

# COMMUNITY RELATIONS

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## 2023-24 Year in Review



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# 2023-24 Key Highlights

## A Year of Increased Opportunity for Community Support

The 2023-24 fiscal year saw the return to normalcy after the pandemic, with volunteer opportunities presenting themselves once again as many charities and non-profits resumed their usual activities that had been paused during the pandemic. Amidst a flurry of events, increased volunteerism, and rekindled collaborative efforts, SaskGaming's Community Relations unit seized the moment. The unit was able to increase staff participation in outside events and create staff volunteering and engagement options that had been absent in recent years.



## The Highlights:

### • Sponsorships, Donations and In-Kind Support

- **\$309,339** was provided in sponsorships to **61** organizations, projects and events in the communities where we operate. Of that:
  - **33 per cent** supported Indigenous people and programs; and
  - **30 per cent** supported the Moose Jaw community.
- **\$7,342** was spent on employee programs including Employee Match and Dollars for Do-Gooders
- The match contributions from the donation boxes totaled \$12,059.28 and payment was made from the Disentitlement of Winnings fund.

### • Volunteerism

- Corporate volunteer opportunities increased in 2023-24 and a total of **380** hours were documented for the fiscal year. This was a large increase over the 213 hours of the previous year, and only 40 hours of volunteerism in 2021-22. For 2023-24, volunteering opportunities included time donated to the Queen City Marathon, the Moose Jawg, Circle Project, Regina Food Bank, and utilization of the Dollars for Do-Gooders program, where staff volunteer with charities and organizations of their choice.

### • Creative Giving

#### Donation Box Program

- The donation box recipients were the Comeback Society and Moose Jaw Newcomer Welcome Centre (Q1), Saskatchewan Wildlife Federation (Q2), Street Culture Project and Moose Jaw Transition House (Q3) and the St. John Ambulance (Q4). A total of \$12,059.28 was donated by guests. With the corporate match, a total of \$24,118.56 was given to the recipients.
- The Player Relations Department donated \$1,349 from the Craven Toonie Bar to Moose Jaw Family Services.

#### 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 promo, from SaskGaming. The amounts raised for each charity are as follows:
  - \$14,528 to the Circle Project (Q1)
  - \$3,632 to the Moose Jaw Food Bank (Q1)
  - \$14,680 to Ignite Adult Learning Corporation (Q2)
  - \$3,670 to Moose Jaw Family Services (Q2)
  - \$14,472 to Canadian Mental Health Association Regina Branch (Q4)

- \$3,618 to John Howard Society of Saskatchewan Moose Jaw (Q4)

December featured a unique promotion, Comfort and Joy, where three winners were selected who could win from a prize pool of \$2,000, \$3,000 or \$5,000. Once they had won, that individual then choose a charity to receive that same amount. As well, Family Services Regina and Moose Jaw shared, 80/20, the amount donated by guests to participate in the offer.

The amounts raised and donated are as follows:

- \$2,000 to Canadian Mental Health Association Regina Branch
- \$3,000 to Moose Jaw Transition House
- \$5,000 to the Canadian Cancer Society
- \$7,536 to Family Service Regina
- \$1,884 to Moose Jaw Family Services



## 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 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 55 per cent*

This target was not met. The result was 48.8 per cent (compared to 50.9 per cent in 2022-23). SaskGaming's Community Relations did not have any paid advertising for the previous three years, and only began an awareness campaign in the late summer of 2023-24. During and after the pandemic there were limitations on how much recognition could be extended for our ongoing support of events and programs through donations and sponsorships.

## *2. Achieve annual Indigenous Sponsorship target of 25 per cent*

This target was met. SaskGaming spent 33 percent (or \$101,534) of its total sponsorship spend of \$307,839 on Indigenous partnerships.

## Community Relations Objectives:

### *1. Achieve 240 employee volunteer hours*

This target was met. SaskGaming employees accumulated 380 volunteerism hours, as volunteer opportunities began to present themselves again coming out of pandemic restrictions.

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

This target was not met. The CIR was 1.16 as of March 31, 2024.

