The California Lottery is happy to report that we have good news to share with you in this year’s Annual Report. At the end of June, we closed the book on Fiscal Year 2015-16 – and what a year it was! While final, audited numbers won’t be available for a couple more months, it’s safe to say that it was another record-breaking year for the California Lottery.

For Fiscal Year 2015-16, Lottery sales were nearly $6.3 billion – a strong increase over last year’s $5.5 billion, with more than $1.5 billion of that earmarked for California’s public schools. Both of those figures are all-time highs in California Lottery history. This also makes it the 16th consecutive year the Lottery was able to provide more than one billion dollars to California’s K-12 schools, Community Colleges, California State University and University of California campuses along with several specialized public school jurisdictions.

Lottery sales were nearly $6.3 billion, with more than $1.5 billion of that earmarked for California’s public schools!
Once again, Scratchers sales made up the majority of this year’s Lottery revenue, totaling nearly $4.4 billion. However, unlike last fiscal year, Lottery sales received a strong boost from some large jackpot rolls, including the record-setting $1.6 billion Powerball jackpot on January 13, 2016. Sales for the Powerball game rose dramatically and were more than $700 million for the year. Games such as Fantasy 5 and Hot Spot also saw big increases in sales over the previous fiscal year.

It wasn’t just our players and California schools that came up big winners in FY 2015-16. We created 98 new millionaires and paid out an average of $60-70 million per week in prizes to our loyal customers. Our retailers – many of them small businesses in our state – also won big by receiving more than $430 million in commissions and bonuses for selling our products.

And while sales and profits are good indicators of success, we recognized that the California Lottery has a responsibility beyond selling products. In a year in which we celebrated our 30th anniversary of being in business, we continued to support and promote the various ways we help public schools by providing them with supplemental funds. Our Mission as Message campaign was a big success, and for the first time we included a Hispanic element to our outreach efforts. We’ve also taken major steps in becoming more of an environmentally-friendly state agency. And as one of the only World Lottery Association Level Four-certified lotteries, we continue to bolster our responsible gaming program.

We have many other things to share with you in this year’s Annual Report as well, but in short, it was a fantastic, record-breaking year for the California Lottery. But there’s more work to be done. In June, our Lottery Commission approved a new three-year strategic plan that will serve as a road map for future plans and keep us on the cutting edge of the industry as we grow into the country’s largest and most responsible Lottery. We plan to continue our work to create fun games and promotions that will appeal to an expanding player-base, that way we can keep doing more for the kids in our public schools. As we always say, we know that Lottery funds provided to schools are modest, but they do make a difference. It is our expectation that we’ll make an even bigger difference in FY 2016-17. So far we’re off to a great start, thanks to some huge last minute jackpot rolls we had in Mega Millions and Powerball games as we prepared to close out the year.

Thank you for your continued support.

HUGO LÓPEZ
California Lottery Director
FY 2015-16 TOTAL SALES: $6.3 BILLION ($6,275,597,288)

**SCRATCHERS®**

$4.4 BILLION ($4,351,826,436)

- **Mega Millions** $356 MILLION ($355,681,128)
- **Powerball** $707 MILLION ($707,242,369)
- **SuperLotto Plus** $274 MILLION ($274,206,497)
- **Fantasy 5** $163 MILLION ($163,133,799)

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**Daily 3®**

$143 MILLION ($143,248,296)

**Daily 4®**

$18 MILLION ($18,216,750)

**Hot Spot®**

$232 MILLION ($232,286,264)

**Daily 4®**

$30 MILLION ($29,755,749)

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**How Your Lottery Dollar is Spent**

- **$3,955,791,373** Total Prize Expenses
- **$1,559,681,787** Operating Income to Education
- **$432,985,606** Retailer Compensation
- **$212,389,462** Operating Expenses
- **$114,762,309** Direct Costs

1.8¢ game costs

3.4¢ operating expenses

6.9¢ retailer costs

24.9¢ operating income to education

63.0¢ prizes
TOTAL TO EDUCATION: $1.59 BILLION

($1,587,416,599)

- $1,503,965,017 Operating Income to Education
- $55,703,520 Administrative Savings
- $24,266,723 Unclaimed Prizes
- $3,287,907 Interest Income
- $193,432 Other Income

"It is a very, very small amount of the cost that it takes to operate a school. On the other hand though, it is an essential part of our funding. If we didn’t have it, we wouldn’t be able to do those extra things.”

