving back.

Both campaign themes were well received and featured across social media platforms and in televised commercials.

2. Achieve annual Indigenous Sponsorship target of 25 per cent

This target was met. SaskGaming spent 31 percent (or \$150,913) of its total sponsorship spend of \$481,163 on Indigenous partnerships.

Community Relations Objectives:

1. Achieve 400 employee volunteer hours

This target was met. Corporate volunteer opportunities increased in 2024-25 and a total of 456.5 hours were documented for the fiscal year. This was an improvement over the 380 hours of volunteering done the previous year, and 213 hours of volunteerism in 2022-23. For 2024-25, volunteering opportunities included time donated to the Queen City Marathon, the Moose Jaw, the Circle Project, Regina Food Bank, Moose Jaw Food Bank, and Carmichael Outreach, and utilization of the Dollars for Do-Gooders program, where staff volunteer with charities and organizations of their choice.

2. Achieve a Community Impact Ratio (CIR) of 1.30

This target was not met. The CIR was 1.09 as of March 31, 2025.

This ratio is calculated by dividing total financial community impact, including funds raised by events facilitated by SaskGaming, by the amount directly contributed by SaskGaming.

3. Invest approximately one per cent of Net Income Before Payment into Regina and Moose Jaw community organizations through mutually beneficial partnerships

This target was met. SaskGaming spent \$481,113 on community investment programming.

4. Achieve sponsorship spending allocation of 80 per cent Regina and area and 20 per cent Moose Jaw and area

This target was met. In 2024-25, SaskGaming spent 22 per cent or \$104,674 of its annual sponsorship spend of \$481,113 on Moose Jaw partnerships.

Financial Results

Sponsorships and Donations

In 2024-25, SaskGaming provided \$481,113 in cash and in-kind sponsorships to various charitable, not-for-profit and/or community organizations, events or projects.

Significant donations of \$25,000 were made to the Moose Jaw and District Food Bank and the Al Ritchie Community Association. These donations will make large impacts for these organizations to help their communities.

All cash and in-kind sponsorships made in 2024-25 was qualified under a key focus area. The spending breakdown is as follows:

- Core Community Needs: 59%
- Strategic Partnerships: 26%
- Always Entertaining Sponsorships: 15%

Key Focus Areas

SaskGaming's key focus areas create balanced community impact. They consider the needs of key community groups, as well as our business priorities and stakeholder objectives.

Core Community Needs

- SaskGaming will support Regina or Moose Jaw based community efforts to raise funds for registered charities, non-profit organizations, or other such groups that:
 - Provide food and/or shelter for those in need.
 - Provide essential services or programming that will improve the wellbeing of at-risk individuals.

Always Entertaining Sponsorships

- SaskGaming will place a priority on charitable events and projects that are fun, exciting and have broad community appeal and promote Casinos Regina and Moose Jaw's 'Always Entertaining' brand promise.
- SaskGaming will support charitable or non-profit organizations, events or projects that raise funds for charities or non-profits in a fun and entertaining way.

Strategic Partnerships

- SaskGaming will partner with key stakeholders where the organization, event or project supports the corporation's marketing goals and other corporate objectives.
- SaskGaming will place a priority on partnerships that provide an opportunity to activate or leverage the sponsorship to increase brand awareness, drive traffic and enhance relationships with key stakeholders.

