



Two Decades, One Dream Report to the Public FY2025

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Major Milestones



Billions for Education

So far, more than \$12 billion has been raised for public education.



Record Sales

Only U.S. lottery to increase sales every year in operation.



Prizes for Players

Winners averaged \$13.7 million a day in prizes last year.



Retail Economy

North Carolina retailers have earned over \$3 billion in total commissions from lottery sales.



Responsible Play

Lottery certified in 2017 as one of the most responsible in the world.



Digital Instant Games

With a new way to play, lottery stepped into the future of gaming in November 2023.

Two Decades, One Dream

No one imagined twenty years ago, when the N.C. Education Lottery got its start on March 30, 2006, that it would be so popular and successful. Fast forward, we're now raising \$1 billion a year for education programs in our state.

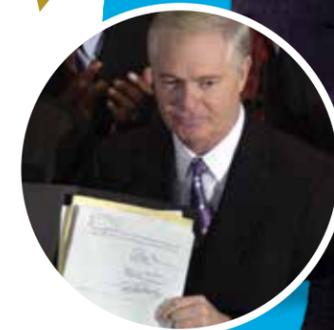
As the lottery marks its 20th year, we invite you to reflect on the impact the lottery has had in our state through record wins, industry excellence, and above all else, support for education.

More than two decades ago, the lottery was signed into law. With that came great expectations from North Carolinians. **You wanted the lottery run responsibly.** That's why it has the highest certification possible in the world for responsible gaming. **You wanted it run with integrity.** It's earned the highest opinion possible in its annual independent financial audit – every year for twenty years.

Most of all, you hoped the money raised by the lottery would serve a great cause: **public education in North Carolina.** Stories of the benefits to education now abound. From brand-new schools built and funding for school staff and transportation, to free preschool seats for four-year-olds and scholarships that make college dreams come true, lottery funds are there to help.

It's true that our state always needs more resources for public education. We're proud, and you should be too, that for 20 years the N.C. Education Lottery has done its part to provide for and inspire a shared dream of inspiration for North Carolina's students.

Decades in the making, our dream continues with a commitment to mission-driven, responsible, and fair play. Fiscal year 2025 marks the third consecutive year raising over \$1 billion, contributing to a remarkable \$12 billion raised for education in North Carolina since the lottery started.



★ Governor Mike Easley signed the North Carolina Lottery Act into law on August 31, 2005. Sales began on March 30, 2006 with then State Board of Education Chairman Howard Lee purchasing the very first N.C. Education Lottery ticket.



Building a Better Future

In two decades, the lottery has raised over \$4 billion for school construction in the state. Last fiscal year, more than half of the lottery's proceeds supported school construction – continuing a 20-year legacy of building opportunity.

A positive learning environment sets a strong foundation for academic success. Every brick laid with lottery dollars is an investment in our state's future.

Students need modern, up-to-date places to learn. That's why lottery money has helped build, repair, and renovate North Carolina's public schools from the very beginning.

So far, 62 counties have been awarded needs-based grants – that's a grand total of \$2.4 billion in lottery funds to build new schools or additions across the state.

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As the lottery has grown, so have the opportunities to support capital needs. Counties now annually benefit from \$100 million in lottery funds for school construction while another \$50 million – \$500,000 per county – funds repair and renovation projects.

In 2017, legislators expanded the impact of lottery funds by creating the Needs-Based Public School Building Capital Fund, helping smaller counties address critical building needs. At that time, grants were capped at \$15 million per project. The more the lottery raises each year, the greater the potential for transformation. Now, counties can apply to receive up to \$62 million to build a new high school.

The evolution of lottery-funded capital programs

2006: Public School Building Capital Fund

- \$100 million annually
- Supports school construction & repair in all 100 counties
- Now solely funded by lottery at \$100 million annually based on ADM

2017: Needs-Based Public School Capital Fund

- \$458 million in grants awarded in FY2025
- Provides grants up to \$62 million
- Helps to fund new construction projects in counties with critical needs

2021: Public School Repair & Renovation Fund

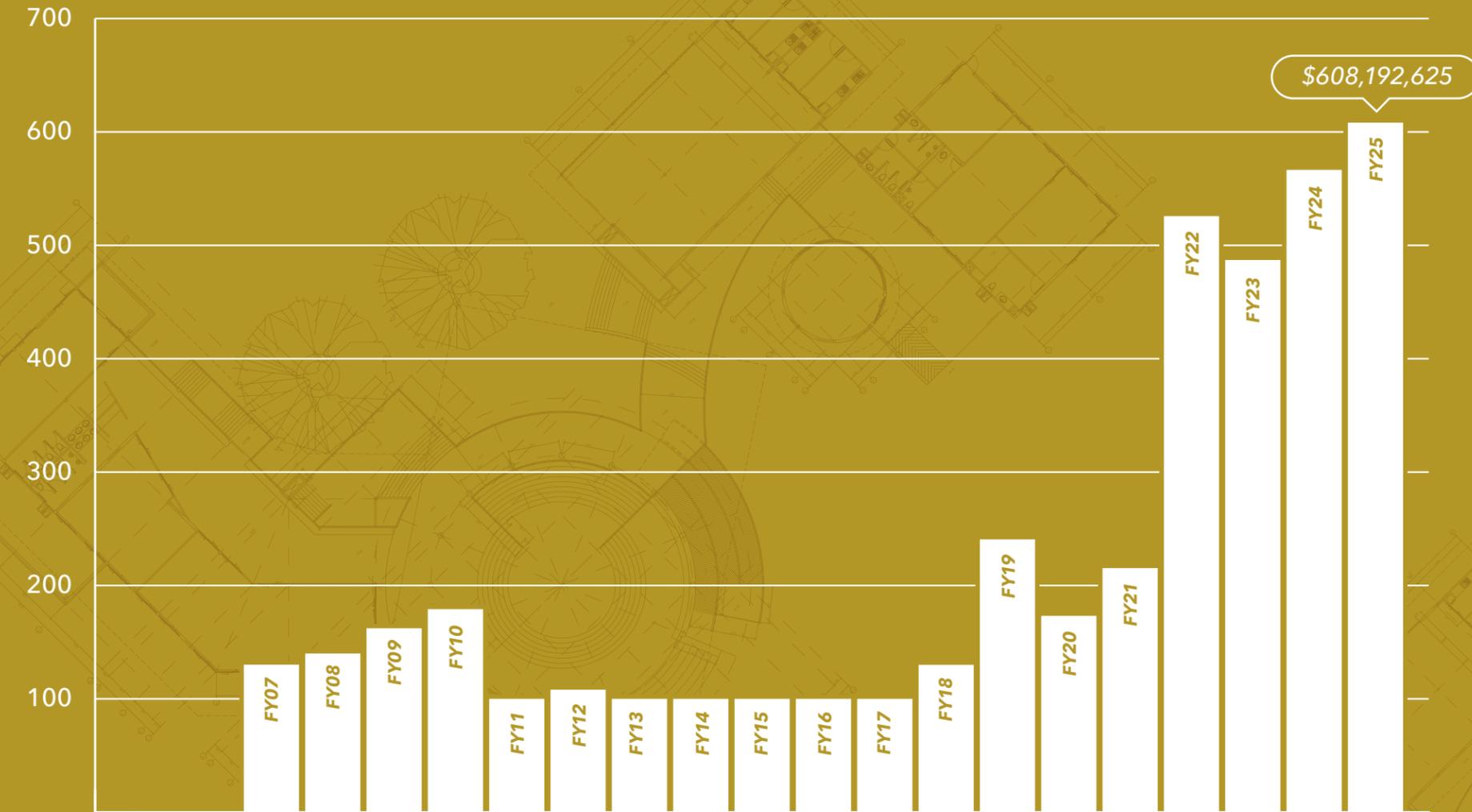
- \$50 million annually
- Repair and renovation funding for all 100 counties
- \$500,000 to each county



"Our \$49 million in lottery-supported grants allowed us to design a campus that places our grades three–five school and our middle school together on one site with shared spaces, improving both efficiency and learning environments. That project would not have happened without these dollars and sets Perquimans County up with quality school facilities well into the future. It's a big deal for us."

