Key Highlights

2018-19

Sponsorships, Donations and In-Kind Support

- $429,754 was provided in donations, sponsorships and in-kind support to 80 organizations, projects and events in the communities where we operate. Of that:
  - 29% went towards supporting Indigenous people and programs,
  - 23% went towards supporting the Moose Jaw community.
- $18,136 was spent in Employee Program Fund donations, such as employee matching donations, Dollars for Do-Gooders, etc.
- $29,642 was spent in Disentitlement of Winnings Fund donations, including a donation made to the Humboldt Broncos.

Volunteerism

- 530 hours were donated by 74 employees supporting 15 charitable organizations in Regina and Moose Jaw.

Creative Giving

- $85,057 was raised through Creative Giving initiatives, including:
  - $51,950 through Charity Championship,
  - $12,142 through the donation boxes,
  - $13,023 by other public fundraisers such as: Craven Toonie Bar, Food Drive, Super Bowl 50-50, etc.
  - $7,941 by employee’s fundraisers such as: Crave Cup, GameOn Getaway, etc.

How Did We Do?

- 54.3% of respondents believe that Casinos Regina & Moose Jaw are doing well at giving back to the community (up from 53.9% in 2017).
  
  Source: Province Wide - October 2018 Insightrix OnTopic® Omnibus.
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.

WHAT WE DO:

SaskGaming, through Casinos Regina & 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 1% of its income (before payment to the General Revenue Fund) to sponsorships and donations with 25% of those investments allocated to Indigenous projects, programs and initiatives.

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

- Corporate matching,
- Creative Giving initiatives,
- Employee programs and volunteerism.
Objectives

CORPORATE OBJECTIVES:

1. *Achieve annual “Public Opinion of Community Support” target of 55%*
   This target was **not met.** 54.3% of respondents believe that Casinos Regina & Moose Jaw are doing well at giving back to the community (up from 53.9% in 2017-18).

2. *Achieve annual “Indigenous Sponsorship” target of 25%*
   This target was **met.** This past year, SaskGaming spent 29% (or $125,450) of its annual sponsorship budget ($429,754) towards Indigenous partnerships.
   *Calculation only includes sponsorships. Excludes Employee Program Fund, Disentitlement of Winnings and Sponsorship Event Participation amounts.

3. *Achieve community investment spending* at 1% of net income (before payment to the GRF)
   This target was **met.** This past year, SaskGaming spent 1% (or $477,531) of $44.9M in net income (before payment to the GRF).
   *Calculation includes Sponsorships, Employee Program Fund and Disentitlement of Winnings amounts.

4. *Achieve sponsorship spending allocation of 80% Regina and area and 20% Moose Jaw and area.*
   This target was **met.** This past year, SaskGaming spent 23% (or $97,250) of its annual sponsorship budget ($429,754) towards Moose Jaw partnerships.

COMMUNITY RELATIONS OBJECTIVES:

1. *Achieve 400 employee volunteer hours*
   This target was **met.** SaskGaming accumulated 530 employee volunteer hours.

2. *Achieve 1.18 Community Impact Ratio*
   This target was **met.** This past year, SaskGaming achieved a 1.18 Community Impact Ratio. 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.
Financial Results

SPONSORSHIPS & DONATIONS
In 2018-19, SaskGaming provided $429,754 in cash and in-kind sponsorships to various charitable, not-for-profit and/or community organizations, events or projects.

In-kind sponsorships usually involved waiving the Casino Regina’s Show Lounge rental fee and potentially technical fees & beverage services to organizations.

All cash and in-kind sponsorships made in 2018-19 qualified under the key focus areas, see spend breakdown below:

- Core Community Needs: 12% or $52,700
- Always Entertaining Sponsorships: 20% or $86,734
- Strategic Partnerships: 68% or $290,320

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Key Focus Areas

SaskGaming’s key focus areas are chosen to create a balanced community impact. It considers the needs of key community groups, our stakeholder’s objective for the province and our business priorities.