DAVID SWART
Superintendent, Rescue Union School District

"I know, on this campus, we can account for every dollar and it makes a difference. We are focusing every dollar on the support of students and investments such as teacher education that continue the promise of the Lottery... which, ultimately, is about supporting education.”

DR. PAUL J. ZINGG
President, California State University, Chico

"If we didn’t have the Lottery money, then our students would have to pick up that cost and our student population typically is not in a position to pay for their supplies themselves.”

JANE SIGNAIGO-COX
Dean, Career Technical Education Programs
San Diego Community College District (Continuing Education)

DID YOU KNOW?
Did you know that the California Lottery does not receive state money to operate? It’s true!
DECADES OF HISTORY ON DISPLAY
So much has happened over the last three decades! So to mark the occasion we transformed the lobby of the California Lottery Headquarters building in Sacramento. We created a beautiful and detailed display to commemorate the Lottery’s history and accomplishments.

The California Lottery is now a $6 billion enterprise, whose mission has remained the same – to generate supplemental funding for California public schools through the responsible sale of Lottery products. We do it by providing an exciting gaming platform for Lottery players and business opportunities for our large network of Lottery retailers.

That’s what we promised when California voters approved a constitutional amendment to create the Lottery back in 1984. It was a huge objective with a surprisingly modest beginning.

FROM MODEST BEGINNING TO MASSIVE JACKPOTS
When the California Lottery launched on October 3, 1985 we had only one – that’s right – a single game for sale! It was the $1 California Jackpot Scratchers, with a top instant prize of $5,000. Don’t laugh! With retail locations across the state, we sold 21.4 million tickets during the first 24 hours alone! Yes, we made quite a splash that first day. These days we can have more than 30 Scratchers tickets on the market at any one time.

The Lottery’s other significant milestones included “The Big Spin Show” (the wheel is part of our permanent lobby display), the launch of our 2nd Chance program and the addition of multiple daily games and big jackpot games. That list has grown to include our own in-state jackpot game (SuperLotto Plus) and the popular multi-state games Mega Millions and Powerball. Who could have imagined we would someday be playing for a $1.6 billion jackpot!
OUR BIGGEST ACCOMPLISHMENT

The bigger news is what you have helped us accomplish. A vast portion of our Anniversary display included a section dedicated to our mission: To help supplement public education in our state. As it has since the beginning, a portion of every Lottery purchase goes to help support K-12 schools, universities and community college districts, as well as several specialized schools. Thanks to you, we’ve generated and contributed $30.9 billion to California public schools since the beginning. We are a big state, so once divided up between all of the beneficiaries, these contributions are modest – but they result in some pretty big things. The Anniversary display also included a video presentation showing specific examples of how public schools use the limited funding they receive from the California Lottery.

30th Anniversary Scratchers

During the big celebration, the California Lottery rolled out a special 30th Anniversary Scratchers. This was the Lottery’s first $30 ticket with an incredible top prize of up to $10 million! We really wanted this ticket to reflect the significance of the occasion, so we designed it to include the powerful image of the iconic California grizzly bear, a unique gold foil backing and we made the ticket distinctive in size. This was an exclusive over-sized ticket measuring an impressive 11 X 4 inches!
THAT’S BILLION WITH A “B”!

As word spread that someone in San Bernardino County had purchased one of the three winning tickets for the enormous $1.586 billion Powerball jackpot draw on January 13, 2016 – dozens of jubilant Californians began swarming the parking lot of the 7-Eleven convenience store in Chino Hills where the lucky ticket was sold!

With television news choppers buzzing overhead, total strangers jumped up and down, high-fived each other, celebrated with free Slurpees – all while wondering aloud: Who would be splitting the largest single jackpot in world history with two other winners in Tennessee and Florida?