– Wallace Nelson
Chair, Perquimans County Board of Commissioners and President, N.C. Association of County Commissioners

Two Decades of Funding Learning Environments for N.C. Students (in millions)



\$4,266,406,419 in total school construction funding has been raised by the lottery over the past 20 years

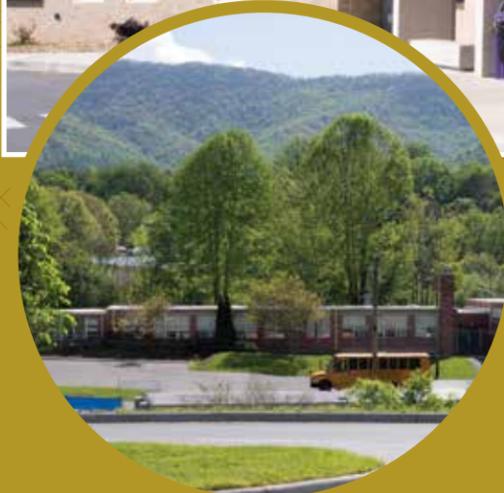


"It's been a place of community, love, and care that we didn't have before – it brought the entire county together."

– Samantha Dale
Third grade teacher at Mitchell Elementary School



See Ms. Dale's video testimonial on the new Mitchell County 3-8 School [here](#)



In Mitchell County, third through eighth grade students began the 2024-25 school year in a brand-new campus built with the help of a \$38.2 million lottery-funded grant - the county's first new school in more than 20 years (pictured above).

When Hurricane Helene struck just weeks later, the new building became a lifeline for the community by housing rescue teams and serving as a supply hub for donations.

(pictured left: Old Mitchell Elementary School campus)



62 of North Carolina's 100 counties have received a needs-based grant, totaling \$2.4 billion in lottery funds awarded so far.

Lottery dollars open doors to new & improved school buildings

Mitchell County's story is just one recent example from two decades of schools transforming their communities. Built to serve generations of North Carolina students to come, the tangible impact of these new & improved schools spans across the state. With the help of lottery-funded needs-based grants, eight new schools opened their doors last year alone. More than 45 schools are currently under construction. Here are 20 completed projects fueled by lottery dollars - only a fraction of the many new schools and renovations built with the needs-based grants so far:

Top 20 lottery-funded school construction projects

County	School	Grant Amount	County	School	Grant Amount
1 Chowan	John A. Holmes High School	\$50 Million	11 Jones	Jones Pre-K thru 12 School	\$15 Million
2 Washington	Pre-K thru 12 School	\$50 Million	12 Rutherford	R-S Middle School	\$15 Million
3 Bladen	Tar Heel School	\$40 Million	13 Hertford	Ahoskie Elementary School	\$15 Million
4 Mitchell	Mitchell 3-8 School	\$38 Million	14 Wilson	Wilson Academy of Applied Technology	\$15 Million
5 Wayne	Fremont Elementary School	\$30 Million	15 Columbus	West Columbus PK-8 School	\$10 Million
6 Cleveland	New Auditoriums at Burns & Crest High Schools	\$28 Million	16 Clay	Hayesville Primary School	\$10 Million
7 Gates	Multiple renovations & additions across district	\$19 Million	17 Harnett	Northwest Harnett Elementary School	\$10 Million
8 Caldwell	Granite Falls Middle School	\$15 Million	18 Nash	Red Oak Elementary	\$10 Million
9 Caswell	Bartlett Yancey High School	\$15 Million	19 Carteret	Croatan High School addition	\$9 Million
10 Cherokee	Cherokee County Schools of Innovation	\$19 Million	20 Hyde	Industrial Arts Center	\$6 Million

The following counties have also finished building or renovating their schools with the help of a needs-based grant: Alexander, Graham, Iredell, Madison, Martin, McDowell, Polk, Scotland, Surry, Swain, Tyrrell, Warren, Yadkin, and Yancey.

The Heart of Our Schools

Much of the \$12 billion raised for education since the lottery started has supported North Carolina's K-12 schools. As the programs designated by the state have changed over time, one thing remains: support for our schools starts by celebrating the stories of those in our schools.

Behind every clean classroom ready to welcome a child to learn are the support staff – the substitute teachers who step in with care, the custodians who take pride in every hallway, and the office assistants who keep things running smoothly. Over the past 20 years, more than \$3 billion dollars have helped fund these positions – ensuring these everyday heroes can continue to be there for the students who need them most.

As we celebrate our 20th anniversary, we're not just reflecting on two decades of support – we're honoring the people whose work defines

it. Their stories remind us that behind every dollar raised and every program funded, there's a hero helping students move forward.

The lottery's mission of supporting education goes beyond our financial investment in our state's education system. We cheer on those who champion our schools in the classroom and behind-the-scenes. Over the years, we've shared many celebrations to recognize the remarkable school staff who've dedicated their time and talents to North Carolina's students. Here's a look back at the ways we've celebrated those who inspire us the most.

Celebrating the People Behind the Dream

2016

Share your PROUD MOMENTS IN EDUCATION for a chance to WIN A \$20,000 moment to remember.

Proud Moments
10 North Carolina families won \$20,000 each by sharing how education made a difference in their lives.

2019

WHO IS YOUR 2020 NC SCHOOL HERO?

WINNERS RECEIVE \$10,000 FOR THEMSELVES + \$10,000 FOR THEIR SCHOOL

Nominate and vote at ncschoolheroes.com

FEBRUARY 3 - MARCH 15

NC School Heroes
The statewide campaign recognized 10 inspiring school heroes and their schools with \$10,000 each. In all, twenty winners were awarded in the multi-year campaign.

2024

Your Story Could be Worth \$2,000!

Tell us how your scholarship funded by the lottery made a difference for you.

MOVING NC STUDENTS FORWARD

MovingNCStudentsForward.com

Moving NC Students Forward
Our ongoing video series has shared 32 stories showcasing lottery funds in action to empower North Carolina's students. Those featured include teachers, principals, support staff, scholarship recipients, and parents—each of whom receives \$2000 for their participation.

MOVING NC STUDENTS FORWARD



★ "Lottery funds mean that I can be here for our students. I feel like it's my calling, these kids."

— Paula Walker
Head Custodian at
Central Middle School
in Gates County

★ "She's a critical part at Central Middle School. Not only does she provide an environment that is safe and clean for all students to thrive and learn, but she also provides that social-emotional piece."

