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2018中国福利彩票
CHINA WELFARE LOTTERY
社会责任报告
SOCIAL RESPONSIBILITY REPORT

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发布周期
中国福利彩票社会责任报告为年度报告，报告中未作特殊说明的信息均为 2018 年度我们的社会责任业绩。

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Statement
China Welfare Lottery promises that there is no falsedocumentation, misleading statement or significant omission inthis report, and claims the certainty, accuracy and integrity of the report.

Time Frame
The report covers activities from Jan. 1st 2018 to Dec. 31st 2018.Certain parts are beyond the time frame.

Release Cycle
China Welfare Lottery releases its Social Responsibility Report annually. If not otherwise specified, the information in this report is the social responsibility performance of China Welfare Lottery in 2018.

Compilation Standards
We consult the following documents when compiling thisreport: the Social Responsibility Standard and Code of ChinaWelfare Lottery, the Guidelines for the Compilation of SocialResponsibility Reports for Chinese Enterprises (CASS-CSR 3.0)by Chinese Academy of Social Sciences, and the SustainabilityReporting Guidelines (G4) released by Global Reporting Initiative. Various indexes are attached at the end of this report.

Organization Scope
The report includes the efforts by CWLIMC and its subordinate provincial-level welfare lottery institutions. For the convenience of expression, terms such as “China Welfare Lottery Issuance and Management Centre (CWLIMC)”, “China Welfare Lottery (CWL)”, “provincial lottery institutions” etc. are used in this report.

Data Specification
All the data cited in this report are derived from relevant statistics reports and official documents of China Welfare Lottery. CWLIMC guarantees the certainty and objectiveness of data in this report.

Extended Reading
Please visit the official website of China Welfare Lottery Issuance and Management Centre, http://www.cwl.gov.cn/ to access the online version of this report.

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卷首语

根之茂者其实遂，膏之沃者其华烨。中国福利彩票自 1987 年以制度性公益慈善捐助平台形式走进社会公众文化生活以来，经过三十余年的探索与创新，已经成为国家筹集社会福利事业和社会公益事业发展资金的一条重要渠道，成为广大社会公众积极参与慈善公益的重要平台，为国家发展创造了显著的经济效益和社会效益，为保障和改善民生作出了重要贡献。截至 2018 年中国福利彩票累计销售额超过 20197 亿元，累计筹集公益金超过 6022 亿元，其中 60% 的公益金补充进入全国社会保障基金，实实在在地提升了社会保障能力、增进了社会民众的福祉。

砥砺奋进谱华章，铿锵前行踏新程。2018 年是我国改革开放 40 周年，经过 40 年的砥砺前行，中国取得了世界瞩目的经济社会发展成就，人民的美好生活也在不断实现。一年回眸，中国福利彩票坚持变革和开放的精神，迎难而上，向党和政府、向公众和购彩者提交了圆满的答卷。绩效方面，发行量与公益金筹集量较去年实现突破性增长；技术安全方面，中福彩中心以最高分通过 M&O 认证，为福利彩票更加科学、安全 and 健康发展奠定基础；渠道创新方面，以新零售、电子支付、智能销售终端为抓手，实现了传统网点和新渠道的合理布设，探索了福利彩票销售的新模式；销售渠道建设方面，通过系统的制度与措施，如彩票销售场所形象化建设、星级彩票销售场所评比、更新硬件设备等，为购彩者提供整洁舒适的购彩环境；游戏产品方面，全年共申报 31 款新游戏，并第 7 次调整了双色球游戏规则，使彩票玩法更丰富，游戏更具有趣味性；品牌宣传方面，全年共接待“走近双色球”、“走近刮刮乐”活动参观团 158 批，共计 6395 人次，拉近了福利彩票与社会公众的距离。

长风破浪会有时，直挂云帆济沧海。在习近平新时代中国特色社会主义思想的指引下，中国福利彩票将践行以人民为中心的全新发展理念，牢记国家彩票、人民彩票的本质属性，坚守福利彩票发行的社会责任，完成福利彩票责任体系规划的编制，奋力攀登世界彩票协会责任彩票三级认证新高峰，稳步实现福利彩票发行销售的新增长，为新时代的大爱民政建设再立新功。

Preface

“Dense roots grow fresh fruits, sufficient oils make brilliant lights”. Since 1987 China Welfare Lottery has been approaching into the social public cultural life in the form of institutional public welfare and charitable donation platform, after more than 30 years of exploration and innovation, has become an important channel to raised fund that need by national development of social welfare and social public welfare, has become an important platform by which social public actively participating in charity, has created a remarkable economic benefit and social benefit for national development, and has made a lot of important contributions to safeguard and improve people's livelihood. By the end of 2018, the total sales volume of China's Welfare Lottery had exceeded 2019.7 billion yuan, China's Welfare Lottery had been raised public welfare funds more than 602.2 billion yuan, 60 percent of public welfare funds had been supply the national social security fund, which had effectively enhanced the social security capacity and improved the welfare of the public.

“Forge ahead in the face of a brilliant spectrum, clanging forward to take a new course.”The year 2018 marks the 40th anniversary of China's reform and opening-up. Throughout four decades of hard work, China has achieved remarkable economic and social development success and has been approaching a better life for its people. Looking back to 2018, China Welfare Lottery persevered in the spirits of reform and opening-up, faced up to a series of challenges and presented a successful result to the Party, the government, the public and lottery players. In terms of performance in 2018, the amount of circulation and public welfare fund raised has achieved breakthrough growth compared with 2017. In terms of technical safety, the CWLIMC passed M&O certification with the highest score in 2018, laying a foundation for making China Welfare Lottery development more scientific, safe and healthy. In the terms of channel innovation, China Welfare Lottery took the new retail, electronic payment and intelligent sales terminal as the starting point in 2018, realized the reasonable arrangement of traditional outlets and new channels, and explored a new mode of Welfare Lottery sales. In terms of sales channel construction, China Welfare Lottery provided a more clean and comfortable environment for lottery players by carrying out many systematic systems and measures in 2018, such as lottery sales place visualization construction, star-level lottery sales place evaluation, hardware equipment updating, etc. In terms of game products, a total of 31 new games were declared, and the game rules of Union Lotto were adjusted for 7 times in 2018, above all made the lottery play more various and the game more interesting. In terms of brand promotion, China Welfare Lottery accepted 158 visiting group and in total of 6,395 person-times of "approaching the Union Lotto" and "approaching Guaguale" activities, and narrowed the distance between Welfare Lottery and the public.

“Strong wind will break waves sometimes, straight sail will explore the sea.”Under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, China Welfare Lottery will pursue the new development idea of people-centered, keep the essential attributes include national lottery, the people's lottery in mind, insist on social responsibility of Welfare Lottery, complete the planning of Welfare Lottery responsibility system, reach the new peak of responsibility lottery level 3 certification by the world lottery association, and steady implementation bigger growth of Welfare Lottery sales, so as to building new contribution for the great love of civil affair construction.



牢记职责与使命 担负起对国家的责任

Keeping Mission in Mind and Shouldering Responsibility for the Country

中国福利彩票始终牢记作为国家彩票、人民彩票的根本属性,不忘“福利彩票为人民”的本色,从自身的职责使命出发,“坚持取之于民、用之于民”的社会责任担当,在国家福利事业发展中,发挥着日益显著的时代作用。

China Welfare Lottery always keeps the essential attributes include the national lottery, the people's lottery in mind, and never forgets the nature of "Welfare Lottery for the people". From self's duty and mission, China Welfare Lottery adheres to own social responsibility of "both taking and using from the people", and plays an increasingly prominent role in the development of national welfare work.