Core Community Needs Partners

2024-25 Partner List

- 11th Native Prairie Restoration/Reclamation Workshop
- All Ritchie Community Association
- All Nations Hope
- Assiniboia Festival of Trees
- Blackcellence Awards
- Buffalo People Arts Institute
- Canadian Mental Health Association Regina
- Canadian Mental Health Association Moose Jaw
- Cardiac Cares 5K Run or Walk
- Carmichael Outreach
- Creative Kids Saskatchewan – Indigenous Artists Showcase
- Dress for Success
- Eagleheart Centre
- Equity Diversity Inclusion Network
- Family Services Regina – Jukebox Mania
- First Steps Wellness Centre
- Four Directions Health Services – MMIWG2S Event
- Hospitals of Regina Foundation
- Ignite Adult Learning Corporation
- Imperial Community School Food Hampers
- India Night
- Moose Jaw & District Food Bank
- Moose Jaw Family Services
- Moose Jaw Humane Society
- Moose Jaw Transition House
- Multicultural Council of Saskatchewan
- Kinclub Annual Telemiracle
- Paramedics with Heart
- REALM Foundation
- Regina and District Kin Club
- Regina Chinese Benevolent Association
- Regina Early Learning Centre
- Regina Food Bank
- Regina Immigrant Women Centre Inc.
- Regina Paramedics Association
- Regina Public Library
- SCEP Centre
- SK Wildlife Federation
- SOFIA House
- Souls Harbour Mission Regina
- South Saskatchewan Community Foundation
- St John Ambulance
- The Circle Project

- Treaty 4 150th
- Weyburn Oilwomen Association
- Women of the Dawn
- YWCA

Always Entertaining Partners

2024 – 2025 Partner List

- Artesian
- Canadian Western Agribition
- Country Thunder Music Festival
- First Nations University of Regina Spring Celebration Powwow
- Globe Theatre
- I Love Regina Day
- Legion Provincial Curling Championship
- Moose Jaw Events Centre
- Moose Jaw Ford Curling Centre
- Moose Jaw Miller Express
- Moose Jaw Charity Road Race
- Play with Your Food
- Pure Country Snow Pitch
- Queen City Pride
- Run Regina
- Regina Chinese Benevolent Association
- Regina International Film Festival
- Regina Symphony Orchestra
- Royal Saskatchewan Museum
- Saskatchewan Festival of Words
- Saskatchewan Science Centre
- Saskatchewan Sports Hall of Fame
- Taste of Spring
- United – An Evening of Varsity Sport

Strategic Partnerships

2024-25 Partner List

- Alzheimer Society of Saskatchewan
- Art Gallery of Regina
- Canadian Native Fastball Championship
- CIC ACIR Indigenous Employee Networks Conference
- First Nations University of Canada
- Indian Head Ducks Unlimited
- Mae Wilson Theatre
- Moose Jaw Exhibition Company Ltd.
- Moose Jaw Miller Express
- Moose Jaw Warriors

- Saskatchewan Roughriders
- REAL District
- Regina Chinese Canadian Association
- Regina Chinese Freemasons Spring Festival
- Regina Pats
- Regina Red Sox Baseball Club
- Royal Saskatchewan Museum
- Saskatchewan Roughriders
- South Saskatchewan Community Foundation
- University of Regina



"The generous support of the Casinos Regina and Moose Jaw has significantly enhanced the Al Ritchie Community Association's ability to serve our neighbourhood with dignity and care. Thanks to their contribution, our free clothing initiative continues to be a vital, accessible resource for individuals and families in need. We are able to provide seasonal clothing, outerwear, and essentials that help restore

confidence, especially for those facing financial challenges or housing instability. This program has become a lifeline for many in our community—and it wouldn't be possible without this partnership.

In addition to supporting basic needs, the Casinos' investment in our adult and seniors programming has enriched the lives of our participants by reducing social isolation and promoting overall wellness. From culturally inclusive social events to wellness workshops and activity-based gatherings, their support has allowed us to offer more frequent, engaging, and inclusive programming. Their commitment to community care has helped us uphold our motto: Neighbours by chance, community by choice."

Denis Simard - Executive Director of Al Ritchie Community Association

Indigenous Partnerships

In addition to SaskGaming's key focus areas, the corporation also places a priority on events and/or projects that engage, support and ultimately benefit Indigenous people and organizations in Saskatchewan. The corporation ensures this priority is met by allocating 25 per cent of its annual sponsorship budget towards Indigenous partnerships.