— Rosalind Rosa
Principal at Central Middle
School in Gates County



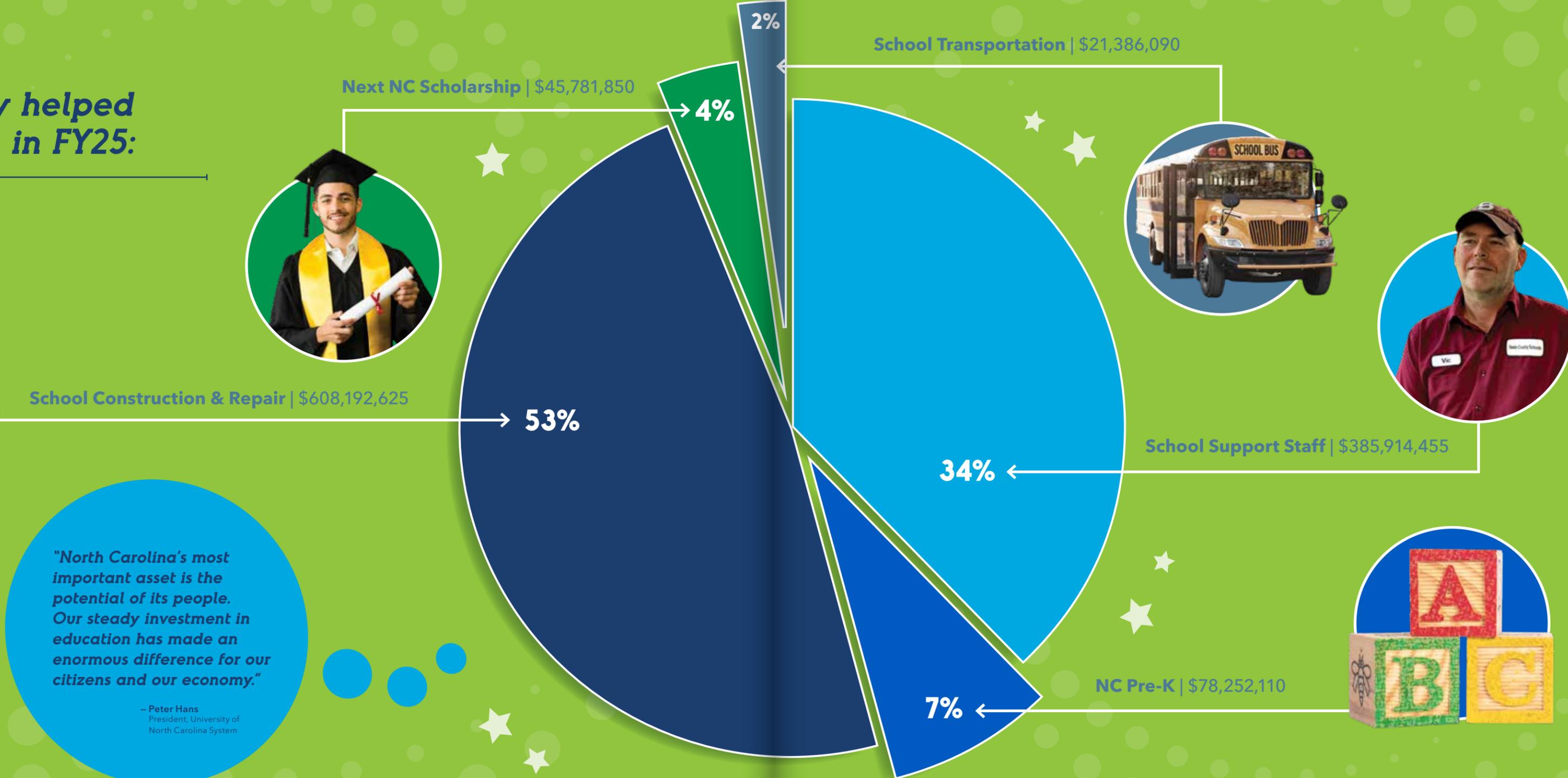
How the lottery helped fund education in FY25:



School Construction & Repair | \$608,192,625



Next NC Scholarship | \$45,781,850



School Transportation | \$21,386,090



School Support Staff | \$385,914,455



NC Pre-K | \$78,252,110



"For twenty years, the North Carolina Education Lottery has been a partner in building stronger schools and brighter futures. With more than \$12 billion raised for education—supporting everything from school construction to Pre-K to college scholarships—the lottery impacts students in all 100 counties. We're grateful for this continued investment in North Carolina's children."

— Mo Green
State Superintendent of Public Instruction

"North Carolina's most important asset is the potential of its people. Our steady investment in education has made an enormous difference for our citizens and our economy."
— Peter Hans
President, University of North Carolina System

20 Years of Strong Starts

For two decades, the lottery has helped open classroom doors for North Carolina's youngest learners through programs like NC Pre-K. Since the very beginning, a portion of lottery funds have been dedicated to prekindergarten education.

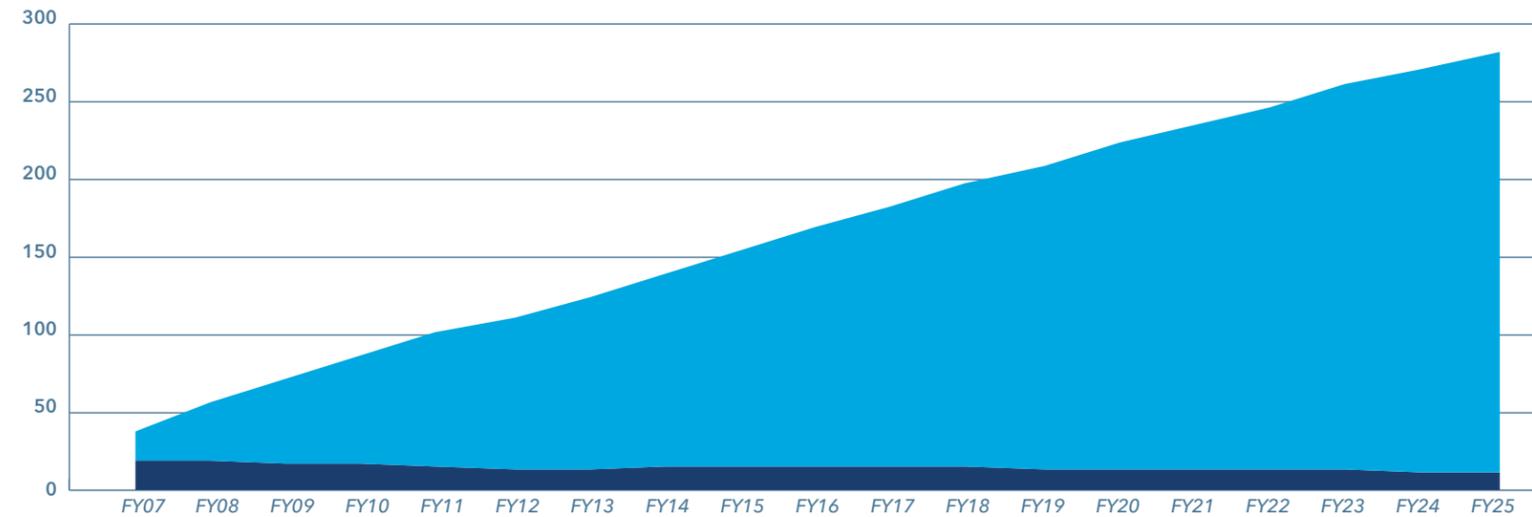
More than \$1 billion in lottery funds has fueled our state's academic preschool programs over the past 20 years. This investment gives families across North Carolina greater opportunity and helps more four-year-olds start kindergarten ready to thrive.

NC Pre-K, preceded by More at Four, provides a high-quality academic preschool experience for children who might otherwise start school at a disadvantage. The statewide program helps ensure all children, no matter their background, have a chance to succeed from the start. Lottery funds help expand that opportunity to reach every corner of our state.

Partnering with organizations like Smart Start and local school districts in each county, NC Pre-K provides learning, care, and confidence to families who need it most. Today, the lottery proudly stands as a primary source of state funding for NC Pre-K, administered by the N.C. Department of Health and Human Services.

As we celebrate our 20th anniversary, we honor the **estimated 270,000 North Carolina children** whose futures began with a lottery-funded preschool seat – from the first class of 2006, now young adults, to the 11,618 pupils taught in Pre-K last year.

270,000+ children and counting



Pre-K students served from fiscal year 2007 through fiscal year 2025 (in thousands).



★ *"For two decades, the North Carolina Education Lottery has been a steadfast partner in building brighter futures for our youngest learners. Its investment in NC Pre-K has opened doors to high-quality early education for thousands of children across our state, laying the foundation for lifelong success. We deeply appreciate this commitment to ensuring every child has the opportunity to thrive – because when children succeed, North Carolina succeeds."*

– Amy Cabbage,
President, North Carolina
Partnership for Children



NEXT NC SCHOLARSHIP



★ Thanks to lottery funds, two decades of students like Ella chased their dreams of higher education.



