

Georgia Lottery Offers HOPE in a Weak Economy

By Margaret DeFrancisco

Dr. John Sibley Butler, a business professor at the University of Texas, once said, "If real estate is location, location, location, then economic development in the new economy is education, education, education."

Butler's philosophy holds true today. As an increasing number of Georgians are turning to higher education to obtain new, marketable skills, they are relying more than ever on HOPE scholarships and grants. Georgia Lottery is your lottery, and as such, we are proud to provide for Georgians when the need is greatest.

I like to say that the lottery is about human behavior and random occurrences, and although neither can be predicted, they contribute to the fun of our business. However, the fun we offer is for a very serious cause: the education of the children, and adults, of Georgia. It is through the sale of our games that Georgians – and some of our neighbors -- have funded HOPE scholarships and the pre-kindergarten program.

Georgia has one of the newer modern lotteries, born of the educational and political experience of Governor Zell Miller. His plans for

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the Georgia Lottery were a reflection of his life experience – finishing his education on the GI Bill after his Marine Corps service, and learning firsthand the link between education and success. He fully understood the criticality of having an educated workforce in Georgia.

He was convinced that if the best and brightest students did not leave the state for higher education, the chances were better that they would stay permanently, working and raising families here, and contributing to companies and communities all over Georgia.

One key factor that differentiates the Georgia Lottery from others across the country is the beneficiary. While in many states, lottery proceeds supplant educational funding or contribute to the state's general fund, Governor Miller was determined that the money would be supplemental. Thus the concept of the HOPE scholarship was born.

Governor Miller also chose to organize the Georgia Lottery as an entrepreneurial enterprise, a public benefit corporation, rather than a state agency. This is clearly spelled out in the legislation the General Assembly passed creating the Georgia Lottery Corporation.

Those two key factors – the organization and the beneficiary – in addition to the lottery's variety of games and innovative marketing

strategies, have been the main contributors to our success.

And what success have we seen in our 16-year history? In 2008, we reached sales of more than \$3.5 billion, totaling more than \$867 million for the HOPE and pre-K programs. To date, Georgia's Lottery has raised more than \$10 billion for education.

In 2007, Governor Miller joined Governor Perdue at Georgia State University to recognize the incredible milestone of the one millionth HOPE recipient. In a state of nine million people, the lottery's impact on education and the economy touches each community, school, and business in Georgia.

Governor Miller knew that starting out with the right skills at the beginning of a child's education was important too. And so the pre-kindergarten program was born. Through this past school year, more than 940,000 four-year olds have received a jump start to their education in a high quality lottery-funded pre-K program

With every dollar raised by the Georgia Lottery, the ultimate winners are students, families, and communities throughout the state. Besides our HOPE graduates working for corporations, schools, hospitals and community organizations, there are many other ben-

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Dollars contributed to Georgia education through May 2009

More than
\$10.8 Billion

HOPE Scholarships & Grants awarded through May 2009

More than
1.1 Million

Four-year-olds enrolled in Georgia Pre-K through May 2009

More than
940,000



Education

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eficiaries, all positively impacting the economy of Georgia.

At the center of it all are the games we offer in this unique

organization with a unique mission. Out from that center ripples our retailers, our players, our vendors, their subcontractors, printers, media, production, bankers, lawyers, and state and federal tax

coffers.

We're extremely proud that the Georgia Lottery can continue to support the state of Georgia and the educational needs of its residents when they need it most.