牢记职责使命
Keeping Mission in Mind

1987 年，为缓解社会福利事业发展和投入不足的矛盾，我国首发了社会福利有奖募捐券，即福利彩票的前身。可以说，发行福利彩票是国家为发展社会福利事业制定的一项特殊政策，也是民政部门的重要职责创新，筹集公益金、造福于民，也就成为福利彩票与生俱来的使命。

截止 2018 年底，福利彩票累计发行量超过 201972597 万元，累计筹集公益金约为 60229718 万元。2018 年，福利彩票发行量近 22455612 万元，筹集公益金约为 6435892 万元。

自 1987 年诞生面市至 2018 年，中国福利彩票发行量及筹集公益金数量总体呈递增趋势，中福彩中心忠实践行福利彩票的发行宗旨，努力坚守筹集公益金的神圣使命。

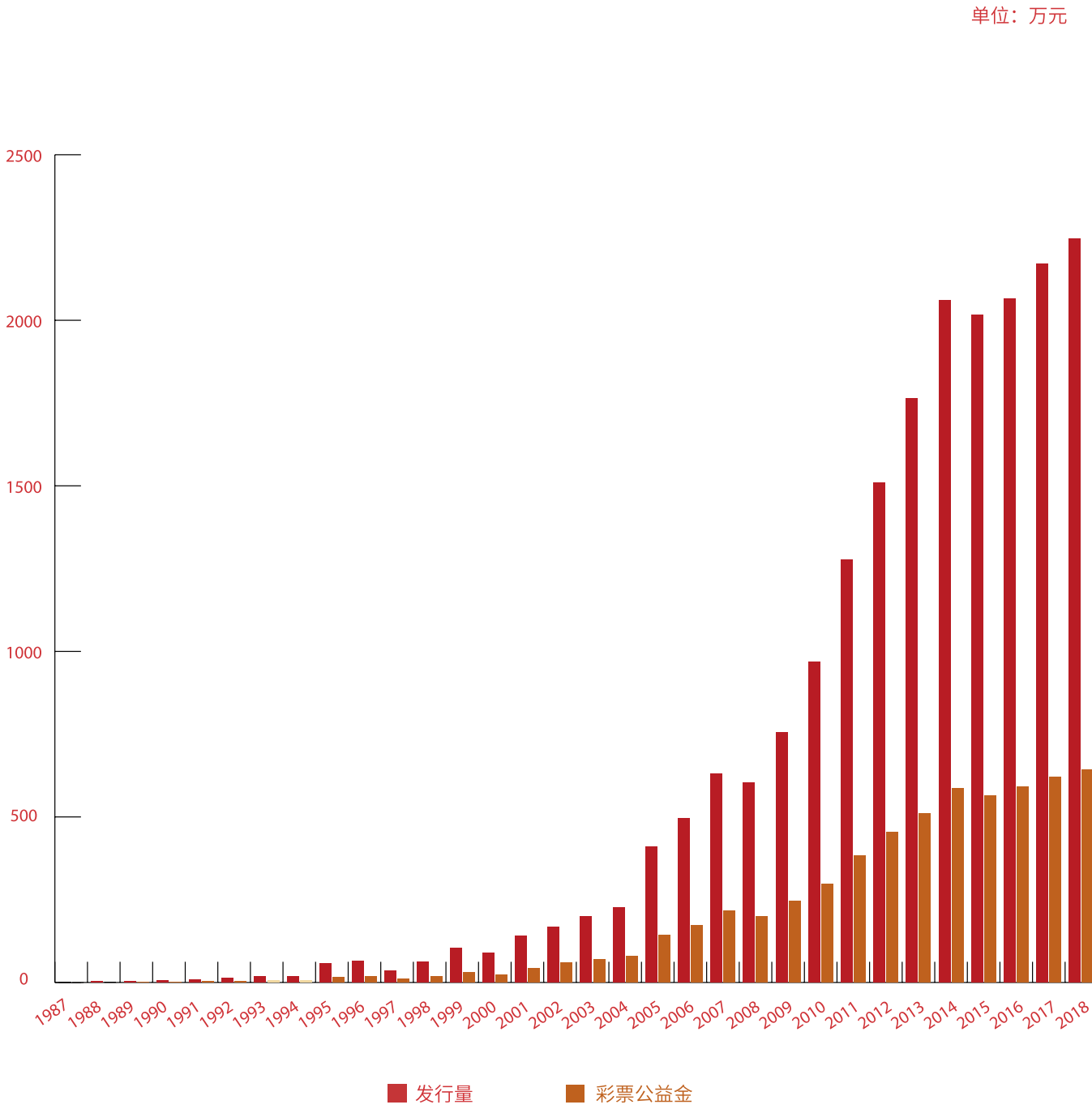
In 1987, in order to alleviate the contradiction between the development of social welfare and its relative insufficient investment, China government issued the social welfare prize-winning solicitation voucher, which is the predecessor of Welfare Lottery. It could be said that, issuing Welfare Lottery is a special policy formulated by the nation for the development of social welfare, also is an important innovation of civil affairs departments responsibility, therefore, it has become the inherent mission of Welfare Lottery to raise public welfare fund and improve the people's wellbeing.

By the end of 2018, the grand total circulation of China Welfare Lottery had been more than 2,019,725.97 million yuan, and about 602,297.18 million yuan in public welfare funds. In 2018, the Welfare Lottery circulation closed to 224,556.12 million yuan and raised public welfare funds about 64,358.92 million yuan.

From 1987 to 2018, the number of Welfare Lottery circulation and welfare funds raised in China had been increasing steadily. The CWLIMC has been faithfully practicing the issuing purpose of Welfare Lottery and making the greatest efforts to hold on the sacred mission of raising public welfare funds.



1987--2018 年中国福利彩票发行量及筹集公益金数量



根据国务院批准的彩票公益金分配政策，彩票公益金在中央和地方之间按 50:50 的比例分配，中央集中彩票公益金在社保基金会、中央专项彩票公益金、民政部和体育总局之间分别按 60%、30%、5% 和 5% 的比例分配。2018 年中央财政彩票公益金收入 6526241 万元，加上 2017 年度结转收入 825590 万元，共 7351831 万元。经全国人大审议批准，2018 年中央财政安排彩票公益金支出 5865392 万元。考虑收回结余资金等因素，收支相抵，期末余额 1506763 万元。按上述分配政策，分配给社保基金会 3584500 万元，用于补充全国社会保障基金；分配给中央专项彩票公益金 1683492 万元，用于国务院批准的社会公益事业项目；分配给民政部 298700 万元，用于资助为老年人、残疾人、孤儿、有特殊困难等人群服务的社会福利设施建设等项目；分配给体育总局 298700 万元，支持群众体育和竞技体育发展项目。

According to the distribution policy of the lottery public welfare fund approved by The State Council, the lottery public welfare fund will be distributed between the central and local governments on a 50:50 basis, and the central government centralized lottery public welfare fund will be distributed among the social security foundation(60%), the central special lottery public welfare fund(30%), the Ministry of Civil Affairs (MCA, 5%) and the General Administration of Sports of China (GASC, 5%)at a ratio of 60%, 30%, 5% and 5% respectively. In 2018, the central government's lottery public welfare fund raised 6.5262.41 million yuan, which, added to the 8.255.9 million yuan carried forward from 2017, amounted to 7.3518.31 million yuan. After deliberation and approval by the National People's Congress, the central government allocated 5.8653.92 million yuan to the lottery public welfare fund in 2018. Taking account of the recovery of surplus funds and other factors, the balance of income and expenditure was balanced, and the ending balance was 1,5067.63 million yuan. According to the above distribution policies, 35,845 million yuan was allocated to the Social Security Fund to supplement the national social security fund. A total of 16.83492 million yuan was allocated to the central special lottery public welfare fund for social welfare programs approved by The State Council; 2987 million yuan was allocated to the Ministry of Civil Affairs to fund the construction of social welfare facilities for the elderly, the disabled, orphans and people with special difficulties. A total of 29.87 million yuan was allocated to the General Administration of Sport to support the development of mass sports and competitive sports.