"The lottery-funded scholarship has definitely helped me reach my goal of becoming a therapist even quicker through funding my college tuition."

— Ella Smith,
Scholarship recipient featured in
Moving NC Students Forward



MOVING
NC STUDENTS
FORWARD

20 Years of Collegiate Dreams

Since the start, the lottery has helped to make college more affordable and move North Carolinians closer to their dreams. Lottery funds have cumulatively invested over \$800 million in scholarship and grant programs alone, awarding more than half a million scholarships over the past two decades.

The state introduced the new Next NC Scholarship for the 2024-25 school year. Combining state funds with the federal Pell Grant, it takes the guesswork out of applying for financial aid. North Carolinians who qualify can choose from any of the 58 community colleges across the state and earn their degree tuition-free. For any of the 16 public universities in the state, students can receive enough to pay for more than half, if not all, of their tuition and fees.

Thanks to our players, the lottery distributed \$46 million to help fund the Next NC Scholarship last year. More than 136,000 scholarships were awarded, including stipends for students impacted by Hurricane Helene in the fall of 2024.

The road to higher education looks different for everyone. Whether it be a first-generation college student or a working mom going back to graduate school, everyone has a story worth celebrating. Our Moving NC Students Forward program does just that.



Recipients of the Next NC Scholarship are eligible for the chance to win \$2000 for sharing how their scholarship impacted their path to higher education. Hear their stories at MovingNCStudentsForward.com.

How the lottery has supported North Carolinian's futures



136,452 scholarships
awarded last year to students at state universities and community colleges.
(*\$46 million*)



\$800 million
in scholarships and grants awarded through lottery funds since 2006.

Two Decades of Wins

Ever since its debut in 2006, the lottery has produced a remarkable legacy of winners in our state. Countless North Carolinians have seen their lives transformed over the past 20 years thanks to a lucky winning lottery ticket. These life-changing wins highlight the lottery's commitment to making dreams come true in North Carolina.

Players have taken home \$33 billion in total prizes since the lottery started. Some winners have plans to buy their first house. Others plan a once-in-a-lifetime family vacation. Players have shared stories of how their winnings will help pay for college tuition for their children, enable an early retirement, or give back to their community. All of these dreams came to fruition because they took a chance playing the lottery.

Since the first ticket was sold in 2006, the landscape for winners in our state has changed dramatically:

- In FY 2007, our first full year in operation, North Carolina players took home over \$451 million in total prizes.
- Last year in FY25, North Carolina players won over \$4.9 billion in total prizes.

More than 1200 wins in the millions so far:

- In FY 2007, five North Carolinians took home a prize of at least \$1 million.
- In FY 2025, 74 North Carolina players took home a prize of at least \$1 million.



The lottery prides itself on offering bigger prizes and more chances to win than ever before. Check out some major winning milestones for our players over the last 20 years:



Jackie Alston of Halifax becomes NC's first Powerball jackpot winner. She won \$74.5 million on Nov. 29, 2006.



Patricia and Barry Forrest of Raleigh become the first players to win \$100,000 playing Carolina Keno in June 2018.



Lexington couple win \$10 million in the Ultimate Millions game on Sept. 21, 2015, the largest scratch-off prize in state history at the time.



Charles W. Jackson Jr. of Hope Mills won a \$344.6 million Powerball jackpot in June of 2019, the largest lottery prize ever won in North Carolina.



Greensboro man becomes first NC lottery player to win three prizes of at least \$150,000. His third prize, a \$1 million scratch-off win, came on May 25, 2016.



North Carolinians combine to win \$10.3 million in the Nov. 13, 2021 afternoon Pick 4 drawing with the numbers 0-0-0-0. That's a record for the Pick 4 game.



Manalle Earnhardt of Salisbury won the first \$1,000 A Day for Life top prize in the Lucky for Life game when her dad bought her the lucky ticket in November of 2016.



Wesley Barrett of Waco took a chance on a \$10 Fast Play ticket in May 2023 and won a \$1.14 million jackpot, the largest in Fast Play's history at the time.



A family of 17 shares a \$1.7 million Cash 5 jackpot in June 2017. The win set the record for the largest Cash 5 jackpot up to that point.



Man Yo of New Bern tried her luck playing \$2 on Monopoly and won a \$6.7 million jackpot, the biggest digital instant prize in North Carolina lottery history. Her win came in April 2025.

Some prizes come with a big check – others come with once-in-a-lifetime memories too:



Five players won a second-chance drawing on a Deal or No Deal ticket and got to travel to Hollywood to compete in a non-broadcast version of the game with Howie Mandel in February 2009.



Fifty-two North Carolinians and their companions set sail on the first Powerball Power Cruise in the Caribbean in January 2018.



Craig Roten of Boone won a second-chance drawing in The Price is Right game and got to travel to Las Vegas to take part in a non-broadcast version of the game. He won a boat as part of the contest in 2010.



Pamela Bradshaw of Clinton rang in 2024 by becoming the Powerball First Millionaire of the Year just after midnight on Jan. 1, 2024. On top of her \$1 million-dollar win, the VIP New Years trip was her first opportunity to fly on a plane and first visit to New York City.



Renee Lail of Shelby, a winner of a second-chance drawing, took a spin playing a non-broadcast version of Wheel of Fortune in Las Vegas in May 2012. She walked away with over \$12,000 in cash and prizes.



Beverly Lipford of Goldsboro survived and advanced to the Final Four in the NASCAR Powerball Playoff™ promotion in 2024 and won a trip to Phoenix with a 1 in 4 chance to win \$1 million. He left with a \$10,000 prize.



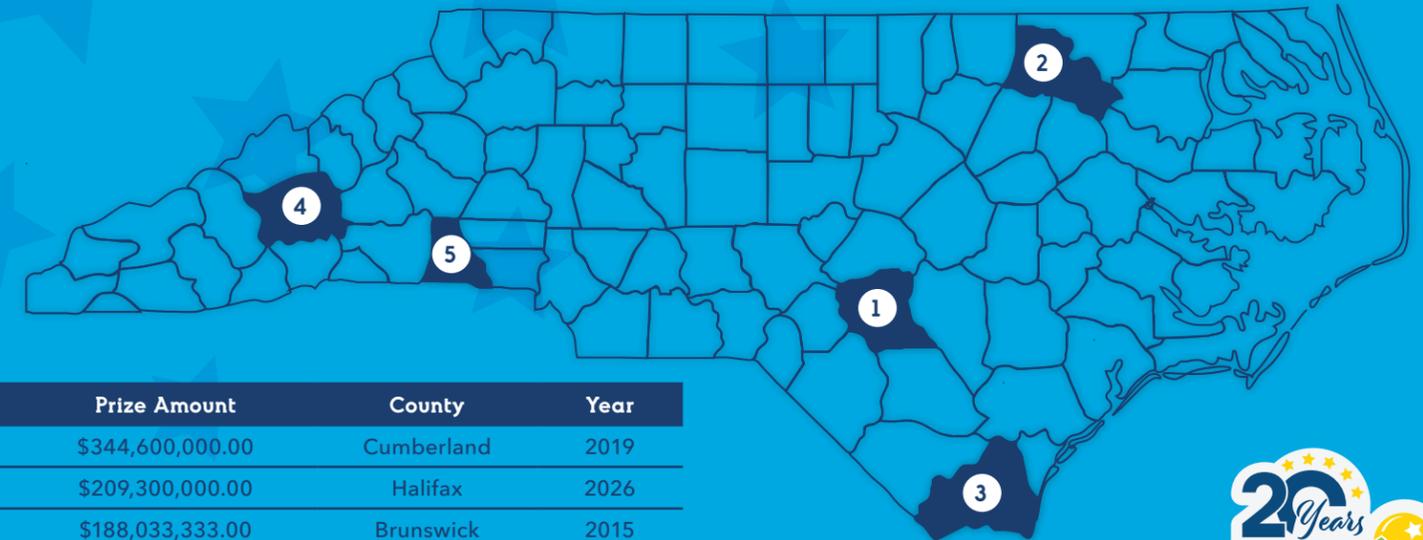
The first Carolina Panthers ticket came with a second-chance drawing which awarded season tickets for 20 years to Pamela Jamison of Dallas in February 2017.