For more than six months, speculation grew as there was not one peep from the California winner. By the end of the fiscal year, the Golden State’s share of the massive jackpot ($528,797,876 or a lump sum amount of $327.8 million before federal taxes) remained unclaimed!

The $528.8 million prize became the largest payout in California Lottery history – smashing the previous record of $425.3 million (another Powerball jackpot) set on February 19, 2014.

Excitement spread from the Mexican border all the way to the Oregon state line as 12 additional tickets sold in California matched five of the six numbers (4-8-19-27-34), missing only the Powerball number 10. Each of those lucky tickets were worth a fabulous $638,146! The winning continued as the owners of the 7-Eleven store where the winning Powerball ticket was purchased also received a $1 million retailer bonus just for selling the lucky ticket!

TAKE A NUMBER

To say Californians came down with a serious case of jackpot fever might be an understatement. It was common to see lines zigzagging out the doors of many of the Lottery’s more than 22,000 retailers during the final week of the historic jackpot run. At the state’s busiest location (Primm Valley Lotto Store) at I-15 and Stateline Nevada in San Bernardino County, thousands of people stood in line for hours for a chance at the dream jackpot.

The Powerball jackpot started out at a relatively “puny” $40 million amount on November 7, 2015. However, by January 2, 2016, it reached $334 million. From there, the jackpot rolled to $525.5 million, then all the way up to a breathtaking $947.9 million on January 9 – and then to the unthinkable $1.586 billion figure on January 13. Twenty draws in all!

The nearly $1.6 billion jackpot did cause some problems – both welcome and unwelcome. The electronic Powerball signs could only accommodate a jackpot figure of $999 million. So, many of the signs remained frozen on that figure, although we did come up with a variety of clever solutions (see photo on next page for one example)!

DID YOU KNOW?

According to the Lottery Act, we only supplement public school budgets—not completely fund them!
OFF THE CHARTS

Sales figures from the $1.586 billion jackpot were astounding. Total sales in California for the jackpot run were an incredible $386 million! To put that in perspective, more Powerball tickets were sold during that 10-week period (11-7-15 – 1-13-16) than were sold for the entire 2014-15 fiscal year ($372 million)!

In just five days from January 9 to January 13, 2016, players in the Golden State scooped up $179 million worth of Powerball tickets – the largest sum for a single draw period in California Lottery history! (Previous record was $120 million set in March 2012)

Between 4 p.m. and 7 p.m. on the night of the draw, Lottery players purchased almost $12 million of Powerball tickets per hour (for FY 2014-15, the average was about $7 million per week!). At its highest peak, the Lottery’s gaming system generated more than 23,000 transactions per minute.

On January 12, California Lottery retailers used 3,127 rolls of ticket stock, which equates to four miles worth of paper!

In all, close to $3.2 billion worth of Powerball tickets were sold for the $1.586 billion jackpot, with California accounting for the biggest chunk of sales at more than 12 percent.

But most importantly, sales for this first billion-dollar jackpot in history helped generate more than $150 million for California public schools, which is our mission.
The following is a group of some of our favorite winners of the year. All have great stories. All won significant amounts of money, and all came into that money in interesting and often entertaining ways. We hope you enjoy reading about these winners.

Rodney Meadows has a winning lottery story that basically defines luck. Meadows was out running errands when he decided to pick up a $30 California Lottery 30th Anniversary Scratchers ticket. He was lucky enough to win $1,000 on the first ticket he bought. So he decided to “let it ride” as they would say, and buy three more a minute later. That’s when he scratched off a top prize-winning $10 million ticket!

Kenneth Baguio rarely makes it home without checking his Scratchers tickets! He usually scratches them in the car, and that’s just what he did when he purchased a $10 Silver & Gold Scratchers ticket. “I started shaking when I saw all those zeros,” Baguio admitted. Who can blame him? He won the $1 million top prize!

Imagine taking advice from a stranger that leads to a $1 million California Lottery win. That’s exactly what happened to Santos Martinez when he went to buy his weekly Scratchers tickets. Martinez originally planned on buying just one $20 Scratchers ticket, but when the clerk said he should buy two $10 tickets – that’s exactly what Martinez did. And he walked out an instant millionaire!
Kevin Millard of West Hollywood said his intuition to buy some Powerball tickets came as a result of interacting with an online psychic! One of those tickets matched five out of six numbers and Millard won $1,009,368!