CORE COMMUNITY NEEDS

• SaskGaming will support Regina or Moose Jaw based community efforts to raise funds for (but not limited to) registered charities or non-profit organizations that:
  • Provide food and/or shelter for those who cannot obtain it.
  • Provide essential services or programming that will improve the well-being of at-risk individuals.

ALWAYS ENTERTAINING SPONSORSHIPS

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

STRATEGIC PARTNERSHIPS

• SaskGaming will partner with key stakeholders that are mutually beneficial, where the organization, event or project will support the corporation’s marketing goals and other corporate objectives.
• SaskGaming will place 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 Partner Profile

IGNITE ADULT LEARNING CORPORATION

Ignite is committed to facilitating the growth of young adults to become independent and self-supporting.

“We help young people see their potential,” says Founder, Carlo Bizzarri, Ignite Adult Learning Corporation.

A not-for-profit, community-based employer, Ignite uses a leading edge business entrepreneurial model to empower marginalized young adults in the community to become self-supporting productive citizens.

“It changed my life. They see potential in you.” says Ignite graduate and current Casino Regina employee, Michael Lavallee. As a current member of the Casino Regina Security team, Michael not only gained his GED at Ignite but he started his own landscaping business upon graduation. “Being there at Ignite helped me open my eyes of starting my own business and that’s exactly what I did.” says Lavallee.

“I want to say thank you to the Casino, by investing here (Ignite) you’re doing something very important for this community,” Carlo explains. “I am blessed to be among these young people. They are amazing!”

Casinos Regina and Moose Jaw are proud supporters of the Ignite Adult Learning Corporation.
Core Community Needs Partner Profile

REGINA AND MOOSE JAW & DISTRICT FOOD BANKS

The Regina and Moose Jaw & District Food Banks serve those most vulnerable in our community by providing programs and service directly and through partnerships in the areas of food provision, essential skills development and connections to community supports and opportunities.

Against the Odds Food Drive
Casinos Regina and Moose Jaw pulled off another successful campaign targeted at engaging guests and staff alike.

For every pound of food collected the corporation donated $10 (up to $20,000). The corporation surpassed their 2,000 pound goal and were able to donate the maximum amount. Additionally, all proceeds from the donation boxes from October to December went to the Regina and Moose & District Food Banks. By the end of December, a total of $4,000 was raised through the program and was matched 100% by the corporation.

In the end, the corporation collected over 3,316 pounds of food and were able to make donations totaling over $28,000 to both food banks.

Casinos Regina and Moose Jaw are proud to be long-time supporters of the Regina and Moose Jaw & District food banks.
Core Community Needs Partners

2018-19 PARTNER LIST

- Amakon Ignite Hope Gala (in support of underprivileged women and girls)
- Habitat for Humanity
- Hill Business School’s 5 Days of Homeless (in support of Carmichael Outreach)
- Ignite Adult Learning Corporation
- Kitchener Community School Holiday Dinner
- Moose Jaw & District Food Bank
- Regina Food Bank
- Riverside Mission
Always Entertaining Partner Profile

SWINGING WITH THE STARS
(IN SUPPORT OF HOPE’S HOME)

Swinging with the Stars, a high energy action packed evening of the city’s finest celebrities coming together to compete for charity.

The event paired eight local celebrities and eight professional dancers as they danced to compete to win two different awards. It was a fun and exciting fundraising event that took place in Regina with all proceeds going to Hope’s Home.

Hope’s Home provides necessary care for children with complex medical needs. They provide daycare services, early learning and development programming, respite services and other supportive living services.

In 2018, the Swinging with the Stars event raised over $172,000 for Hope’s Home. “The casino has done a really creative job with the different fundraising efforts that they have made,” says Kelsey Stewart, Fund Development & Marketing Manager for Hope’s Home. “They give the opportunity to lots of different non-profits. They are a caring part of this community and we are just blessed to have them on board with us.”