"The win was just such a life-changing blessing. I was able to do so much. That was a once-in-a lifetime trip. It was so fun and amazing, and I got to experience this with my daughter."

– Pamela Bradshaw
Powerball First Millionaire of the Year Winner (2024)



Top 5 biggest wins of the past 20 years



	Prize Amount	County	Year
1	\$344,600,000.00	Cumberland	2019
2	\$209,300,000.00	Halifax	2026
3	\$188,033,333.00	Brunswick	2015
4	\$141,400,000.00	Buncombe	2010
5	\$88,100,000.00	Cleveland	2009



A winning streak for our players

● SUM of Net Sales Amount ● SUM of Prize Amount





Two Decades, One Dream...

Trace 20 years of growth, giving, and game-changing moments.



August 31, 2005

Legislation creating state lottery signed into law.



March 30, 2006

First lottery tickets sold as sales begin at 5,000 stores.



June 7, 2008

Ticket sales top \$1 billion for the first time.



March 30, 2011

Lottery marks 5th anniversary, spotlighting \$5.9 billion in sales, \$3.3 billion in prizes, and \$1.7 billion for education in first five years.



October 1, 2012:

Lucke-Rewards, a loyalty program, goes live, allowing players to earn points on purchases to enter exclusive drawings for cash and other prizes.



December 5, 2013

For the first time, players could play online from the lottery's website, followed by a mobile app in March 2015.



March 30, 2016

Lottery marks 10th anniversary with \$4.2 billion raised for education in first ten years.



November 2017

Lottery becomes only the 4th and youngest in U.S. to achieve top certification in world for responsible gaming.



June 1, 2019

Biggest prize ever - \$344.6 million Powerball jackpot - won.



August 5, 2019

Jones County opens its new K-12 school, the first school built using a lottery-funded grant from the new Needs-Based Public School Capital Fund.



January 13, 2020

Play Smart™ begins as a player-focused responsible gaming program centered on the education and empowerment of lottery players.



March 30, 2021

Lottery, on pace to raise \$2 million a day on average for education, marks 15th anniversary.



June 30, 2023

Money raised for education annually tops \$1 billion for the first time.



November 15, 2023

Lottery begins digital instants games on its Online Play platform.



June 30, 2025

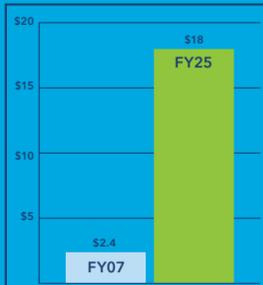
Annual sales hit \$6.6 billion to remain only lottery in U.S. to increase sales every year of operations. Total amount of money raised for education since the start tops \$12 billion.

and the story's still unfolding.

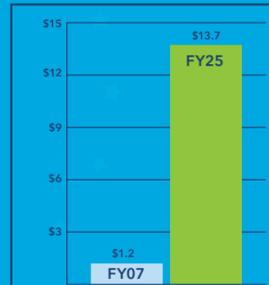
Now and Then

What began as a bold idea in 2006 has become a big win for entertainment and education in North Carolina. Look at how far two decades of mission-driven work can take you.

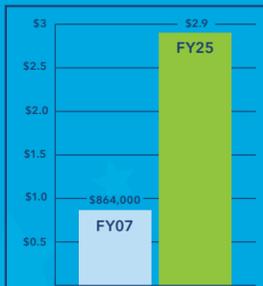
FY07* vs. FY25** at a Glance



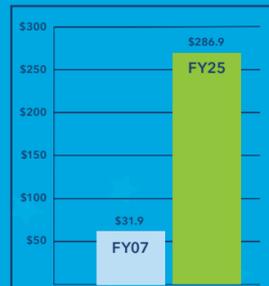
Average sales per day (in millions)



Average prizes won per day (in millions)



Average amount raised for education per day (in millions)



Annual Retailer Commissions (in millions)

*FY2007 - First full year of operations.
**FY 2025 - Most recent full year of operations.

Scratch-Off Games

Then:

\$1 to \$5 tickets with top prizes up to \$100,000.



Now:

\$1 to \$50 tickets with top prizes up to \$10 million.

Draw Games

Then:

Two options: \$1 Pick 3 with a top prize of \$500 and Powerball with starting jackpots of \$15 million.



Now:

Eight draw games including Pick 3, Pick 4, and Cash 5 games; Carolina Keno with drawings every four minutes; five Cash Pop drawings a day; Millionaire For Life; Powerball with a \$20 million starting jackpot and Mega Millions with a \$50 million starting jackpot.

Fast Play

Then:

None



Now:

Up to 14 games at a time with progressive jackpots that grow until they are won. Ticket cost ranges from \$1 to \$20.

Digital Instant

Then:

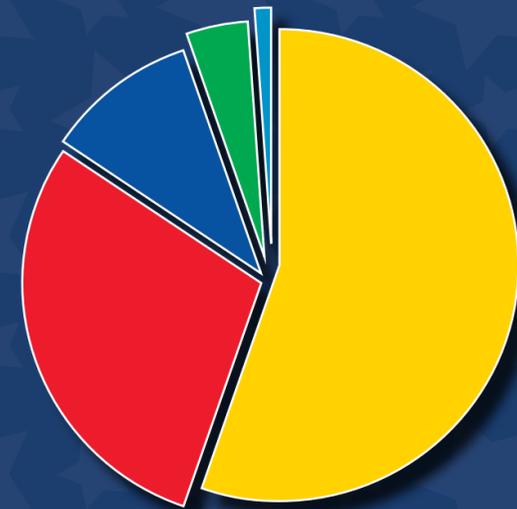
None



Now:

60+ games, from 50 cents to \$30 with top prizes of \$600,000 and progressive jackpots that grow until they're won.

Then vs. Now: Percent of Total Sales Revenue by Game

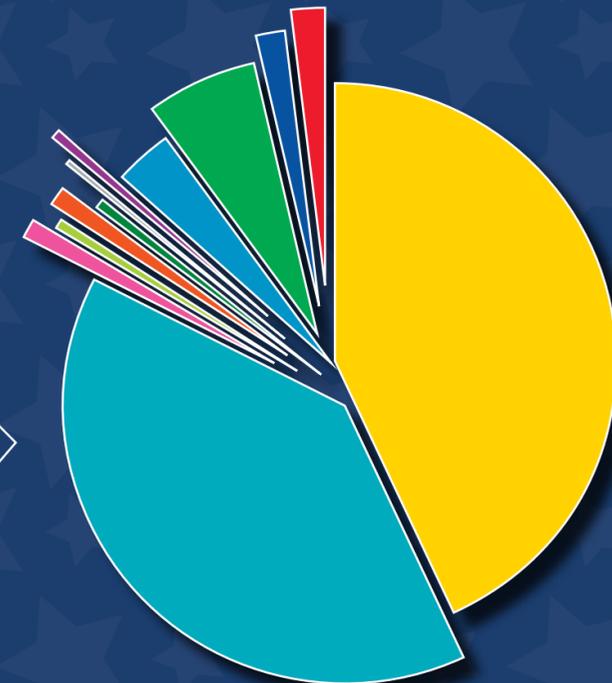


FY07 Ticket Sales Revenue by Game

Scratch-Offs	55.4%	Pick 3	4.1%
Powerball	29.2%	Pick 4	1.1%
Mega Millions	10.1%		

FY25 Ticket Sales Revenue by Game

Scratch-Offs	43.2%	Cash POP	1.1%
Digital Instant	39.4%	Keno	1.1%
Pick 3	6.4%	Cash 5	0.7%
Pick 4	3.2%	Fast Play	0.7%
Powerball	1.9%	Lucky for Life	0.6%
Mega Millions	1.7%	EZ Match	0.1%



Major game and promotion milestones

1 First Scratch-Offs

March 30, 2006: The lottery launches with four scratch-offs: \$1 North Carolina Education Lottery game, \$1 Tic Tac Toe, \$2 Blackjack, and \$5 \$100,000 Carolina Cash.