2018 年中央财政彩票公益金收入
In 2018, raised the central government's lottery public welfare fund

6526241 万元
6.5262.41 million yuan

分配给社保基金会
Allocated to the social security fund

3584500 万元
35845 million yuan

分配给民政部
Allocated to the Ministry of Civil Affairs

298700 万元
2987 million yuan

2018 年中央财政安排彩票公益金支出
In 2018, spent the public welfare lottery fund

5865392 万元
58653.92 million yuan

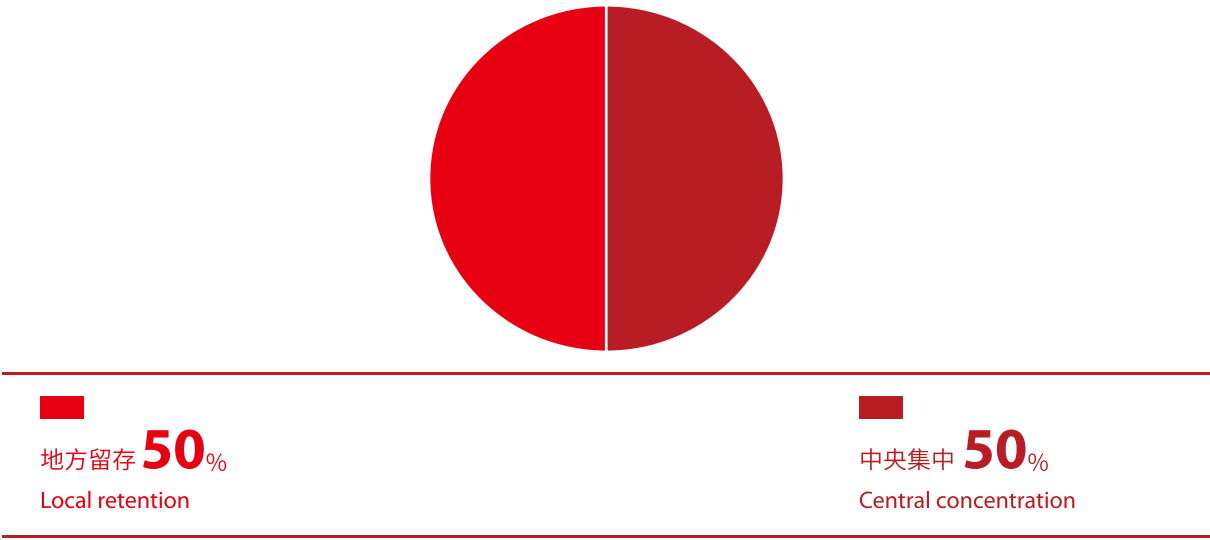
分配给中央专项彩票公益金
Allocated to the central special lottery public welfare fund

1683492 万元
16834.92 million yuan

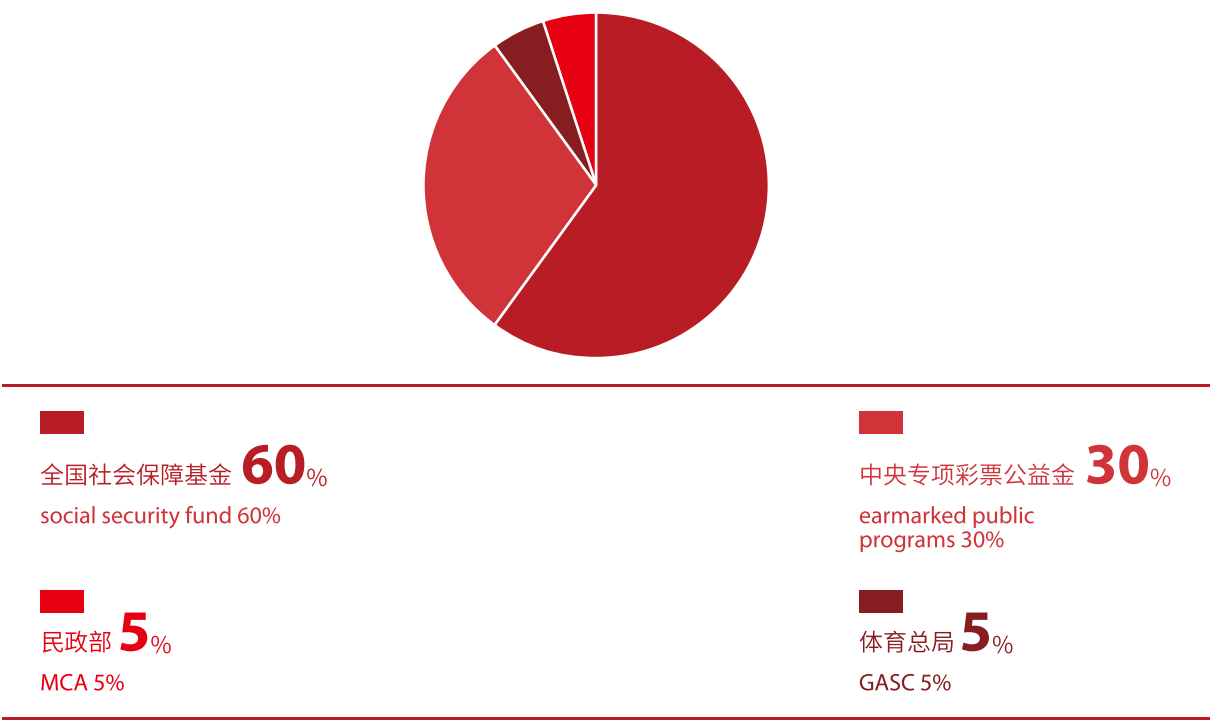
分配给体育总局
Allocated to the General Administration of Sport of China

298700 万元
2987 million yuan

2018 年中央集中的彩票公益金分配比例
The proportion of the lottery public welfare fund allocated in the central government in 2018



2018 中央与地方彩票公益金分配比例
2018 Central and local lottery public welfare fund allocation ratio



2018 年，中央专项彩票公益金的具体支出安排如下：

资金用途	金额	实施单位	资金的作用
未成年人校外教育	92000 万元	教育部	用于支持校外活动保障和能力提升、中小学生研学旅行营地建设等。
乡村学校少年宫建设	73952 万元	中央文明办	用于支持新建乡村学校少年宫，以及“十二五”时期已建成的乡村学校少年宫开展活动及更新设备。
教育助学和大学生创新创业项目	105000 万元	教育部委托中国教育发展基金会	用于奖励普通高中品学兼优的家庭经济困难学生，资助家庭经济困难大学新生入学交通费和短期生活费，资助家庭经济特别困难的教师，救助遭遇突发灾害的学校；大学生创新创业项目由教育部组织实施，资助创新创业教育成效显著的高等院校，推动创新创业教育改革发展。
医疗救助	180000 万元	国家医疗保障局	用于资助困难群众参加城乡居民基本医疗保险，并对其难以负担的基本医疗自付费用给予补助。
养老公共服务	100000 万元	民政部	用于支持地方开展居家和社区养老服务改革试点。
扶贫事业	200000 万元	国务院扶贫办	用于支持贫困村村内小型生产性公益设施建设。
文化公益事业	83200 万元	国家艺术基金管理中心	用于支持艺术创作生产、传播交流推广和人才培养等项目。
残疾人事业	200900 万元	中国残疾人联合会	用于残疾人体育，盲人读物出版、盲人公共文化服务，以及残疾儿童康复救助、贫困智力精神残疾人和重度残疾人残疾评定补贴、残疾人助学、贫困重度残疾人家庭无障碍改造、残疾人康复和托养机构设备补贴、残疾人文化等方面支出。

The use of public welfare fund for central-level earmarked public welfare programs in 2018 is listed as follows:

Programs	Amount	Implementation unit	Implementation details
Education outside of school for the minors	920	Ministry of Education	Provided support to the security and capacity improvement of after-school activities, and the construction of camping sites of middle school students' travel programs
Building of children's halls of rural schools	million yuan	Office of the Central Commission for Guiding Cultural and Ethical Progress	Supported the building of new children's halls of rural schools, the conduction of activities and equipment renewal of children's halls of rural schools that have been built during the 12th FYP period
Education assistance, and innovation and entrepreneurship of college students	739.52 million yuan	China Education Development Foundation, entrusted by Ministry of Education	Awarded excellent students of senior high schools from poor families, subsidized teachers with special difficulties in their families, assisted schools that encounter sudden disasters, and funded higher education institutions with remarkable achievements in innovation and entrepreneurship education to promote the reform and development in innovation
Medical aid	1050 million yuan	National Healthcare Security Administration	Subsidized people in straitened circumstances to join the new rural social insurance system/the new rural cooperative medical system, and offered help when they had difficulties in affording the out-of-pocket expense of basic medical care
Old-age public service	1800 million yuan	MCA	Supported local governments to conduct pilot reform on home-based care and community care for the oldaged.
Public cultural undertaking	1000 million yuan	The State Council Leading Group Office of Poverty Alleviation and Development Original Ministry of Culture	Supported the construction of small scale production facilities in poor villages in the old revolutionary base areas
Welfare of the disabled	2000 million yuan	National Arts Fund Management Center	Supported China National Arts Fund to fund artistic creation, communication and exchanges and talent cultivation
and innovation and	832 million yuan	China Disabled Persons' Federation	Sports for the disabled, publication for the blind, public cultural service for the blind, rehabilitation of and aid to disabled children, subsidies for the evaluation of disabilities for poor disabled persons or persons with intelligence or mental disabilities or severe disabilities, study grants, barrier-free home improvement for poor and severely disabled persons, subsidy for equipment of rehabilitation and foster institutions, cultural life etc

资金用途	金额	实施单位	资金的作用
红十字事业	45340 万元	中国红十字会总会	用于贫困大病儿童救助、中国造血干细胞捐献者资料库、红十字会人道救助救援、红十字生命健康安全教育、失能老人养老服务、人体器官捐献等项目。
法律援助	13000 万元	司法部委托中国法律援助基金会	用于农民工、残疾人、老年人、妇女和未成年人法律援助工作。
农村贫困母亲“两癌”救助	30600 万元	全国妇联委托中国妇女发展基金会	用于救助患有乳腺癌和宫颈癌的农村贫困妇女。
留守儿童快乐家园	1500 万元	全国妇联委托中国儿童少年基金会	用于为农村留守儿童校外活动场所配置设施并开展关爱服务。
出生缺陷干预救助	15000 万元	中国出生缺陷干预救助基金会	用于出生缺陷救助、出生缺陷防治宣传和健康教育等工作。
禁毒关爱工程	3000 万元	公安部委托中国禁毒基金会	用于支持部分毒品危害严重地区的学校建设校园禁毒图书角等。2018 年该项目资金未发生支出，主要是禁毒关爱工程方案正在进行调整，项目未实施。
足球公益事业	40000 万元	体育总局委托中国足球发展基金会	用于支持有关青少年足球人才培养和社会足球公益活动。
支持地方社会公益事业	500000 万元	中西部等地区	用于养老、扶贫、基本公共文化等社会公益事业发展薄弱环节和领域，改善其落后现状，以促进全国各地社会公益事业的协调发展。

Programs	Amount	Implementation unit	Implementation details
Red Cross	453.4 million yuan	Red Cross Society of China	Aid to poor children who suffer from severe illness, Chinese Marrow Donor Program, Red Cross humanitarian assistance, Red Cross health and safety education, old age care for the elderly with disabilities, human organ donation and other programs
Legal assistance	130 million yuan	China Legal Aid Foundation, entrusted by Ministry of Justice	Legal assistance program for rural migrant workers, persons with disabilities, the elderly, women's family rights and interest, and the minors
Aid for mothers in rural areas who suffer from breast cancer or cervical cancer	306 million yuan	China Women's Development Foundation, entrusted by All-China Women's Federation	Rescue rural poor women with breast and cervical cancer.
Happy home for leftbehind children	15 million yuan	China Children and Teenagers' Fund, entrusted by All-China Women's Federation	Offered care and service to left-behind children in rural areas, and improved their living condition
Interventions and aid to reduce the impact of birth defects	150 million yuan	China's Foundation of Interventions and Aid to Reduce Birth Defect Impact, entrusted by the former National Health and Family Planning Commission	Aid to reduce the impact of birth defects, and prevention and health education on birth defects
Drug control	30 million yuan	China Narcotics Control Foundation, entrusted by Ministry of Public Security	Supported schools in some of the areas severely harmed by narcotics to establish drug control reading corners
Football	400 million yuan	China Football Development Foundation, entrusted by GASC	Funded football development projects, and supported cultivation of teenager football talents and social benefit programs related to football
Supporting local public welfare programs	5000 million yuan	Central and Western regions	Focused on weak links and areas of local old-age care, poverty relief, basic public culture facilities and other social benefit undertakings, improved local conditions, and promoted the coordinated development of public welfare undertakings among various regions nationwide

2018 年度民政部本级彩票公益金资助老年人福利类项目具体情况

Among all the programs using the 2018 MCA-level public welfare fund, those for the elderly are listed below:

补助地方项目 Subsidy to local programs



148368 万元

1483.68 million yuan

148368 万元，用于新建和改扩建以服务生活困难和失能失智老年人为主的城镇老年社会福利机构、城镇社区养老服务设施、农村特困人员供养服务设施、供养孤老优抚对象的光荣院、对伤病残退役军人供养终身的优抚医院、城乡社区为老服务信息网络平台等。

Mainly for the construction, re-construction and expansion of urban social welfare institutions that serve the elderly who live in difficulties or who are with incapacitation or mental illness; old age care facilities in urban communities; service facilities for those households enjoying Five Guarantees in rural areas; nursing homes for those old and childless veterans or solders or related people who enjoy

preferential treatment; special hospitals providing life-long care for veterans with injuries, diseases or disabilities; old age care information online platforms in rural and urban communities, etc.

民政部项目 MCA Programs



1000 万元

10 million yuan

“夕阳红”救助服务项目，1000 万元，共为 251 名困难老年人提供救助，为失能半失能老年人提供康复护理服务 53207 人次，为 669 名 75 岁以上高龄老年人购买“一键通”呼叫服务，实现了“一键紧急呼叫，一键生活服务”的功能。

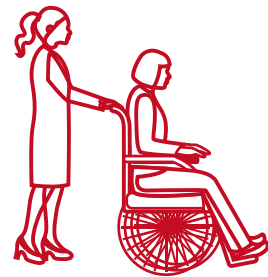
Sunset Glow rescue and assistance program provided assistance to 251 elderly people in need, provided rehabilitation services to 53,207

semi-disabled elderly people, bought“one press button”emergency call and home service for 669 people over the age of 75, realizing the function of“one key for emergency calls, one key for life services”.

2018 年度民政部本级彩票公益金资助残疾人福利类项目具体情况

Programs for the welfare of the disabled in 2018

补助地方项目 Subsidy to local programs



55890 万元

558.90 million yuan

55890 万元，主要用于重点支持精神障碍社区康复服务发展，国家康复辅助器具产业综合创新试点，精神卫生社会福利机构、民政直属康复辅具机构以及其他残疾人服务机构建设和设施设备配置等工作

These funds were mainly used to support the development of community rehabilitation services for mental disorders,comprehensive innovation pilot projects in the national rehabilitation industry, mental health social welfare institutions, rehabilitation institutions and other services for the disabled.