Carol Craver is a loyal lottery player and has been ever since the California Lottery first began selling tickets more than 30 years ago. “I’ve always been lucky, but nothing like this!” Craver explained. “When I realized what I won, I fell to my knees and began to pray. It’s amazing!”

Willie Ramos and Hernando Manalo were all smiles as they walked into the California Lottery’s Santa Fe Springs District Office. That’s because these two men were proudly representing the group of 18 Union Pacific Railroad workers who matched five of six Mega Millions numbers to win $900,790!

You could say watching the local news paid off for a lucky California Lottery player. After all, it’s how Michael Ioannou found out he was a winner - a $750,207 Mega Millions winner! The local news reported that a winning ticket was sold at Coach House Wine & Liquors in Cupertino, which just happens to be the store where Ioannou buys his tickets. That’s when he checked his ticket and couldn’t believe what he was seeing!

It was a beautiful Memorial Day weekend, so Brandon Robertson thought he would go hang out with friends; that was until his dad reminded him his priority should probably be filling up his gas tank so he could get to his part-time job at UPS. Good thing he listened! The 25-year-old bought a Set For Life Scratchers ticket at the gas station and drove back home an instant millionaire!

A monkey on a purse?! Yup! Well, not a real monkey – we’re talking about a charm. Still, Diane Versteeg of Baldwin Park is convinced that little guy played a part in her $750,000 Mystery Crossword Scratchers win after stopping at a trinket shop. “I love Chinese charms. There was a new employee there. He said it is the [Chinese Lunar New] Year of the Monkey. He said I should buy this monkey [charm] and keep it on my purse because it will bring me money luck this year! When I hit it, I almost had a heart attack!” Versteeg recalled with a big laugh.

Did you know?
The California Lottery has a security and law enforcement division. It’s our job to investigate any security problems related to our games.
WINNERS

John Boers has been playing the same set of numbers for five years. He always plays SuperLotto Plus and he plays with his twin brother, Steven. The two have had some success over the years, but nothing like this. The Boerses won a staggering $7 million after hitting the SuperLotto Plus jackpot! "My heart skipped a beat for a second there," John said of the moment he realized he was a winner. "I thought, ‘what just happened?’"

Jorge Berrun’s family is everything to him. In fact, Berrun and his brother are so close that when his brother became ill and had to undergo dialysis, Berrun gave his brother one of his kidneys! It’s no surprise that he planned on spending the $1 million he won playing the California Lottery’s Big Money Scratchers game helping his family.

Zi Wang must have had a great story to tell at a wedding she attended! The Covina resident won $1 million after buying a $10 Big Money Scratchers game on her way home from buying a dress to wear to her friend’s marriage ceremony! "This is a lot of money!" the mother of one young daughter exclaimed with a big smile.

On a good night, a member of the Saint Felipe Poker Club (which is hosted monthly at a home in Lodi) could take home maybe $300 in winnings. Eleven of the guys in the card group, some of whom have known each other since high school, ended up taking home a lot more on a chilly January night! They pooled their money and one of the Powerball tickets they purchased matched five of the six winning numbers! The poker club members got to split a whopping $779,264!

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Zi Wang must have had a great story to tell at a wedding she attended! The Covina resident won $1 million after buying a $10 Big Money Scratchers game on her way home from buying a dress to wear to her friend’s marriage ceremony! "This is a lot of money!" the mother of one young daughter exclaimed with a big smile.

Convinced it was spam, Xue Lee deleted an email regarding his 2nd Chance account. Days went by as the email got buried further and further into the abyss of his trash folder, but that email remained stuck in the back of Lee’s mind almost like it was begging him to open it up and read it. Good thing he decided to log into his 2nd Chance account and check! He won a staggering $3.75 million on an end-of-game draw!