Casino Regina is proud to support Swinging with the Stars, a benefit for Hope’s Home.
PARTNER PROFILE: CHINESE NEW YEAR CELEBRATIONS

Casinos Regina and Moose Jaw are proud to support our diverse community. Every year we support a variety of Chinese New Year celebrations which are in support of many worthy causes.

**Regina Chinese Freemasons of Canada (RCFC)** - On January 26, 2019, the RCFC hosted their annual Chinese New Year event in the Casino Regina Show Lounge. The event featured a variety of Chinese performances. The event successfully raised over $11,000 from the raffle and live auctions which went towards the Hospitals of Regina Foundation’s pediatric outpatient unit.

**Regina Canadian Chinese Association (RCCA)** - Close to 600 guests joined in on the celebration for RCCA’s Chinese New Year Celebrations on February 2, 2019 at the Delta Hotel. Entertainment included a Lion Dance, musical performances, traditional dances, Tai Chi and Rory Allen. Proceeds from the event went to Diabetes Canada.

**Regina Chinese Benevolent Association (RCBA)** - On February 9, 2019, the RCBA held their annual Chinese New Year Dinner. On February 10, 2019, Casinos Regina and Moose Jaw celebrated Chinese New Year on the gaming floor. This consisted of partnering with the Regina Chinese Benevolent Association to execute the Lion Dance and fortune cookie giveaways. Guests were encouraged to “feed” the Lion which consisted of putting money in a red envelope and then given to the Lion as it danced its way through the casino. Proceeds went to the Canadian Hung Kuen Association.

Casinos Regina and Moose Jaw are proud supporters of the many Chinese New Year Celebrations that are held in our communities in which we operate.
Always Entertaining Partners

2018-19 PARTNER LIST

Event Sponsorships:

- Crescent Park Foundation Gala
- Cultural Connections India Night Fundraiser (in support of Ignite Adult Learning)
- Eden Care Communities 12th Annual Gala Dinner Theatre
- FHQ Golf Tournament
- Friendly City Optimist Club All-Star Night
- Hope’s Home Swinging with the Stars
- Hospitals of Regina Foundation Four Seasons Ball
- Jukebox Mania (in support of Family Services Regina)
- Moose Jaw Health Foundation Festival of Trees
- Queen City Marathon
- Regina Chinese Benevolent Association Chinese New Year
- Regina Chinese Canadian Association Chinese New Year
- Regina Crime Stoppers & Cornwall Centre’s Charity Golf Classic
- The Merrill Brinton Tournament of Hope (in support of Carmichael Outreach)
- University of Regina Prairie Kitchen Party

Show Lounge Sponsorships:

- Alzheimer Gala
- Brighter Futures for Children (in support of SCEP & Early Learning Regina)
- Wednesday Night Live (in support of Gear Up Jon Ryan Foundation)
- Material Girls (in support of Dress for Success)
- Regina Chinese Freemasons Chinese New Year (in support of Hospitals of Regina Foundation)
- Regina Jazz Society Fundraiser
- Regina Symphony Orchestra Gala
- SPFFA Burn Fund Calendar Selection Night (in support of Jim Pattison Children’s Hospital)

Charity Championship Donations:

- Albert Park Community Association
- Deep South Personal Care Home
- Hope’s Home
- Prairie View Community Association
- The Pack Project Inc.
- UnderstandUS
- YMCA of Regina

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Strategic Partnership Profile

2018 MASTERCARD MEMORIAL CUP

Casino Regina were proud to partner with the Regina Pats Hockey Club to bring the 100th Mastercard Memorial Cup to the Brandt Centre from May 18-27, 2018.

The event was a four-team, round robin format tournament and determined the champion of the Canadian Hockey League.

As a sponsor, Casino Regina received tickets and other exclusive assets that provided an entire Memorial Cup experience. These were utilized for exciting traffic driving promotions, engaging social media giveaways and exclusive VIP hosting opportunities.