民政部项目 MCA Programs



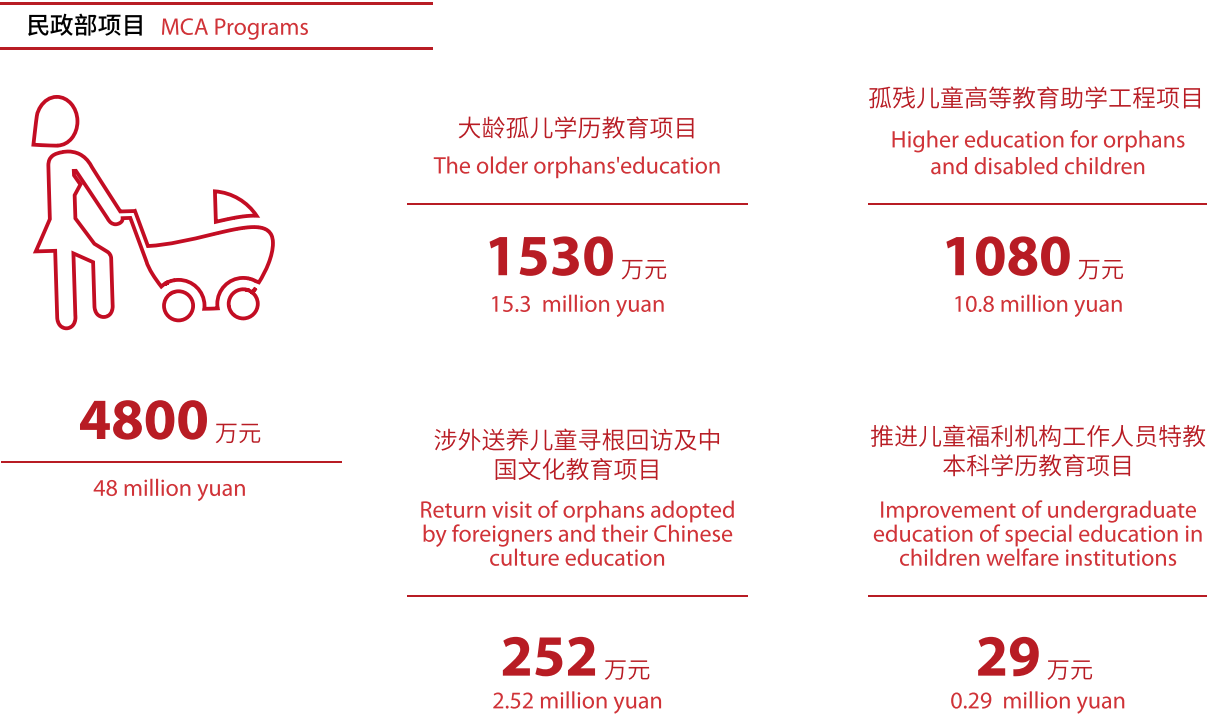
4800 万元

48 million yuan

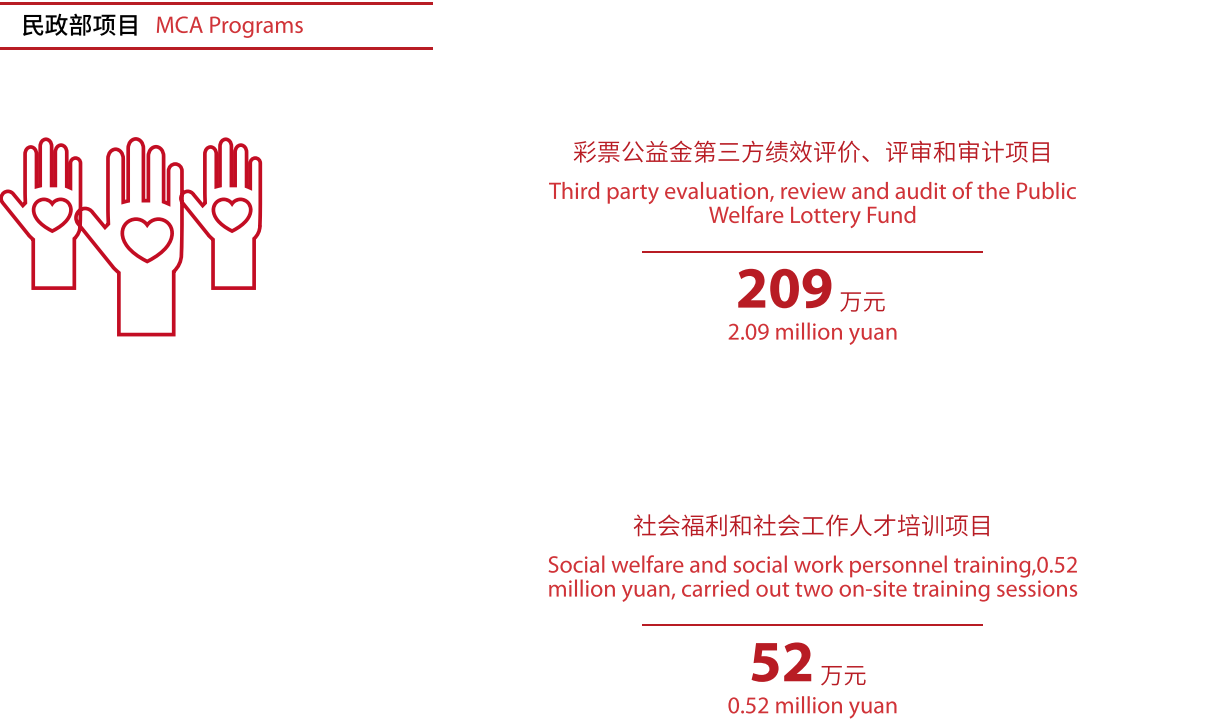
4800 万元，由国家康复辅具研究中心负责实施。一是为深度贫困地区部分具有示范性的福利机构购置康复辅具产品 9850 件（套），提高福利机构无障碍设施使用水平，为残障者生活提供便利。二是为深度贫困地区贫困残障者购置假肢 795 具、矫形器 450 具，提高残障者的生活自理能力和生活质量，改善他们的生存状况。三是为深度贫困地区的肢体畸形患者实施矫治手术 353 例，术后康复训练患者 90 例，配置术后矫形器 342 具，提高残障者的生活自理能力和生活质量。

First, 9,850 auxiliary rehabilitation products (sets) were purchased for some exemplary welfare institutions in the deeply impoverished areas, which improved the use of barrier-free facilities of welfare institutions and facilitated the life of the disabled. Second, 795 artificial limbs and 450 orthopaedic devices were purchased for the impoverished disabled in the most poverty-stricken areas to improve their self-care ability and quality of life ,improve their living conditions. Third, 353 patients with limb deformities in poverty-stricken areas were treated with corrective surgery, 90 patients received postoperative rehabilitation training, and 342 patients were equipped with postoperative orthopedic devices, so as to improve the self-care ability and quality of life of the disabled.

2018 年度民政部本级彩票公益金资助儿童福利类项目具体情况
Programs for the welfare of children in 2018



2018 年度民政部本级彩票公益金资助社会公益类项目具体情况
Public good programs in 2018



坚持中国福利彩票的人民属性、国家属性和公益属性
Uphold the Nature of CWL Which is for People,
The Country and Public Good

自 1987 年创立以来，每一张中国福利彩票，都凝聚着社会公众和福彩机构的社会责任。中国福利彩票经过不断探索，走出了一条具有中国特色的福利彩票发展之路，积淀形成了独具特色的“公益、慈善、健康、快乐、创新”福利彩票文化，时至今日，中国福利彩票已经成长为“中国最大的一项公益慈善事业”，已经成长为引领公众奉献爱心、弘扬美德、传播慈善的一个制度性公益慈善捐助平台，已经成长成为一种社会公众喜闻乐见的文化生活方式。

Since its establishment in 1987, every Welfare Lottery in China deeply embodies the social responsibility of the public and the Welfare Lottery organizations. After continuous exploration, China Welfare Lottery walked out of a Welfare Lottery development road with Chinese characteristics, accumulated and formed a unique Welfare Lottery culture include "public welfare, charity, health, happiness, and innovation". Nowadays, the China Welfare Lottery has become "the Largest Public Welfare Charity in China", has grown into an institutional public benefit and charity platform on leading public dedication and love, carrying forward the virtue, spreading charity spirit, and has grown into a popular cultural life style.