There are probably oh, about 866,000 more exciting things for a 23-year-old to do than give his father a ride to the store. But, it’s a good thing Jorge Solis-Cortes did! He bought a Powerball ticket while he was out with his father and ended up winning an amazing $866,060 after matching five of the six winning numbers!
1. **$528.8 MILLION**  
   Chino Hills, Powerball

2. **$110 MILLION**  
   Los Angeles, Powerball

3. **$63 MILLION**  
   Chatsworth, Super Lotto Plus

4. **$27 MILLION**  
   Hermosa Beach, Super Lotto Plus

5. **$23 MILLION**  
   Reseda, Super Lotto Plus

6. **$22 MILLION**  
   Riverside, Super Lotto Plus

7. **$15 MILLION**  
   Corona, Super Lotto Plus

8. **$15 MILLION**  
   San Jose, Super Lotto Plus

9. **$13 MILLION**  
   Rancho Santa Margarita, Super Lotto Plus

10. **$9 MILLION**  
    San Jose, Super Lotto Plus

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**TOP 10 LARGEST CALIFORNIA PRIZES FY 2015-16**

**PEOPLE ARE EXCITED EVEN WHEN THEIR WIN IS NOT IN THE MILLIONS!**
At more than 22,000 strong and growing, our network of California Lottery retailers played a big part in our enormous success during Fiscal Year 2015-16. To put it plainly – we couldn’t have achieved our record of close to $6.3 billion in sales without their help. Not only do retailers manage Lottery products and pay out prizes of less than $600 – we rely on them to educate our players on how to play our many new and exciting Scratchers games released every month!

What many people don’t know is that retailers won too during FY 2015-16. That’s because they were paid anywhere between 1 to 6 percent for each draw or Scratchers game they sold. Retailers who sold to players who won at least $1 million in prize money also received a bonus of one half of one percent of the prize amount (up to a maximum bonus of $1 million)

The California Lottery paid out a whopping $433 million in retailer bonuses and commissions. That’s 13.8 percent more than the previous fiscal year. The 433 million figure represented approximately 6.9 percent of the Lottery’s nearly $6.276 billion sales total.

To bring it home, the reason why we are proud to partner with our retail family is that many of our retailers are small businesses. Many take their commission and bonus money and put it right back into their businesses – growing, improving and living the American dream.
LOTTERY MAKES STRIDES TO CONTINUE GREEN MOVEMENT

Building Expansion

In the last year, the California Lottery has made some big moves – literally – in its continued efforts toward environmental sustainability. The Southern Distribution Center in Rancho Cucamonga was relocated to a new building constructed with a green future in mind. That building, which is now owned by the Lottery, is a “Zero Net Energy” (ZNE) building. That means with the help of solar panels, energy-efficient lighting, windows and building materials, the new Southern Distribution Center will create as much energy as it uses each year! As an added bonus, the new building is larger (60,000 square feet compared to 48,000 square feet in the previous building) which will help support continued sales growth.

It wasn’t just the Southern Distribution Center that got a green makeover. The Santa Fe Springs District Office was also relocated to a Lottery-owned ZNE building and San Diego is coming soon. (The Lottery already owns the Sacramento District Office.)

There are six more district offices that will be purchased under the Facilities Master Plan in the near future. Those District Offices are:

- Van Nuys District Office
- East Bay District Office (Hayward)
- Santa Ana District Office
- San Francisco District Office
- Inland Empire District Office (San Bernardino)
- Central Valley District Office (Fresno)

LEED

This year, the California Lottery achieved the highly-regarded Leadership in Energy and Environmental Design (LEED) Silver certification for its Headquarters building in Sacramento. Classified under the rating system for Existing Buildings Operations & Maintenance, this certification was awarded by the U.S. Green Building Council based on the Lottery’s commitment to environmental sustainability. In addition to our current LEED Gold certification in Building Design and Construction, some of the additional green criteria at Headquarters included the expanded purchasing of sustainable materials, use of environmentally-friendly cleaning products and auditing our mechanical systems to ensure that they are properly maintained and operating efficiently in order to conserve energy.