Additionally, Casino Regina was also the official 50/50 sponsor of the event. This allowed us the opportunity to have a “Pay $5, Play $10” coupon offer on the back of all 50/50 tickets sold. This provided an opportunity to drive traffic back to the casino during the event.

Casino Regina was proud to be part of this exciting major event.
Strategic Partnership Profile

2018 CP WOMEN’S OPEN

Casino Regina was proud to support the 2018 CP Women’s Open, the first LPGA Tour event hosted in Saskatchewan.

The event took place at the Wascana Country Club from August 20-26, 2018.

Casino Regina received tickets and other exclusive assets that were utilized for exciting VIP hosting opportunities.

Additionally, Casino Regina partnered with Tourism Regina as part of their Major Event Activation program and further increased our association with the event. This included an opportunity to have LPGA’s Brittany Marchand come to Casino Regina for a meet and greet with guests.

The casino also received a booth at the spectator village. This provided an opportunity for casino staff to be onsite to interact with attendees and distribute gaming coupons to attendees. This provided an opportunity to drive traffic back to the casino during the event.

Casino Regina was proud to be part of this exciting major event.
Strategic Partnerships

2018-19 PARTNER LIST

- Atamiskakewak Gathering
- Buffalo People Arts Institute Camp & Festival
- Canadian Gaming Association Canadian Gaming Summit
- Canadian Native Fastball Championships
- Canadian Western Agribition First Nation Rodeo Night
- City of Regina National Indigenous Peoples Day
- Country Thunder Music Festival
- CP Women’s Open
- Evraz Place Skybox Partnership
- First Nations University of Canada Annual Spring Powwow
- First Nations University of Canada Elder's Christmas Dinner
- Frontier College Indigenous Summer Literacy Camps: Muscowpetung First Nation
- Mid-Winter Blues Festival
- Moose Jaw Chamber of Commerce Administrative Day Luncheon
- Moose Jaw Chamber of Commerce Business Excellence Awards
- Moose Jaw Chamber of Commerce Golf Tournament
- Moose Jaw Exhibition Company
- Moose Jaw Miller Express
- Moose Jaw Warriors Hockey Club
- Mosaic Place & Fieldhouse
- Oskana Cup Aboriginal Hockey Championships
- Ranch Ehrlo Society Powwow
- Regina & District Chamber Smudge Walk
- Regina Downtown Summer Stage
- Regina International Film Festival
- Regina Pats Hockey Club
- Regina Pats Memorial Cup
- Regina Red Sox Baseball Club
- Regina Symphony Orchestra Heart of the North
- Resiliency Awards
- Royal Canadian Legion Saskatchewan Curling Bonspiel
- Sakimay First Nation Residential Indian Industrial School Powwow
- Saskatchewan Seniors Fitness Association Provincial 55+ Games
- Scott Collegiate Graduation Powwow
- Saskatchewan Arts Awards
- Saskatchewan Curling Tour & Saskatchewan Women’s Curling Tour Spiel
- Saskatchewan Polytechnic Indigenous Programming
- Special Olympics Winter Games
- Stepping Stones Career Fair
- University of Regina Rams Football
- Wakamow Aboriginal Community Association Powwow
Indigenous Partnerships

In addition to SaskGaming’s key focus areas, the corporation also places priority on events and/or projects that will engage, support and ultimately benefit Indigenous people and organizations in Saskatchewan.

The corporation ensures this by allocating 25% of its annual sponsorship budget towards Indigenous partnerships. For an organization, event or project to be considered Indigenous, 50% or more of the beneficiaries have to be of Indigenous descent.

This past year, SaskGaming spent 29% of its annual sponsorship budget towards Indigenous partnerships, exceeding the 25% allocation target.

