

COMMUNITY RELATIONS

2020-21 Year in Review



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2020-21 Key Highlights

A Challenging Year

2020-21 was a challenging year for Community Relations due to the COVID-19 pandemic, as direction from the Chief Medical Health Officer caused the casinos to temporarily close twice, limiting the ability to enact on the yearly plan. The pandemic affected many charities, non-profits and other organizations looking to raise funds and support the community. Many groups were forced to cancel or postpone events, re-invent how to raise funds in safe, appropriate ways, or shut down aspects of their organizations completely.

Even with restrictions in place, SaskGaming was able to support organizations, within the Regina and Moose Jaw area, by providing support to those in need, while declining all direct benefits.

1. Sponsorships, Donations and In-Kind Support

- **\$167,371** was provided in donations, sponsorships and in-kind support to **20 organizations, projects and events** in the communities where we operate. Of that:
 - **30%** went towards supporting Indigenous people and programs, and
 - **32%** went towards supporting the Moose Jaw community.
- **\$1,250** was spent in Employee Program Fund donations, such as employee matching donations, Dollars for Do-Gooders, etc.
- There was no money spent in Disentitlement of Winnings Fund donations as the program wasn't operational during the year.

2. Volunteerism

- Due to the pandemic there were no opportunities for staff to take part in corporate volunteer initiatives. However, 29 volunteer hours were tracked by staff volunteering in the community.

3. Creative Giving

- Creative giving initiatives were put on hold for the year as all promotional events supporting any fundraising efforts were cancelled, including regular programs, such as the annual Food Drive, the Super Bowl party, and GameOn Getaway. On-floor donation boxes were removed from the gaming floor to eliminate the

high touch point risk and better accommodate safety requirements for both staff and guests.

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 measured in 2020/21 as the survey was put on hold due to the pandemic.

2. Achieve annual "Indigenous Sponsorship" target of 25%

This target was met. This past year, SaskGaming spent **30%** (or \$49,670) of its annual sponsorship spend of \$167,371, towards Indigenous partnerships.

Community Relations Objectives:

1. Achieve 400 employee volunteer hours

This target was not met. SaskGaming accumulated only twenty nine employee volunteer hours due to the pandemic, as employees were not encouraged to participate and many regular volunteer opportunities did not exist.

2. Achieve a Community Impact Ratio of 1.18

This target was not met. This past year, SaskGaming did not support programming that could have generated a Community Impact Ratio due to the pandemic, events/promotions being cancelled, the Show Lounge being closed, and the focus on helping those in need. 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. Achieve community investment spending at 1% of net income (before payment to the GRF)

This target was met. SaskGaming spent \$167,371 towards community investment programming, even though the corporation had a net loss of \$13.4M, before payment to the GRF.

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 **32%**, or \$54,200, of its annual sponsorship spend of \$167,371, towards Moose Jaw partnerships.

Financial Results

Sponsorships & Donations

In 2020/21, SaskGaming provided **\$167,371** in cash and in-kind sponsorships to various charitable, not-for-profit and/or community organizations, events or projects.

All cash and in-kind sponsorships made in 2020/21 qualified under the key focus areas. Spend breakdown is as follows:

- Core Community Needs: **48% or \$80,170**
- Always Entertaining Sponsorships: **1% or \$2,000**
- Strategic Partnerships: **51% or \$85,201**

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 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 Partners

2020-21 Partner List

- Habitat for Humanity
- Regina Food Bank
- Moose Jaw Health Foundation Festival of Trees
- Prairie Spirit Connections
- Moose Jaw Food Bank
- REACH
- Saskatchewan Polytech Indigenous Programming

- Carmichael Outreach
- Mobile Crisis Regina
- Four Season Ball - Hospital of Regina



Always Entertaining Partners

There were no event or show lounge sponsorships in 2020/21. The only partner was the SPFFA Burn Fund Calendar Selection Night, in support of the Jim Pattison Children's Hospital.

Strategic Partnerships

2020-21 Partner List

- Saskatchewan Roughriders
- Regina Pats Season Tickets
- Orange Shirt Day
- Alzheimer's Society of Saskatchewan
- National Indigenous Peoples Day
- MJ Downtown Christmas in October
- Moose Jaw Exhibition Company

- Royal Saskatchewan Museum - Friends of the Museum
- Moose Jaw Chamber of Commerce

Indigenous Partnerships

In addition to SaskGaming's key focus areas, the corporation also places priority on events and 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 30% of its annual sponsorship budget towards Indigenous partnerships.

2020-21 Indigenous Partnership List

- Orange Shirt Day
- National Indigenous Peoples Day
- Regina Food Bank
- Prairie Spirit Connections
- REACH
- Saskatchewan Polytech Indigenous Programming
- Carmichael Outreach
- Mobile Crisis Regina



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 32% of the budget went towards Moose Jaw partnerships.

2020-21 Partner List

- Moose Jaw Downtown Christmas in October
- Moose Jaw Health Foundation Festival of Trees
- Moose Jaw Food Bank
- Saskatchewan Polytech Indigenous Programming
- Moose Jaw Exhibition Company
- Moose Jaw Chamber of Commerce

Creative Giving Initiative Results

Casinos Regina and Moose Jaw leveraged their sponsorship dollars to increase the impact of its giving initiatives. Due to the pandemic all initiatives, for 2020-21, were put on hold or cancelled. Initiatives such as donation boxes, pancake breakfast, GameOn Getaway, donation coupon offer etc. will resume when the casinos re-open and it is safe and appropriate to do so.

Employees Give Back

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. However, due to the pandemic this was not pushed internally, and as a result, there were only two employees who made use of the program.

Corporate Driven Initiatives

The corporation did not seek out opportunities for employees to volunteer and/or or raise funds as a group for a registered charity and/or non-profit organizations due to the pandemic. Initiatives, such as; Kidsport, the Kitchener Community School Holiday Dinner, GMS Queen City Marathon, amongst others, will hopefully start again in 2021-22.