ELECTRIC VEHICLES/SPOTS

Expanding our sustainability efforts the California Lottery added four new all-electric vehicles to its fleet in Fiscal Year 2015-16. This means there are a total of six electrical vehicles operating in the Lottery’s statewide fleet. This comes with the addition of 10 spots for charging electrical vehicles at Lottery Headquarters in Sacramento, along with five at the Santa Fe Springs District Office and five at the Southern Distribution Center in Rancho Cucamonga. Keep checking in with us because we aren’t done doing our part to reduce the Lottery’s carbon footprint!
CALIFORNIA LOTTERY LEADS THE WAY IN DIGITAL MEDIA

DIGITAL MEDIA PROGRAM UPDATE
In Fiscal Year 2015-16, the California Lottery maintained its position as the No. 1 lottery in social media in the United States across Facebook, Twitter and YouTube platforms. We then added Instagram to the list. Good thing we did because our Instagram following grew an astounding 459% since our last fiscal year! This accomplishment is due in large part to a series of successful social media promotions and a stream of video content which the Lottery proudly produced in-house. Highlights include our Ultimate Destination Promotions, Pro Football’s Biggest Game Promotion, campaigns promoting new Scratchers tickets, as well as the promotion of large (and in one case, record-breaking) jackpots. The California Lottery continually works to improve how we effectively use our social media and digital communications platforms because, in the end, it’s all about how we fulfill our mission of maximizing supplemental funding to California public schools.

The California Lottery continued its efforts to reach new players, as well as to incentivize current players, by launching a series of promotions. The prizes ranged from extraordinary getaways to both Northern and Southern California, to a 2nd Chance promotion to win tickets to Pro Football’s Biggest Game! With the amount of exciting new prizes and amazing giveaways, this past year was without a doubt one of our biggest and most successful.

OFFICIAL CALIFORNIA LOTTERY MOBILE APP
FY 2015-16 was a big year for the California Lottery’s mobile app, as it received a massive update. The mobile app, which is available on both iOS and Android devices, now allows players to scan their non-winning 2nd Chance codes instead of entering them manually. Not only that, players can now also use the app to track 2nd Chance submissions for the month, find out about the latest promotions and contests for 2nd Chance, and of course, check winning numbers and jackpot amounts for their favorite draw games! And if that’s not enough, the app will even help you locate a Lucky Retailer near YOU!

The official California Lottery Mobile App is available on iTunes store or you can get it on Google Play. Stay tuned because we’ll have even more updates to our app next year!
This exciting promotion was any football lover’s dream! Six lucky 2nd Chance winners received a once-in-a-lifetime trip package for two to the Bay Area for Pro Football’s Biggest Game of the Year! Not only did winners receive tickets to the hottest event in the world, but they also received tickets to the annual Pro Football Hall of Fame Merlin Olsen Luncheon. That wasn’t all, winners also enjoyed a private tour of Pro Football’s Hall of Fame Gridiron Glory Exhibit with a pro football legend as their guide! All participants had to do was enter their non-winning 30th Anniversary Scratcher tickets into 2nd Chance during the promotional period.

From the success of our “Ultimate Foodie Experience” promotion, we expanded by launching the “Ultimate Destination Experience.” In FY 2015-16 we had the opportunity to launch two such promotions. The first promotion, which launched in August 2015, offered participants a chance to win a first place prize of a two-night stay at the Hotel del Coronado in San Diego, a four-course dinner for two with a wine pairing, and a spa package! All players had to do was submit a picture of themselves with a $1,000,000 Jackpot! Scratchers ticket and answer the question: “Who would you share this exceptional experience with and why?”

Our second “Ultimate Destination Experience” promotion launched in May 2016 and offered a first place prize of a two-night stay at the Hôtel Les Mars in Healdsburg (Sonoma County), a French Continental breakfast for two for both mornings, a later afternoon wine and cheese reception, a five-course tasting menu dinner, and a six-hour wine tasting tour! To enter this promotion, players were asked to submit a picture of themselves with a $10 Lucky Gems Scratchers ticket, and also write the “most original, creative and witty” answer to the question, “Who would you take on this Ultimate Destination Experience and why?” For both promotions, winners were selected by a panel of judges comprised of Lottery staff. More than 3,000 entries were received between the two promotions.
The California Lottery continued its robust Mission as Message Campaign during Fiscal Year 2015-16, and after careful planning and strategy, we believe we made some important inroads. The overall reason we are putting so much thought into this campaign is to provide you, the public, with transparent, factual and helpful information on exactly how the California Lottery is fulfilling its mission.