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 \$309,340 towards 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 2023-24, SaskGaming spent 30 per cent or \$92,176 of its annual sponsorship spend of \$309,340 on Moose Jaw partnerships.

## Financial Results

### Sponsorships and Donations

In 2023-24, SaskGaming provided \$309,340 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 2023-24 qualified under the key focus areas. The spending breakdown is as follows:

- Core Community Needs: 34 per cent or \$104,366
- Always Entertaining Sponsorships: 20 per cent or \$61,280
- Strategic Partnerships: 46 per cent or \$143,694

## 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

### 2023-24 Partner List

- All Nations Hope
- Canadian Cancer Society
- Canadian Mental Health Association Regina
- Canadian Mental Health Association Moose Jaw
- Cultural Connections Regina
- Dress for Success
- Family Services Regina
- First Steps Wellness Centre
- Hospitals of Regina Foundation
- Ignite Adult Learning Corporation
- Lets Get Loud- Bringing Awareness to Mental Health, Addictions & Reconciliation
- Meadow Lake Food Bank
- Moose Jaw & District Food Bank
- Moose Jaw Family Services

- Moose Jaw Humane Society
- Moose Jaw Transition House
- Multicultural Council of Saskatchewan
- Pheasant Rump Pow Wow – Siyo Nide Nakoda Oyade Wacibi
- REALM Foundation
- Regina and District Kin Club
- Regina Food Bank
- SCEPTRE Centre
- SOFIA House
- Souls Harbour Mission Moose Jaw
- Souls Harbour Mission Regina
- The Circle Project
- Women of the Dawn
- YWCA

## **Always Entertaining Partners**

### **2023-24 Partner List**

- Art Gallery of Regina
- Artesian
- Country Thunder Music Festival
- First Nations University of Regina Spring Celebration Powwow
- Last Mountain Lake Music Festival
- Legion Provincial Curling Championship
- Moose Jaw Dog Club
- Nuit Blanche Regina
- Queen City Pride
- Run Regina
- Regina Chinese Benevolent Association
- Regina Symphony Orchestra
- Saskatchewan Barrel Racing Association
- Taste of Spring
- Walk the Walk
- World Para Ice Hockey Championships

## **Strategic Partnerships**

### **2023-24 Partner List**

- Alzheimer Society of Saskatchewan
- Canadian Western Agribition
- CIC ACIR Indigenous Employee Networks Conference
- Evraz Place/REAL
- First Nations University of Canada
- Hill Marketing Student Society Spring Social
- Moose Jaw Exhibition Company Ltd.
- Moose Jaw Ford Curling Centre



- Moose Jaw Miller Express
- Moose Jaw Warriors
- Saskatchewan Roughriders
- Regina Chinese Canadian Association
- Regina Chinese Freemasons Spring Festival
- Regina Pats
- Regina Red Sox Baseball Club
- Royal Saskatchewan Museum
- University of Regina

## 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 2023-24, 33 per cent of the annual sponsorship budget went towards Indigenous partnerships.

## 2023-24 Indigenous Partner List

- All Nations Hope
- CIC ACIR Indigenous Employee Networks Conference
- Canadian Mental Health Association
- Equity, Diversity and Inclusion Network
- First Nations University of Canada Spring Celebration Powwow
- Family Service Regina
- Ignite Adult Learning Corporation
- Meadow Lake Food Bank
- Moose Jaw Transition House
- Multicultural Council of Saskatchewan
- Nuit Blanche Regina
- Pheasant Rump Pow Wow
- Regina Food Bank
- Regina Transition House
- Royal Saskatchewan Museum
- Saskatchewan Polytechnic
- SCEP Centre
- SOFIA House
- The Circle Project

- Women of the Dawn
- YWCA



*"Support from the community is important to us because we want the Circle Project Community and Cultural Hub in North Central Regina to be built by the community...for the community."*

*The Circle Project -Community Lunch Program would not be possible without the generous help and support of our corporate friends and sponsors like Casinos Regina and Moose Jaw. Over 24,000 lunches were served in the past 12 months through our community outreach.*

*Thank you, Casinos Regina and Moose Jaw, for your continued support."*

**Larissa Anderson, Operations Manager,  
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 2023-24, 30 per cent of the annual sponsorship budget went towards Moose Jaw partnerships.