For an organization, event, or project to be considered Indigenous, 50 per cent or more of the beneficiaries must be of Indigenous descent or the event's purpose must be to support Indigenous peoples.

In 2024-25, 31 per cent of the annual sponsorship budget (\$150,913) went towards Indigenous partnerships.

2024-25 Indigenous Partner List

- All Nations Hope
- Buffalo People Arts Institute
- Canadian Mental Health Association Regina
- Canadian Mental Health Association Moose Jaw Branch
- Canadian Native Fastball Championships
- Carmichael Outreach
- Creative Kids Saskatchewan – Indigenous Artists Showcase
- Eagleheart Centre
- Equity, Diversity and Inclusion Network
- First Nations University of Canada Spring Celebration Powwow
- Family Service Regina
- Four Directions Health Services
- Ignite Adult Learning Corporation
- Moose Jaw Transition House
- Multicultural Council of Saskatchewan
- Regina Early Learning Centre
- Regina Food Bank
- Regina Public Library – Indigenous Programming
- Regina Transition House
- Royal Saskatchewan Museum
- Saskatchewan Polytechnic
- SCEP Centre
- SOFIA House
- The Circle Project
- Treaty 4 150th
- Women of the Dawn
- YWCA



"Circle Project, had the incredible opportunity to participate in a fundraising event called The Survey Says: Charity Challenge hosted by Casino Regina and Moose Jaw. This event was not just a chance to raise essential funds for competing organizations, but also a wonderful opportunity for our community to come together, build stronger connections, and engage with one another for a great cause.

In these tough economic times resources are harder to secure which unfortunately creates greater competition within the sector. It is through events like this that we can come together as a community to build relationships and enjoy some "friendly and fun" competition.

The evening was filled with excitement, laughter and the kind of teamwork that truly reflects the heart of our community. As a participating agency, we witnessed firsthand

how such events help bridge gaps, spark important conversations, and encourage everyone to contribute to causes that matter most. We were deeply moved by the generosity and support from Casinos Regina and Moose Jaw."

Ann Perry, Executive Director of Circle Project

Moose Jaw Partnerships

In addition to SaskGaming's key focus areas, the corporation also places a priority on events and/or projects that engage, support, and ultimately benefit Moose Jaw and surrounding area. The corporation ensures this priority is met by allocating 20 per cent of its annual sponsorship budget towards Moose Jaw partnerships.

In 2024-25, 22 per cent of the annual sponsorship budget went towards Moose Jaw partnerships.

Moose Jaw Partner List

- Canadian Mental Health Association
Moose Jaw Branch
- Greek Night Moose Jaw
- Mae Wilson Theatre
- Moose Jaw Exhibition Company Ltd.
- Moose Jaw & District Food Bank
- Moose Jaw Family Services
- Moose Jaw Ford Curling Centre
- Moose Jaw Health Foundation
- Moose Jaw Humane Society
- Moose Jaw Miller Express
- Moose Jaw Sidewalk Days
- Moose Jaw Transition House
- Moose Jaw Warriors Hockey Club
- Moose Jaw Charity Road Race
- Saskatchewan Festival of Words
- Tourism Moose Jaw

"Moose Jaw Family Services is incredibly grateful for the generous support received from Casino Moose Jaw and SaskGaming over the past year. Through donations from the August "Donate & Play" promotion, the "Survey Says: Charity Challenge" event, and their ongoing support of our Halloween Bingo fundraisers, their contributions have made a significant impact. Thanks to their support, we've been able to continue operating our essential food programs—providing fresh produce, dairy, and non-perishables to families in need—even as some of our traditional grant funding has come to an end. Their investment in our fundraising efforts has also helped us move closer to long-term sustainability, supporting continued programming while we begin work on our upcoming capital project."

