



Because you played in Fiscal Year 2017, we were able to contribute over

# \$198 MILLION TO AZ!

<p><b>\$40.18 MILLION</b> For Arts &amp; Education Enriching Arizona families through educational, artistic, and cultural opportunities.</p>	<p><b>\$26.97 MILLION</b> For Health &amp; Human Services Supporting initiatives to make life healthier for all state residents, including our friends, families, and neighbors.</p>	<p><b>\$10 MILLION</b> For The Environment Protecting Arizona's wildlife as well as public access and promoting environmental education.</p>	<p><b>\$15.03 MILLION</b> For Economic &amp; Business Development Investing in the state economy of today and tomorrow through a variety of programs and strategic partnerships.</p>
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**ARIZONA KEEPS WINNING**  
You helped raise more than \$3 billion for Arizona and programs that matter

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Story from Arizona Lottery

## Inspired by one foster child's story, advocate reaches out to help disadvantaged youth

Brian Sodoma, for Arizona Lottery Published 9:15 a.m. MT May 22, 2018

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Kelly Hoover - CASA Volunteer

Sometimes, another person's story of hardship and perseverance can inspire us to make a change in our own life. That was certainly the case for Kelly Hoover. Several years ago, Hoover had a conversation with a teen who navigated the foster care system and is now what Hoover describes as a "beautiful, articulate teenager." Hoover was curious about how that teen made it through a childhood with so much instability.

Share your feedback to help improve our site experience!

ARIZONA LOTTERY



### The Mission

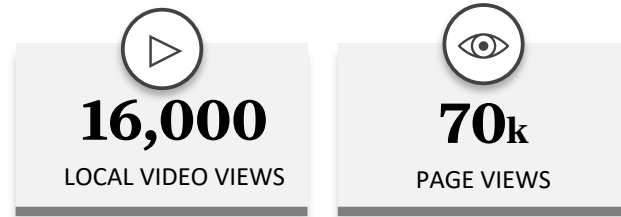
Drive awareness and demonstrate how the Arizona Lottery key initiatives are helping communities across the state. Areas of focus: environmental responsibility, Arts and education, child welfare and economic growth

### Mission Accomplished

We created a successful, engaging and multi-platform live event and video series that built an emotional connection with **The Arizona Lottery's** audience. Series installments included:

- Kelly Hoover – CASA Volunteer
- A local artist and her ticket art showcasing her heritage and community
- Elena Alsen – Entrepreneur and creator of New City of Hope

### Results



PERCEPTION OF THE *Arizona Lottery* IMPROVED FROM



CASE STUDY