6 Carolina Pick 4

April 17, 2009: Third North Carolina numbers game launches.



2 Powerball

May 30, 2006: Powerball tickets go on sale.



3 Carolina Pick 3

Oct. 6, 2006: First North Carolina rolling jackpot game starts.



8 Lucky for Life

Feb. 7, 2016: First For Life draw game starts with \$1,000 a Day for Life top prize.



4 Carolina Cash 5

Oct. 27, 2006: Second North Carolina numbers game starts.



9 Carolina Keno

Oct. 29, 2017: Carolina Keno begins with drawings held first every five minutes.

5 First Raffle

May 11, 2007: Sizzlin' Millionaire Raffle tickets go on sale.

10 Fast Play

Sept. 13, 2020: Fast Play games launch with progressive jackpots starting at \$20,000 and growing until they are won.



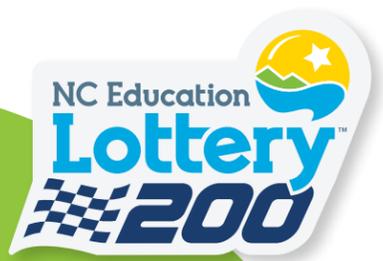
12 Cash POP

Nov. 17, 2024: Cash POP drawings begin with five drawings a day and offer prizes by matching only one number.



13 Millionaire For Life

Feb. 22, 2026: The new draw game launches with a top prize of \$1 million every year for life and second-tier prize of \$100,000 a year for life.



"For more than 20 years, Charlotte Motor Speedway and the North Carolina Education Lottery have shared deep North Carolina roots and a passion for delivering unforgettable entertainment to fans. Our partnership has truly been a winning ticket - one built on shared values, community commitment and a drive to elevate one of the CRAFTSMAN Truck Series' marquee weekends. We're proud of all we've accomplished together and excited to keep raising the stakes as we look ahead to the next chapter of this long-standing relationship."

— Matt Long
Vice President of Corporate Sales,
Charlotte Motor Speedway



April 19, 2025: The lottery proudly sponsored the historic NCEL 250, the first NASCAR race at Rockingham Speedway in more than 20 years.

20 Years Together

For twenty years, the lottery has grown alongside the communities that fuel its mission. In turn, we're proud to invest our time and support in the people and places that define our state.

From the Blue Ridge Mountains to the Crystal Coast, we've built connections that go beyond play. Last year's partnerships exemplify how the lottery gives back to the people of North Carolina.



Where we honor and support education

- N.C. Association of School Administrators
- N.C. Association of Student Financial Aid Administrators
- N.C. Council for Social Studies
- N.C. Principals and Assistant Principals Association
- N.C. School Board Association
- N.C. School Superintendents' Association
- N.C. Parent Teacher Association
- N.C. Association of County Commissioners
- Smart Start
- myFutureNC
- Western Region Education Service Alliance
- Educator of the Week programs at WRAL in Raleigh, WGHP in High Point, WITN in Eastern North Carolina, and WLOS in Asheville

Where we celebrate communities

- African American Cultural Festival
- Apple Festival
- Autumn Leaves Festival
- Azalea Festival
- Black Bear Festival
- Brewgaloo
- Cheerwine Festival
- Got to Be NC Festival
- Historic Morganton Festival
- Hola Festival
- International Folk Festival
- La Fiesta del Pueblo
- MumFest
- NC Barbecue Festival
- NC Folk Festival
- NC Seafood Festival
- NC State Fair
- Pickle Festival
- Taste of Charlotte
- Whirligig Festival

Where we play and cheer

- Appalachian State University
- Asheville Tourists
- Carolina Courage
- Carolina Mudcats
- Carolina Panthers
- Charlotte Checkers
- Charlotte Hornets
- Charlotte Knights
- Charlotte Motor Speedway and zMax Dragway
- Down East Bird Dawgs
- Duke University
- Durham Bulls
- East Carolina University
- Elizabeth City State University
- Fayetteville Marksmen
- Fayetteville Woodpeckers
- Greensboro Coliseum
- Complex
- Greensboro Grasshoppers
- Greensboro Swarm
- Hickory Crawdads
- Kannapolis Cannon Ballers
- NC A&T
- NC State University
- North Carolina Central University
- Rockingham Speedway
- UNC Asheville
- UNC Chapel Hill
- UNC Charlotte
- UNC Pembroke
- UNC Wilmington
- Wake Forest University
- Western Carolina University
- Winston Salem Dash

Where we volunteer

- Classroom Central
- Durham Rescue Mission
- Eblen Charities
- Guilford Education Alliance
- Interactive Resource Center
- Jones County Public Schools
- North Carolina State Highway Patrol
- North Carolina Guardian ad Litem program
- Pitts Road Elementary School
- Sunset Park Elementary School
- Toys for Tots
- WakeEd Partnership's Tools 4 Schools
- Walk for ALS Triangle
- Women's Center of Wake County

Our Stellar Sellers

The lottery holds a 20-year winning streak of record-breaking ticket sales – an impossible feat if not for our growing network of retail partners. From the very first store that sold a ticket in March of 2006 to the more than 7,000 locations that sell lottery tickets today, retailers have played an integral role in the lottery's story.

From national grocery chains to independently owned convenience stores and restaurants, retailers play an indispensable role in the lottery's success.

In the first year of lottery sales in 2006, 5,000 retailers in the state sold lottery tickets. As of fiscal year 2025, over 7,100 retailers now sell lottery tickets. This expansion has been a driving factor in the lottery increasing sales every single year since its inception – the only lottery in the U.S. to accomplish that milestone.

Each winning ticket brings rewards not only for players but for the businesses that sell them – through commissions on ticket sales, jackpot incentives, and added customer traffic that boosts a store's bottom line. We've maintained strong relationships with our partners, investing in their storefronts with cutting-edge technology to improve the purchase experience for both retailers and players.



Digital Menu Board

Leveling Up the Retail Experience

2,000

new digital menu boards, displaying jackpots of our draw games and newly released tickets.

1,000

new SciQ units, digital point-of-sale for scratch-off tickets.

2,500

new vending machines for quick & easy self-service.



"The North Carolina Education Lottery provides substantial benefits to retailers like us across the state, primarily through direct financial compensation and significant boost to our general business operations, empowering us to make improvements to our businesses and hire more employees, thus providing support for the local economy."

– VJ Patel,
Owner, Stop N Go Stores



★ A Win-Win for Retailers

- 14 cents for every \$2 Powerball ticket sold
- \$1.40 for every \$20 scratch off ticket sold

PLUS:

- \$50,000 incentive for selling a winning jackpot ticket in Powerball or Mega Millions.
- \$10,000 incentive for selling a winning scratch-off ticket worth a \$1 million+ prize.

★ Retailer Commissions

- **\$3.2 billion** paid to retailers in total commissions
- **\$61.9 million** paid to retailers in commissions in first year*
- **\$268.9 million** paid to retailers in commissions last year

*Fiscal Year 2007: first full year of commissions

★ Retailer Incentives

- **\$17.6 million** paid to retailers in total incentives
- **\$393,500** paid to retailers in incentives in first year*
- **\$1.7 million** paid to retailers in incentives last year

*Fiscal Year 2010: first full year of incentives

Top 5 retailers in total sales in the lottery's history*



- 1 Eagle's Express in Knightdale | \$43.2 million
- 2 Circle V Mart in Fayetteville | \$40.2 million
- 3 Am Station in Clinton | \$36 million

- 4 Fairway One Stop in Greensboro | \$34.5 million
- 5 Carlton's Tanglewood in Clemmons | \$33.9 million

*Sales totals based on current retailer identification number.