2018-19 Partnership List

- Atamiskakewak Gathering
- Buffalo People Art Institute Camp & Festival
- Canadian Native Fastball Championships
- Canadian Western Agribition First Nation Rodeo Night
- City of Regina National Indigenous Peoples Day
- Cultural Connections India Night Fundraiser (in support of Ignite Adult Learning)
- FHQ Golf Tournament
- First Nations University of Canada Annual Spring Powwow
- First Nations University of Canada Elder's Christmas Dinner
- Frontier College Indigenous Summer Literacy Camps: Muscowpetung First Nation
- Ignite Adult Learning Corporation Donation
- Kitchener Community School Holiday Dinner
- Oskana Cup Aboriginal Hockey Championships
- Ranch Ehrlo Society Powwow
- Regina & District Chamber Smudge Walk
- Regina Food Bank
- Regina Symphony Orchestra Heart of the North
- Resiliency Awards
- Sakimay First Nation Regina Indian Industrial School Powwow
- Scott Collegiate Graduation Powwow
- Saskatchewan Polytechnic Indigenous Programming
- Stepping Stones Career Fair
- Wakamow Aboriginal Community Association Powwow
Moose Jaw Partnerships

In addition to SaskGaming’s key focus areas, the corporation also places priority on events and/or projects that will engage, support and ultimately benefit Moose Jaw and surrounding area.

The corporation ensures this by allocating 20% of its annual sponsorship budget towards Moose Jaw partnerships.

This past year, SaskGaming spent 23% of its annual sponsorship budget towards Moose Jaw partnerships, exceeding the 20% allocation target.

2018-19 Partnership List

- Atamiskakewak Gathering
- Crescent Park Foundation Gala
- Friendly City Optimist Club All-Star Night
- Moose Jaw Chamber of Commerce Administrative Day Luncheon
- Moose Jaw Chamber of Commerce Business Excellence Awards
- Moose Jaw Chamber of Commerce Golf Tournament
- Moose Jaw Exhibition Company
- Moose Jaw & District Food Bank
- Moose Jaw Miller Express Moose Jaw Warriors Hockey Club
- Mosaic Place & Fieldhouse
- Riverside Mission
- Royal Canadian Legion SK Curling Bonspiel
- Saskatchewan Seniors Fitness Association Provincial 55+ Games
- Saskatchewan Curling Tour & Saskatchewan Women’s Curling Tour Spiel
- Wakamow Aboriginal Community Association Powwow
Creative Giving Initiative Results

Casinos Regina and Moose Jaw leveraged their sponsorship dollars to increase the impact of its giving initiatives. In 2018-19, $85,057 was raised by the community through SaskGaming endeavors.

2018-19 Results:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Funds Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity Championship</td>
<td>$51,950</td>
</tr>
<tr>
<td>Donation Boxes</td>
<td>$12,142</td>
</tr>
<tr>
<td>Against the Odds Food Drive</td>
<td>$8,558</td>
</tr>
<tr>
<td>Game On Getaway</td>
<td>$2,500</td>
</tr>
<tr>
<td>Material Girls (in Support of Dress for Success)</td>
<td>$2,384</td>
</tr>
<tr>
<td>KidSport Corporate Challenge</td>
<td>$1,537</td>
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<tr>
<td>Super Bowl 50-50</td>
<td>$1,498</td>
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<tr>
<td>Crave Cup (in support of the Canadian Cancer Society)</td>
<td>$1,000</td>
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<tr>
<td>Staff Cabaret (in support of the Humboldt Broncos)</td>
<td>$959</td>
</tr>
<tr>
<td>Craven Fundraising</td>
<td>$784</td>
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<tr>
<td>Indigenous Employees Network Calendar (in support of North Central Family Centre)</td>
<td>$720</td>
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<tr>
<td>Employee Charity Championship</td>
<td>$540</td>
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<tr>
<td>JDRF Revolution Ride</td>
<td>$357</td>
</tr>
<tr>
<td>Canadian Cancer Society Daffodil Month</td>
<td>$128</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$85,057</strong></td>
</tr>
</tbody>
</table>
Creative Giving Initiative Profile

DONATION BOXES

In 2018-19, guests at Casinos Regina and Moose Jaw donated their cash out voucher slips, chips and cash to charity.