人民属性
The nature for people



福利彩票“取之于民，
用之于民”
Welfare Lottery is "Take from the
people and use for the people"

国家属性
The nature for country



由国家特许发行，以国家信用
为背书，以政府公信力为担保
Issued by national franchise,
endorsed by national credit and
guaranteed by government
credibility

公益属性
The nature for public welfare



福彩事业为公益而生，
也因公益而发展
Welfare lottery is born for public
welfare and develops because of
public welfare

加强党的政治建设
Steadily Promote the Political Progress

2018 年是学习贯彻落实党的十九大精神的重要一年，各级福彩中心坚持理论学习，开展各类党建活动，组织全体党员干部认真学习领会党的十九大精神，深入学习贯彻习近平新时代中国特色社会主义思想，努力提高整个福彩队伍的政治理论素养，进一步增强各级党组织的凝聚力、向心力和战斗力。

2018 is an important year to learn, practice and carry out the CPC's 19 national congress spirit, all lottery centers adhere to study the oretical knowledge, to carry out many kinds of party's activities, to mobilize party members to learn and grasp the spirit of the CPC's 19 national congress, to study and implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era in-depth, to strive to improve the whole lottery team's political theory quality, further enhance the cohesion and centripetal force and combat effectiveness of the party organizations.

庆祝建党 97 周年党员大会
The celebration meeting for the 97th anniversary of the CPC

中福彩中心党委召开了庆祝建党 97 周年党员大会。会议由中心党委书记张忻主持，中心领导、全体党员参加了大会。会上，张忻书记带领大家一起学习了习近平总书记写给新近入党的老艺术家牛犇的一封信，并结合民政部“民政为民、民政爱民”主题宣讲先进事迹，对中心党员干部提出了新的要求。

The CPC Central Committee of the CWLIMC held a meeting to celebrate the 97th anniversary of the founding of the CPC. The meeting was presided over by Zhang Xin, secretary of the CPC Committee of the CWLIMC, and all the leaders and party members of the CWLIMC attended the meeting. At the meeting, the secretary Zhang Xin led everyone to study a letter written by General Secretary Xi Jinping to an old artist (Niu Ben), and combining with the theme "Civil Affairs for the People, Civil Affairs Love the People" of the Civil affairs Ministry, secretary Zhang Xin proposed new requirements for all cadres and members of the CWLIMC.

黑龙江 · Heilongjiang

组织中心全体党员干部围绕“习近平总书记对黑龙江省重要讲话精神和振兴东北座谈会精神、党的十九大和省委十二届四次全会精神”等重要内容进行集中学习讨论，特别是为解决“片面追求彩票销量、忽视彩票社会责任”的问题，组织开展“履行福彩社会责任”专题研讨，引导全体党员干部认清福利彩票的“人民属性、国家属性和公益属性”，树立推动福彩事业质与量并重发展的意识。

About "General Secretary Xi Jinping important speech spirit about Heilongjiang province, the spirit of the revitalization symposium of northeast China, the spirit of the CPC's 19 national congress and the Fourth Plenary Session of the 12 Provincial CPC Committee Congress", Heilongjiang Welfare Lottery organized all members and cadres of the CPC altogether study to discuss above important contents. Especially, to solve the problem of "one-sided pursuit of lottery sales, ignore the lottery's social responsibility", Heilongjiang Welfare Lottery organized and carried out the seminar on "fulfill the lottery social responsibility", guided all members and cadres to recognize the Welfare Lottery "The Natures for People, for Country, for Public Welfare", set up the idea that pays attention equally to quality and quantity in the progress of promoting Welfare Lottery effort development.



省福彩中心党支部及全省各地市福彩中心负责人参观省廉政教育基地
Leaders of the Party Branch of Heilongjiang Welfare Lottery Center and the Municipal Welfare Lottery Centers all over the Province Visited the Provincial Anti-corruption Education Base



那翠兰同志以“东北抗联精神的丰富内涵和时代价值”为题讲授党课
Na Cui Lan Lectured on the Subject of "The Rich Connotation and Times Value of the Spirit of the Northeast Anti Japanese Alliance"

湖北 · Hubei

以习近平新时代中国特色社会主义思想为指导，深入学习贯彻党的十九大精神，深入学习贯彻习近平总书记视察湖北重要讲话精神，不忘初心、牢记使命，牢固树立“四个意识”，坚定“四个自信”，坚决做到“两个维护”，勇于担当作为，以求真务实的作风，坚决把党中央、省委和省民政厅党组决策部署落到实处，以党建为引领，进一步推动全省福彩事业科学健康发展。

About "General Secretary Xi Jinping important speech spirit about Heilongjiang province, the spirit of the revitalization symposium of northeast China, the spirit of the CPC's 19 national congress and the Fourth Plenary Session of the 12 Provincial CPC Committee Congress", Heilongjiang Welfare Lottery organized all members and cadres of the CPC altogether study to discuss above important contents. Especially, to solve the problem of "one-sided pursuit of lottery sales, ignore the lottery's social responsibility", Heilongjiang Welfare Lottery organized and carried out the seminar on "fulfill the lottery social responsibility", guided all members and cadres to recognize the Welfare Lottery "The Natures for People, for Country, for Public Welfare", set up the idea that pays attention equally to quality and quantity in the progress of promoting Welfare Lottery effort development.

湖南 · Hunan

牢固树立“抓好党建就是最大政绩”的理念，把党建工作摆在更加突出的位置，以创新党建工作思路和载体为抓手，探索党建工作与业务工作融合发展的新路径，引领福彩工作健康发展。

Hunan Welfare Lottery firmly establish the idea that "doing well in the CPC's organization construction is the greatest political achievement", place party building work in a more prominent position, and explore a new path for the integrated development of party building work and business work with innovative ideas and carriers as the starting point, so as to lead the healthy development of Welfare Lottery work.



海南 · Hainan

党风廉政建设工作是海南福彩中心班子建设的重中之重，坚持把党风廉政建设和中心业务工作紧密结合，领导班子模范执行党风廉政责任制，规范行业、抓牢党风、接受监督，保证权力行使安全、资金运用安全、项目建设安全、干部成长安全。

Construction work for improving Party's work style and building clean government is the most important key of the Welfare Lottery center in Hainan. The leadership team of the Hainan Welfare Lottery implements the responsibility system of party conduct and clean government, regulates the industry, grasps the party conduct, and accepts supervision, so as to ensure safe exercise of power, safe use of funds, safe project construction, and safe growth of cadres.

重庆·Chongqing

加强党风建设，多形态推进“两学一做”党性教育，全年召开党员大会 9 次，召开支委会议 27 次，党小组会 12 次，书记讲专题党课 4 次；强化党建品牌，多形式促进五型支部建设，创建推广“不忘初心跟党走公益福彩·我先行”党建品牌。



全年召开党员大会 9 次

Chongqing Welfare Lottery intensified efforts to improve party conduct and conducted party spirit education in various forms, like "Two Studies and One Action" education campaigns. Throughout 2018, Chongqing Welfare Lottery held nine Party member conferences, 27 branch committee meetings, 12 Party group meetings, and four party secretary lectures on specific topics. Chongqing Welfare Lottery also strengthened party building brand to promote the construction of five types of branch committee by multiple forms, created and promoted the party building brand, "Do not forget the original intention to go with the party, Welfare Lottery for public good·I go first".