Bestselling retailers of the year (FY25)

- ★ Calabash Food & Fuel in Calabash | \$7 million
- ★ Circle V Mart in Fayetteville | \$4.8 million
- ★ Carlton's Tanglewood in Clemmons | \$5.4 million
- ★ Capital Food Mart in Raleigh | \$4.6 million
- ★ Am Station in Clinton | \$4.9 million

Some things never change...

For the past 20 years, the lottery has committed itself as a strong corporate citizen of our state. By engaging stakeholders, maintaining transparency, supporting communities, and protecting players, it has responsibly grown sales and increased the money raised for education. We want our players to enjoy the fun and thrill our games provide while keeping their play healthy.



As lottery sales grow, so does the commitment to responsible gaming. We have evolved our program from sharing problem gambling resources to a full responsible gaming program.

Since day one, we made sure players knew where and how to access resources if their lottery play became more than a game. We partnered with industry experts to participate in advocacy periods like Problem Gambling Awareness Month and raised awareness about the risks of youth gambling during the Gift Responsibly campaign.

Year after year, we worked to improve and expand our responsible gaming program. Sharing information with our players remains a top priority, reinforced by the launch of Play Smart in 2020. With the introduction of Play Smart, we became the first U.S. lottery to develop an original player-focused, lottery-specific responsible gaming education program. Play Smart centers on the education and empowerment of lottery players. By sharing information about lottery odds and myths, Play Smart encourages players to make informed choices before they decide to play lottery games.

★ Pictured right: Original Play Smart (Jan. 2020)
Pictured left: New Play Smart (Sept. 2024)



In 2024, we talked to our players and improved Play Smart. Paired with a new look and feel, Play Smart now shares both the information players want and need.

Through games and interactive activities, Play Smart visitors will find:

- How to enter to win bonus drawings for cash and prizes.
- Information about common lottery myths.
- How lottery games work and their odds.
- How our Lucke-Rewards program works.
- Tips and tools to keep their lottery play safe and fun.
- Advice on avoiding scams.



The Path to Level 4

Play Smart is an important part of how we help players keep their play fun, but there is plenty more we do behind the scenes to keep us one of the world's most responsible lotteries.

Becoming one of the most responsible lotteries in the world does not happen overnight. We continuously improve and strengthen our social responsibility and responsible gaming programs. We learn from our lottery peers across North America to stay updated on industry best practices. We participate in internal and external research and collaborate with stakeholders through partnerships with the North American Association of State and Provincial Lotteries and the National Council on Problem Gambling. To help us grow, we joined the World Lottery Association, an international, member-based organization of state-authorized lotteries, state-licensed sports betting operators, and suppliers.

"For 20 years, N.C. Education Lottery has continued to enhance and improve its responsible gambling mandate. Now, as it celebrates its 20th anniversary, NCEL can boast a world-class program that is fully integrated into all operational areas. Congratulations on 20 years of putting the health of players first!"

—Mike Randall
RG Expert, Gaming Labs International



The Level 4 Journey:



Level 1: Commitment (2009)
In becoming a member of the WLA, the lottery agreed to embrace the WLA Responsible Gaming Principles, fulfilling the criteria for the Level 1 certification.



Level 2: Self-Assessment and Gap Analysis (2011)
The lottery completed a self-assessment and determined what Responsible Gaming programs needed to be built to address each principle.



Level 3: Planning and Implementation (2014)
The lottery developed a plan, a timetable and a budget to implement specific Responsible Gaming programs.



Level 4: Continuous Improvement (2017)
The successful implementation of Responsible Gaming programs made North Carolina the fourth and youngest U.S. lottery to achieve WLA Responsible Gaming Level 4 Certification.



Recertification (2021 & 2024)
The lottery's Responsible Gaming programs are incorporated into day-to-day operations with continuous optimizations.

★ Original Helpline button added to all retail terminals (2014) on left. Current Play Smart button print out on right.



★ Our former Executive Director, Alice Garland, became the first lottery or gaming industry professional to receive the Don Hulen Award for Advocacy from the National Council on Problem Gambling.

NC Problem Gambling Program (NCPGP) Partnership

Since the first lottery ticket was sold in 2006, anyone in North Carolina struggling with a gambling problem could find free, confidential help

To help minimize the effects of problem gambling, the lottery provides \$1 million a year to the N.C. Department of Health and Human Services for education, prevention, and free treatment and counseling programs. Starting in FY25, the program receives an additional \$2 million from sports betting revenue.

Twenty years in, North Carolina continues to lead with compassion and accountability - proving that entertainment and responsibility can go hand in hand.

"Our collaboration with the North Carolina Education Lottery has been a tremendous success in advancing responsible gambling initiatives statewide. Together, we've expanded prevention outreach, strengthened access to treatment and support, and set a strong example of how partnerships between public health and the gaming industry can protect players and their families."

- Amanda Winters
Program administrator,
N.C. Problem Gambling Program



Callers that accepted a treatment referral

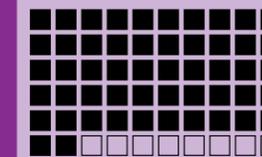
FY24:
349



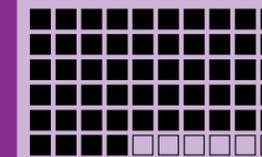
FY25:
569

Number of prevention projects

FY24: **52 Projects**



FY25: **54 Projects**



Visits to Play Smart website

FY24:
200,955

FY25:
302,606



NCPGP's Milestones

- **2007:** Hiring a full-time youth prevention coordinator to innovate and expand prevention activities for vulnerable youth populations.
- **2008:** Partnering with TELUS Health to streamline helpline processing, allowing people to call the helpline and receive a referral to treatment 24/7 365 days a year.
- **2010:** Creating a registry of providers across the state equipped with skills, knowledge, and confidence to help those experiencing gambling related harm.
- **2020:** Removing the geofence from the helpline allowing those in the state without North Carolina area codes to reach the helpline saw an increase in calls.
- **2022:** Working with MoneyStacks to create GamFin, to help address underlying addiction-related issues and to increase financial stability for individuals, families, and communities.



Government Finance Officers Association
Award for Outstanding Achievement in Popular Annual Financial Reporting
 Presented to
North Carolina Education Lottery
 For its Annual Financial Report
 For the Fiscal Year Ended
 June 30, 2024

WLA
 WORLD LOTTERY ASSOCIATION

20 Years in the Game

After lotteries in the U.S. began again in 1964, North Carolina waited late in the game to launch the N.C. Education Lottery. It became the 43rd U.S. lottery more than 40 years later. But whether you are measuring by sales, money raised for a good cause, responsibility, or accountability, it didn't take long for North Carolina to see its lottery become one of the top lotteries in the nation.

★ 20-year Highlights

During our 20 years in the game, the lottery:

- ✓ Ranks as the only U.S. lottery to increase sales every year of its operations.
- ✓ Joined an elite group of only ten other U.S. lotteries able to raise \$1 billion a year for the good cause they serve.
- ✓ Became in 2017 the youngest and only the 4th U.S. lottery to win certification as one of the most responsible lotteries in the world.
- ✓ Achieved clean, unmodified audits in every independent financial audit.

Those kinds of achievements met the expectations of North Carolinians when they decided a state lottery had merit. Every day, North Carolinians vote with their dollars that the lottery can be fun and along the way can raise money – almost \$3 million a day on average last year – to help move public education forward in our state.