Tara Jones, Executive Director, Moose Jaw Family Services





"The Moose Jaw & District Food Bank would like to express our deepest gratitude to Casino Regina and Moose Jaw for their invaluable financial support and dedication to volunteering. Their generous donation has directly enabled us to launch and sustain our innovative new Mobility Delivery program, which will provide individuals with mobility issues access to nutritious food through our Harvest Pantry. We are incredibly thankful for their commitment to supporting our community and helping us end hunger in our community"

Jason Moore, Executive Director, Moose Jaw and District Food Bank

Creative Giving Initiatives

Donation Box Program

- The donation box recipients were the Saskatchewan Safety Council (Q1), Neil Squire Society (Q2), Wildlife Rescue Society of Saskatchewan (Q3) and the Saskatchewan Deaf and Hard of Hearing Services (Q4). A total of \$12,821 was donated by guests. With the corporate match, a total of \$25,642 was given to the recipients.

Craven Country Thunder Toonie Bar

- The Player Relations Department donated \$1,341 to the Regina Early Learning Centre from its Country Thunder hosting event.

Donate and Play

- A collaboration between Promotions and Community Relations, the Donate and Play offer benefits guests and community non-profits by giving guests the opportunity to donate \$5 to participate in the promo, and the non-profits receive the donated amounts as well as a matched donation, up to \$10,000 per promotion, from SaskGaming.

The amounts raised for each charity are as follows:

Location	Q1	Q2	Q3	Q4
Regina	Regina Humane Society \$13,504	Ignite Adult Learning Corporation \$14,168	SOFIA House \$13,168	CMHA Regina Branch \$10,952
Moose Jaw	Moose Jaw Humane Society \$3,376	Moose Jaw Family Services \$3,542	Moose Jaw Transition House \$3,292	CMHA Moose Jaw Branch \$2,738

Charity Challenge

The Survey Says Charity Challenge was a brand-new event designed to support local charities while offering the public a fun and entertaining night out. SaskGaming partnered with Big Time Gameshows to host the lively game show, featuring six charities with strong ties to SaskGaming having a shared focus on addressing Core Community Needs. The participating organizations included Family Service Regina, Moose Jaw Family Services, Regina Food Bank, Moose Jaw Food Bank, the Circle Project, and All Nations Hope Network.

The game unfolded over three rounds, with two charities facing off in each round to earn points by guessing the most popular answers from a community survey. At the end of the night, every participating non-profit walked away with a prize, determined by their final ranking.

Adding to the excitement, three audience members were selected to join the charities facing off onstage and help answer the survey questions. These audience participants also received prizes based on their team's performance. Family Service Regina emerged as the top winner of the evening, securing a \$10,000 prize to support their valuable programs.



This years' Survey Says Charity Challenge rankings and awards are as follows:

Ranking	Prize Amount	Charity
First	\$10,000	Family Service Regina
Second	\$7,500	Regina Food Bank
Third	\$5,000	All Nations Hope Network
Consolation Prize	\$2,500	Moose Jaw Family Services
Consolation Prize	\$2,500	The Circle Project
Consolation Prize	\$2,500	Moose Jaw Food Bank
Total	\$30,000	

Employee-Driven Initiatives

Employees had the opportunity to coordinate their own opportunities to volunteer or fundraise for a cause or charity and were able to take advantage of existing employee programs: Dollars for Do-Gooders and Employee Match. Eight employees submitted for 64 hours of volunteer time, resulting in \$2,000 paid for Dollars for Do-Gooders. Four submissions for the Employee Match fund totaled \$1,357.

Corporate-Driven Initiatives

The corporation resumed actively seeking volunteer opportunities for employees beginning in the spring. Initiatives such as the Queen City Marathon, the First Nations University Spring Celebration Powwow, and multiple volunteer engagements at the Regina Food Bank and the Circle Project contributed to a total of 392.5 corporate-driven volunteer hours. When combined with the 64 volunteer hours logged through the Dollars for Do-Gooders program, Casinos Regina and Moose Jaw collectively donated 456.5 volunteer hours in support of events and charitable organizations across the Regina and Moose Jaw communities.