According to the Lottery Act of 1984, the Lottery is mandated through the sale of its products to provide supplemental educational funding to California public schools. That’s every public school; all 1,100-plus K-12 districts, community colleges, UC and CSU campuses and several specialized jurisdictions throughout the state. That’s a lot of schools.

This support has happened every year since we sold our first ticket in 1985. To date, the Lottery has provided $30.9 billion in supplemental funding to public schools. Here’s something to take note: that money, while hefty, is actually a small percentage of what public schools are actually budgeted.

Still, it’s important money. This funding is largely unrestricted and that means administrators and teachers can be creative in how they use this money. It makes a difference. It works.

In FY 2015-16 the California Lottery continued its effective Mission Campaign that was created to provide the public with important information on how funding gets to schools, how schools use it and why we should all support public education.

**DID YOU KNOW?**

The California Lottery does not decide how much money goes to each public school district. That’s determined by a funding formula for education found in the law.

**MISSION AS MESSAGE**

**GRACIAS MAESTROS (THANK YOU TEACHERS)**

For the first time we launched a Spanish-language campaign called “Gracias Maestros” to call attention to the great things that happen in our classrooms every day, and how teachers lead through innovation, professionalism and care. We used “influencers” to help spread the message and we created an independent webpage with videos, stories and helpful articles. We learned that in the Hispanic community the majority of our viewers got their Mission as Message information via mobile devices, so our campaign reached millions of people!

We reached out using social media, a custom web page, and eight custom-made videos that thanked teachers for their work in the classroom. One special surprise video was by far the most watched. See it at graciasmaestros.com.

We also used the popular music platform “Pandora.” We asked music lovers to see a short video of how we help public schools in exchange for one hour of free, uninterrupted music of their choice. It was a hit!

On the General Market side, we also continued our digital campaign that promoted our many education videos, publicized our messages of support for education and teachers, and joined selected partners to amplify more positive, inspiring and brave stories of teachers doing what they do best: teach.

In all, the California Lottery simply believes that teaching is a calling, public schools are providing a critical service for our children and, in the end, the possibilities are endless.
OUR PROMISE
Our research shows that the campaign is working. Many of you are asking for and finding proof of our claims. Our education pages on our website (www.calottery.com/givingback) have everything you need to discover the truth about what we are doing on behalf of our schools. Again, the amount may be modest, and schools always need more, but more than $1.5 billion contributed in FY 2015-16 alone ain’t bad!

We are committed to doing everything we can to continue to grow our contributions to public education. With your support, we can all be proud of helping schools as much as we can today, tomorrow and decades from now.

DID YOU KNOW?
Don’t believe us when we say that schools receive Lottery money? Check out our education videos on our website at www.calottery.com/edvideos and see for yourself!
THE CALIFORNIA LOTTERY’S MISSION IS TO MAXIMIZE SUPPLEMENTAL FUNDING FOR PUBLIC EDUCATION THROUGH THE RESPONSIBLE SALE OF LOTTERY PRODUCTS.

GENERAL CONTACT INFORMATION

Customer Service
1-800-LOTTERY
TDD 1-855-591-5776

Problem Gambling Helpline
1-800-GAMBLER

California Lottery
700 North 10th Street
Sacramento, CA 95811
www.calottery.com
www.californialottery.com

Since 1998, the California Lottery has helped fund a toll-free helpline for individuals, providing counseling and assistance for problem gambling through the California Office of Problem Gambling.

DISTRICT OFFICES

San Francisco
820 Dubuque Avenue
South San Francisco, CA 94080
(650) 875-2200

Sacramento
4106 East Commerce Way
Sacramento, CA 95834
(916) 830-0292

Inland Empire
1840 Commercenter Circle
San Bernardino, CA 92408
(909) 806-4126

Santa Fe Springs
9807 Bell Ranch Road
Santa Fe Springs, CA 90670
(562) 777-3434

Santa Ana
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