CERTIFICATE OF ACCREDITATION
Responsible Gaming Framework
 This is to certify that
North Carolina Education Lottery
 2728 Capital Blvd., 27604, Raleigh, NC, USA
 has met the criteria for achieving
Level 4 of the
WLA Responsible Gaming Framework
 and has been granted accreditation by the World Lottery Association in accordance with the recommendation of the Independent Assessment Panel.

Certification date: November, 2017
 This certificate is valid until: November, 2020
 Jean-Luc Moner-Barret
 WLA President
 Lynne Roller
 WLA Secretary General

Great Place To Work®

Certified 2025 USA



North American Association of State & Provincial Lotteries



Decades of Excellence

The recognition of the lottery's leadership in the industry came from winning multiple awards over two decades for sales, product development, finance, advertising, marketing and communications, and responsible gaming. Here are accolades received in the lottery's most recent year.

★ Award-Winning Projects

The lottery's creative work earned six national awards from the North American Association of State and Provincial Lotteries.

- **Retail Promotion:** Play Smart retailer promotion during Problem Gambling Awareness Month in March 2025.
- **Social Media - Corporate Beneficiary Video:** Moving NC Students Forward spotlight on the new Hayesville Primary School built with lottery funds.
- **Digital Social Media:** Winners Club Win-i Golf Social Media Game.
- **Social Media - Games and Product Offerings:** Max-A-Million - Whose Winnings Are Those? interactive game.
- **iLottery Campaign:** Digital Instants - Next Big Thing digital instants promotion.
- **Digital Media Advertising:** Cash POP - My POP Number Quiz.

★ Finance Awards

- 17 consecutive years earning the **Certification of Achievement for Excellence in Financial Reporting** from the Government Finance Officers Association (GFOA).
- 17 consecutive years earning the **GFOA Award for Outstanding Achievement in the Popular Annual Financial Report.**

★ Industry Leadership

- Leading with vision, Mark Michalko, Chief Executive Officer of the N.C. Education Lottery, became **First Vice President of the North American Association of State and Provincial Lotteries** and is slated to become president in 2026.
- **Governor's Award of Excellence for Public Service**, awarded to Administrative Operations Manager Randall Keen in 2022. The award is the highest honor a state employee may receive for dedicated service to the State of North Carolina.
- **The Order of the Long Leaf Pine** is the highest honor a state employee may receive from the governor for dedicated service to the State of North Carolina.
 - Former Executive Director Alice Garland
 - Randall Keen, administrative operations manager.
 - Commissioner Pam Whitaker

★ Culture & Responsibility

- Certified, for the **third time**, as one of the most responsible lotteries in the world, as part of the **World Lottery Associations Responsible Gaming Framework.**
- Certified **Great Places To Work®**, the global authority on workplace culture.

Guiding the Dream



“As we celebrate the 20th anniversary of the lottery, we’re focusing on how we sustain our success over the next two decades for the good of North Carolina. Like any other business, the lottery business is changing quickly and dramatically. For years, paper games – our scratch-offs – ranked as our most popular games. Now it is digital games – our digital instant games that you play on apps and browsers. Looking ahead, we want to make sure we meet lottery players where they are. That’s how we’ve managed to increase sales every year, including record sales of \$6.6 billion last year. But sustaining those sales won’t happen with advances in technology alone. It will be the things that don’t change, our business values, that sustain our lottery. Values like responsibility. We’re proud that for the third time last year your lottery was certified as one of the most socially responsible in the world. Values like integrity. We’re committed to operating games fairly and to sound fiscal management of lottery finances. Our integrity has been demonstrated with clean opinions – the highest review possible – in every annual audit to date. And values like trust. We build that trust by caring about our players. If they have fun playing lottery games and see the benefits of the lottery in their communities, we will be able to sustain our lottery for decades to come.”

– Mark Michalko
Chief Executive Officer, N.C. Education Lottery

“Twenty years ago, those who envisioned a state lottery believed it could make a difference for education in North Carolina. But no one could have imagined just how much of a difference it would make. Back then, projections of raising a few hundred million dollars a year seemed ambitious. Today, the lottery contributes more than \$1 billion a year for education – and has done so for each of the last three years. What began as an idea has become a success story for our state. Every day North Carolinians win millions in lottery prizes, both big and small. The steady growth of lottery sales benefits more than 7,000 retail locations – locally owned businesses and top retail companies alike. The lottery has become ingrained in our culture in many ways, sponsoring community events all over the State – from the Whirligig Festival to the Cheerwine Festival, the State Fair to Folk Fest – and cheering on our professional and college sports teams. The true measure of our impact, though, can be seen in the classrooms and student pathways we help support. Looking across our state, you can see lottery dollars in action through new schools built, scholarships awarded, and free preschool access for four-year-olds. We’re honored to be part of the fabric of our state and to do our part, one ticket and one winner at a time, to support education in North Carolina.”

– Ripley Rand,
Chair, N.C. Education Lottery Commission



Lottery Commission Members



Cari Boyce
of Raleigh



Lindsey Griffin
of Greenville



Chris Hayes
of Winston-Salem



Randy Jones
of Pine Level



Nigel Long
of Charlotte



Joshua Malcolm
of Pembroke



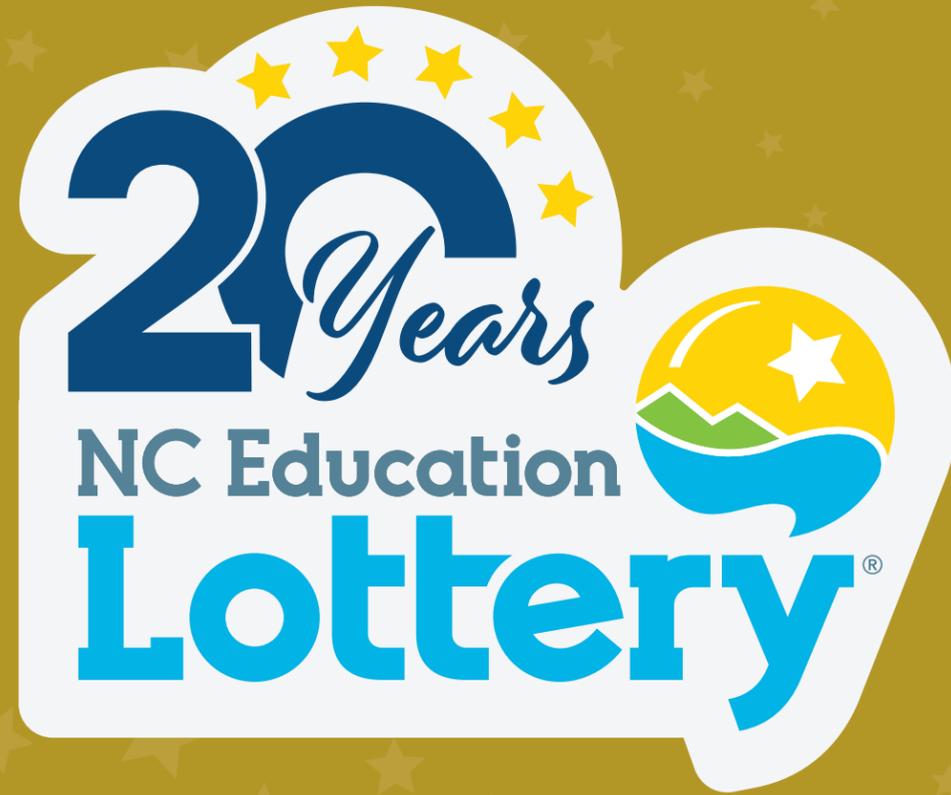
Jason Roth
of Cary



Pam Whitaker
of Winston-Salem



Learn about our Commission Members, appointed either by the Governor or the N.C. General Assembly.



Want to know more?

You can learn more about the N.C. Education Lottery by reviewing its annual Reports to the Public, its annual financial reports, and its Strategic Plan on its website: nclottery.com.



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