Each quarter, a new charity or non-profit organization was selected to receive the proceeds which averaged around $1,000 per month or $3,000 per quarter.

SaskGaming, with the help of guest contributions, managed to raise $12,142 which was matched by the corporation bringing the total donation to $24,284. See table below.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Beneficiary(s)</th>
<th>Raised</th>
<th>Donated</th>
</tr>
</thead>
<tbody>
<tr>
<td>April - June:</td>
<td>Hospitals of Regina &amp; Moose Jaw Health Foundation</td>
<td>$2,018</td>
<td>$4,036</td>
</tr>
<tr>
<td>July - September:</td>
<td>Terry Fox Foundation</td>
<td>$2,304</td>
<td>$4,608</td>
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<tr>
<td>October - December:</td>
<td>Regina Food Bank and Moose Jaw &amp; District Food Bank</td>
<td>$4,003</td>
<td>$8,006</td>
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<tr>
<td>January – March:</td>
<td>Diabetes Canada</td>
<td>$3,817</td>
<td>$7,634</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>$12,142</strong></td>
<td><strong>$24,284</strong></td>
</tr>
</tbody>
</table>

Giving back to the community is always a Win-Win

Donate your cashout vouchers from October–December to support the Regina Food Bank. All donations will be matched by Casinos Regina & Moose Jaw up to $5,000.

DONATE YOUR CASHOUT VOUCHERS HERE AND CASINOS REGINA & MOOSE JAW WILL MATCH ALL DONATIONS UP TO $5,000

FROM JULY-SEPTEMBER, 2018 DONATIONS WILL SUPPORT THE TERRY FOX FOUNDATION
Creative Giving Initiative Profile

CHARITY CHAMPIONSHIP

SaskGaming’s Charity Championship, held at Casino Regina on September 21, 2018, was a huge hit!

Nineteen teams of four competed in a scavenger hunt type competition to win a portion of the $25,000 charitable prize pool. Teams were also asked to fundraise for their charities in advance and they stepped up in a big way, raising a whopping $51,950!

Employees also had their chance to battle it out in a staff-only competition, with $2,500 in donations to their favourite charities on the line. Fifteen employee teams took part, and raised an additional $540 for their charities, which the corporation matched through the Employee Match program. In total, Charity Championship raised more than $76,950 for 18 charities and non-profits in Saskatchewan.
Employees Give Back

In 2018-19, 530 volunteer hours were donated by 74 employees supporting 15 charitable organizations in Regina and Moose Jaw. These results were achieved through the following employee-driven and corporate-driven initiatives.

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 the existing programs, Dollars for Do-Gooders and Employee Match.

2018-19 Results:

- Employee Match program - employees raised a total of $7,073 for charity which was then matched by the corporation bringing the total donation to charity to $14,146.
- Dollars for Do-Gooders - employees volunteered their time at various charities and not-for-profit organizations and earned $250 for every 8 hours donated to their charity of choice. At the end of 2018-19, a total of $3,000 was donated through the program.
Employees Give Back

CORPORATE-DRIVEN INITIATIVES

The corporation sought out opportunities for employees to volunteer and/or raise funds as a group for a registered charity and/or non-profit organizations. Community Relations and other key departments coordinated the opportunities.

2018-19 Corporate-Driven Initiatives

Volunteer:
- KidSport
- Stick Ball Hockey Classic
- GMS Queen City Marathon
- Kitchener Community School Holiday Dinner
- Habitat for Humanity

Fundraisers:
- Against the Odds Food Drive
- Charity Championship
- Crave Cup
- Craven Toonie Bar
- Daffodil Campaign
- Donation Boxes
- GameOn Getaway
- Humboldt Bronco Fundraiser
- Indigenous Employees Network Calendar (in support of North Central Family Centre)
- JDRF Revolution Ride
- KidSport Corporate Challenge
- Material Girls (in Support of Dress for Success)
- Super Bowl 50-50