西藏·Tibet

党支部多措并举，集中学习政治理论政策，坚持“三会一课”，开展践行社会主义核心价值观和爱国主义教育，集中参观警示教育基地，持续开展走村入户结对帮扶互动，继续弘扬“老西藏精神”和“两路精神”，不断提升中心党建工作水平，充分发挥党建引领作用，促进中心全面从严治党 and 党风廉政建设，为进一步推动西藏福彩各项业务的发展提供组织保障。

In 2018, Tibet Welfare Lottery's Party branch committee learned theory of political policy concentrate by more measures, adhere to the system of "holding Party branch general meetings, meetings of Party branch committees, Party group meetings and Party lectures". Tibet Welfare Lottery carried out many education activities practicing socialist core values and patriotism, altogether visited Warning Education Base, continuously implement activities such as went into villages and entered households, made a pairing support interaction, continually carried forward the "Old Tibet Spirit" and "Two Way Spirit", so that continuously enhanced Tibet Welfare Lottery central's party construction level. Moreover, with the party guiding role into full play, Tibet Welfare Lottery enabled to promote comprehensive strict Party self-governance and party conduct and clean government construction, to provide organizational security for further promoting the development of Tibet Welfare Lottery.



建党 97 周年系列主题活动之知识竞赛
Knowledge Contest of the Series Theme Activities for the 97th Anniversary of the Founding of the CPC

塑造福彩品牌、彰显福彩文化
Brand Building to Highlight the Culture of CWL

中国福利彩票恪守“扶老、助残、救孤、济困”发行宗旨，坚持“公益、慈善、健康、快乐、创新”的福彩文化，紧紧围绕福彩的发行宗旨和文化理念，积极塑造责任彩票的品牌形象。

China Welfare Lottery adheres to the issuance tenet of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots", and Welfare Lottery culture of "public welfare, charity, health, happiness and innovation", closely focusing on the issuance purpose and cultural concept of the Welfare Lottery, and actively shaping the responsible lottery brand image.

天津·Tianjin

天津第六届福彩文化节

在连续举办了五届福彩文化节并广泛赢得社会好评后，今年又打造了第六届福彩文化节，为购彩者奉上了一场文化盛宴。

"The 6th Tianjin Welfare Lottery Cultural Festival"

After holding five consecutive "Welfare Lottery Cultural Festivals" and winning wide acclaim from the society, this year "The 6th Welfare Lottery Cultural Festival" was created, providing a cultural feast for lottery players.



福利彩票联手相声名家共同传播福彩文化
Cooperate with crosstalk artists to spread the culture of Welfare Lottery

河北·Hebei

独家冠名了福彩杯“感动河北”年度人物评选活动，有力彰显了福彩作为国家公益彩票的责任担当和品牌形象；参与“最美中国福彩人”品宣活动，在“福彩有我·筑梦前行”为主题的“2018 寻找最美中国福彩人”活动中，河北省 17 人榜上有名，获得“中国最美福彩人”称号。



Hebei Welfare Lottery has exclusively named the Welfare Lottery Cup "Moving Hebei" annual character selection event, which strongly demonstrated Welfare Lottery's responsibility and brand image as a national public welfare lottery; participated in the "The Most Beautiful Chinese Welfare Lottery Employees" product promotion activity. In the "2018 Most Beautiful Welfare Lottery Employees" selection campaign with the theme of "Building Dreams", 17 people from Hebei Province were on the list and won the title of "China's Most Beautiful Welfare Lottery Employees".

Wu'an Welfare Lottery held the Lantern Festival event in the VLTs halls of Fangshe Road and Xinhua Street. Some of the riddles were compiled based on the game play and terminology of the Welfare Lottery.

内蒙古·Inner Mongolia

2 月 7 日，“福彩天地”栏目正式在内蒙古电视台文体娱乐开播，栏目采用“主持人演播室讲述 + 短片画面 + 视频连线”的方式，从多角度对福彩公益实绩、公益栏目、市场营销活动以及游戏进行了播出报道。节目时长约 10 分钟，每周播出一期，全年播出 47 期。节目的播出得到了社会各界的广泛关注。

On February 7, the program of "Welfare Lottery World" was officially launched in Inner Mongolia TV station. The program adopted the method of "host studio telling + short film screen + video link" to broadcast and report the welfare achievements, public welfare programs, marketing activities and games of Welfare Lottery from multiple angles. The program lasts about 10 minutes and is broadcast once a week, and 47 sessions throughout the year. The broadcast of the program has attracted widespread attention from all walks of life.



吉林·Jilin

建设了总面积达 100 余平方米的福彩文化展示馆，展出内容以世界彩票文化、中国福彩文化为经，以吉林省福彩历史脉络、发展成就和未来展望为纬，分为“福从善来”“福光耀彩”“福泽民生”“福业绵长”“福乐同享”五大板块，融现代展示技术与吉林文化、福彩文化元素为一体，集宣传、教育、展示与体验功能于一身，成为全省普及福彩知识、传播福彩文化、展示福彩形象的新窗口。

与《民情》杂志社合作，创办了《民情》杂志福彩版，每月 1 期，至 2018 年末已印行 24 期。这是全国唯一公开出版的福利彩票类杂志，也是吉林省福彩独有的宣传舆论阵地。

The Welfare Lottery Cultural Exhibition Hall with a total area of more than 100 square meters has been constructed. The content of the exhibition is based on the world lottery culture and Chinese Welfare Lottery culture, and the historical context, development achievements and future prospects of Jilin Province Welfare Lottery. The content of the exhibition is divided into five major sections: "Happiness Comes from Charity", "The Welfare Lottery Brings Good Luck", "The Welfare Lottery Benefits the People's Livelihood", "A Blessed Career Lasts Forever" and "Enjoy Blessings and Happiness", integrating modern display technology with Jilin culture and the cultural elements of Welfare Lottery. It integrates the functions of publicity, education, display and experience, and has become a new window for the province to popularize knowledge about Welfare Lottery, spread the culture of welfare lottery, and display the image of Welfare Lottery.

Jilin Welfare Lottery cooperated with the "Situation of Citizens" magazine to establish the "Situation of Citizens" magazine Welfare Edition, one issue per month, and 24 issues have been printed by the end of 2018. This is the only publicly published welfare lottery magazine in China, and it is also the unique propaganda position of Jilin Province Welfare Lottery.



江西·Jiangxi

开展“2018年江西福彩第二届福利彩票文化展览”活动，来自全国各地的彩票收藏爱好者一起欣赏展览彩票，一一细数福彩30年的发展历程。

"The second Welfare Lottery Culture Exhibition of Jiangxi Welfare Lottery in 2018" was held. Lottery collectors from all over the country enjoyed the exhibition of lottery tickets together, and reviewed the development of the Welfare Lottery over the past 30 years.



彩票展览区展出的江西福彩历代投注机
Jiangxi Welfare Lottery History Betting Machines were Exhibited at the Lottery Exhibition Area

山东·Shandong

为在全社会范围内树立福利彩票的公益品牌形象，2018年山东省福利彩票发行中心开展了2次“大爱民政 阳光福彩”福利彩票公益金资助项目媒体采风活动。

In order to establish the public welfare brand image of Welfare Lottery in the whole society, Shandong Welfare Lottery has carried out two media activities of "Love Civil Affairs, Sunshine Lottery" project funded by the public welfare funding project in 2018.