## 2023-24 Moose Jaw Partner List

- John Howard Society Moose Jaw
- Legion Provincial Curling Championship
- Moose Jaw Dog Club – Agility Associations of Canada
- Moose Jaw Exhibition Company Ltd.
- Moose Jaw & District Food Bank
- Moose Jaw Family Services
- Moose Jaw Ford Curling Centre
- Moose Jaw Humane Society
- Moose Jaw Warriors Hockey Club
- Moose Jaw Transition House
- Moose Jaw Charity Road Race
- Saskatchewan Barrel Racing Association
- World Para Ice Hockey



*"The Moose Jaw & District Food Bank Syngage Program has, through funding provided by SaskGaming, been able to provide clients with support in moving closer to their independence. This includes the purchase of birth certificates, emergency transit tickets, and covering the costs of rental applications on behalf of the clients. This support has allowed the Syngage Program to assist clients in retaining housing, government benefits, and restoring dignity during crisis. The Moose Jaw & District Food Bank and our clients are extremely grateful for the support of SaskGaming and wouldn't have been able to do these vital tasks without their support."*

**Cheantelle Fisher, Client Resource Manager, Moose Jaw and District Food Bank**

## Creative Giving Initiative Results

Casinos Regina and Moose Jaw leverage their sponsorship dollars to increase the impact of giving initiatives.

Donation Boxes located on the gaming floors provide an opportunity for guests to donate to designated charities, which are switched out each quarter. Guests may drop cash, cash-out vouchers, or chips in the boxes, with SaskGaming matching all donations up to \$5,000 for the donation period.

The donation box recipients for this fiscal year were the Comeback Society and Moose Jaw Newcomer Welcome Centre (Q1), the Saskatchewan Wildlife Federation (Q2), Street Culture Project and Moose Jaw Transition House (Q3) and St John Ambulance (Q4). A total of \$24,118.56 was donated to these charities from guest and match donations.

Four offers, created in collaboration between SaskGamings Promotions and Community Relations departments, were conducted this fiscal year. Guests of Casinos Regina and Moose Jaw could donate cash and receive free play in return (ex: Donate \$5, Play \$10). All donations were matched by SaskGaming up to \$10,000.

In June, a total donation of \$18,160 (including the corporate match) was split 80/20 between the Circle Project and the Moose Jaw Food Bank. In September, a donation of \$18,350 was split 80/20 between Ignite Adult Learning Corporation and Moose Jaw Family Services. Finally, March's email offer benefitting Canadian Mental Health Association Regina and John Howard Society Moose Jaw in an 80/20 split had a total donation of \$18,090.

December featured a unique promotion, Comfort and Joy, where three winners were selected who could win from a prize pool of \$2,000, \$3,000 or \$5,000, and then choose a charity to receive that same amount. Canadian Mental Health Association Regina Branch received the \$2,000, Moose Jaw Transition House \$3,000, and Canadian Cancer Society \$5,000. As well, the collected donations of \$5 from each player who participated resulted in a donation of \$7,536 to Family Service Regina and \$1,884 to Moose Jaw Family Services.

The Donate and Play offers are positive for both the corporation and guests, who are able to see the impact their donations make at the end of the promotion period.

## **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 existing employee programs: Dollars for Do-Gooders and Employee Match. Seven employees submitted for 182 hours of volunteer time, resulting in \$1,750 paid for Dollars for Do-Gooders. Five submissions for the Employee Match fund totaled \$2,442.

### **Corporate-Driven Initiatives**

The corporation began seeking out opportunities for employees to volunteer for charities or non-profits again beginning in the spring. Initiatives such as the Queen City Marathon, National Indigenous Peoples Day, and the First Nations University Spring Celebration Powwow, and multiple volunteering opportunities at the Regina Food Bank led to a total of 198 corporate-driven volunteer hours. With the Dollars for Do-Gooders hours included, Casinos Regina and Moose Jaw donated a total of 380 volunteer hours in the Regina and Moose Jaw communities.