“大爱民政 阳光福彩”媒体采访团在菏泽市定陶区启动仪式上合影
The Media Interview Group of "Great Love Civil Affairs .Sunshine Welfare Lottery" at the Launch Ceremony of Dingtao District in Heze City



日照市社会福利中心洋洋接受记者采访
Yangyang from the Rizhao Social Welfare Center was Interviewed

四川·Sichuan

夏季定制印有福彩图案与宣传语的矿泉水，用于高考期间向考生送水、炎夏给环卫工人送清凉等。

In the summer, Sichuan Welfare Lottery custom printed the Welfare Lottery pattern and the slogan on the mineral water bottles, which were given to sanitation workers and college entrance examination candidates.



陕西·Shaanxi

拍摄完成反映陕西福彩社会效益的专题片“爱无处不在”，并在陕西广播电视台播出；建设“大爱长歌 情满三秦”公益文化展厅，充分展示福彩良好形象。

Shaanxi Welfare Lottery completed the filming of the feature film "Love Is Everywhere" reflecting the social benefits of Shaanxi Welfare Lottery, and broadcast it on Shaanxi Radio and Television; the construction of a public welfare cultural exhibition hall of "Long Song of Great Love, Full of Love in Sanqin", fully demonstrated the good image of Welfare Lottery.

海南·Hainan

在海南电视台公共频道财源滚滚栏目制作《福彩那些事》专题节目，分设“爱心福彩”、“彩票沙龙”、“玩转双色球”三大板块，内容涵盖福彩文化、公益活动、公益金筹集使用情况、站点销售风采、游戏玩法、受益群众、中奖故事等。

Hainan Welfare Lottery produced a special program named Produced a special program "Those Things about Welfare Lottery " in the public channel of Hainan TV station, which includes three parts: "The Loving Lottery", "Lottery Salon" and " Union Lotto Playing". The program covers Welfare Lottery culture, Charitable activities, the use of public welfare fund, POS sales style, game playing, beneficiaries, winning stories and so on.

深圳·Shenzhen

福彩开放日

策划组织了“福彩开放日”活动，系统地向社会公众推介福利彩票和福彩文化，本次活动立足传播福彩品牌文化，回馈购彩者爱心，受资助对象代表、媒体代表、购彩者及市民群众共计 2000 多人参加了此次开放日活动。



Welfare Lottery Open Day

In order to spread the Welfare Lottery brand culture and appreciate the love of lottery players, Shenzhen Welfare Lottery organized the "Welfare Lottery Open Day" to systematically introduce the Welfare Lottery and Welfare Lottery culture to the public. More than 2,000 people attended the Open Day, including representatives of the recipients, media representatives, lottery players and citizens.



现场签到领取刮刮乐“北京印象”的购彩者

Lottery Players Received the Guaguale Themed with "Impression of Beijing"

福建·Fujian

“公益福彩 30 周年文化巡演” 开展文艺演出、福彩知识问答和幸运大抽奖等活动，观众近 3000 人。

"Cultural Tour for the 30th Anniversary of Welfare Lottery"

Fujian Welfare Lottery carried out activities such as theatrical performances, Welfare Lottery knowledge quiz and lucky draw, with an audience of nearly 3,000.



观众近 3000 人



公益福彩 30 年巡演 -- 福州站

Welfare Lottery 30th Anniversary Tour - Fuzhou Station



公益福彩 30 年巡演 -- 泉州站

Welfare Lottery 30th Anniversary Tour - Quanzhou Station

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31

2

助力公益与慈善担负起 对公众的责任

Contribute to Public Benefit Shoulder Responsibility for the Public

福利彩票弘扬“公益、慈善、健康、快乐、创新”福彩文化，积极推行“多人少买、寓募于乐、量力而行、理性投注”的绿色健康购彩理念，坚持“取之于民、用之于民”的承诺，秉承“扶老、助残、救孤、济困”的发行宗旨，深入开展“阳光福彩”建设，全方位接受媒体和社会公众的监督。

Welfare Lottery promotes the culture of "Public, Charity, Health, Happiness and Innovation" actively promotes the healthy concept of "More people buy fewer, raising money for fun, within capabilities, and betting rationally, adheres to the promise of "from the people, for the people", upholds the issuance tenet of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have nots", intensifies the construction of "Sunshine Welfare Lottery" and accepts the supervision of the media and the public in all aspects.

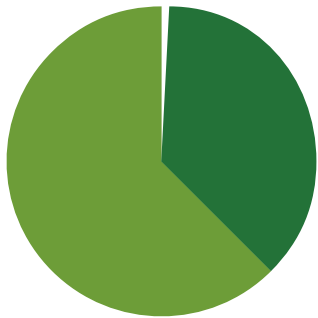


60% 公益金补充全国社会保障基金，提升社会保障能力
Supplementing National Social Security Fund with 60% of
the Public Welfare Fund to Strengthen Social Security Capacity

从 2001 年起，彩票公益金就成为社会保障基金不可或缺的重要资金来源。根据全国社会保障基金会年报，2018 年财政性拨入社会保障基金资金 573.77 亿元，其中中央财政预算拨款 200 亿元，彩票公益金 358.45 亿元，彩票公益金占比 62.47%，在财政性拨款中占据大头。截至 2018 年年底，在中央财政净拨入社会保障基金的资金和股份中，彩票公益金累计达到 3010.14 亿元，占财政净拨入额的 32.89%，成为社会保障基金的重要来源之一。彩票公益金持续为全国社会保障基金提供资金支持，可以说与每个国人的切身利益都密切相关，是事关国家发展大局、事关亿万百姓福祉的重大民生工程。社保基金和彩票公益金功在当代、利在千秋。

Since 2001, the lottery public welfare fund has become an indispensable and important source for the National Social Security Fund. According to "the Annual Report of the National Social Security Foundation", 57.377 billion yuan was allocated from the government budget to the National Social Security Fund in 2018, of which 20 billion yuan was allocated from the state revenue budget and 35.845 billion yuan was allocated from the lottery public welfare fund, accounting for 62.47% of the total. As of the end of 2018, of the funds and shares allocated to the National Social Security Fund from the state revenue, the public welfare fund has reached a total of 301.014 billion yuan, accounting for 32.89%.The public welfare fund continues to provide financial support to the National Social Security Fund. It can be said that it is closely related to the vital interests of every citizen. It is a major livelihood project that concerns the overall national development and the welfare of hundreds of millions of people. The National Social Security Fund and the lottery public welfare fund have contributed to the present and benefit for the future.

2018 年财政性拨入社会保障基金资金 573.77 亿元
In 2018,the central government allocated 57.377 billion yuan to Social Security Fund



中央财政拨款 200 亿元，
占比 **34.86** %
20 billion yuan from the central government budget,
accounting for 34.86%

彩票公益金 358.45 亿元，
彩票公益金占比 **62.47** %
35.845 billion yuan from the lottery public welfare fund,
accounting for 62.47%

“扶老、助残、救孤、济困”，集社会力量保民生稳定
Practice the Issuing Purpose of “Supporting the Elderly,
Assisting the Disabled, Helping the Orphans and Relieving
the Have-nots” and gather social forces to ensure people’s
livelihood stability

福利彩票自发行以来便承担着为中国社会福利事业筹集资金的使命。

发行福利彩票，是国家赋予的一项重要使命，更是一项利国利民的慈善事业。作为中国目前最大的公益慈善事业，福利彩票始终践行着“扶老、助残、救孤、济困”的发行宗旨。

Welfare Lottery has undertaken the mission of raising funds for social welfare undertakings in China since its inception.

Issuing the Welfare Lottery is not only an important mission endowed by the state, but also a charity undertaking that benefits the country and the people. As the largest public welfare charity in China, the Welfare Lottery always practice the issuing tenet of "Supporting the Elderly, Assisting the Disabled, Helping the Orphans and Relieving the Have-nots".

河北·Hebei

共投入 2165 万元公益金开展“福彩助学”活动，
资助学子 3875 人；“福彩暖冬”活动共投入 500
万元，资助 5000 名农村特困人员。

Hebei Welfare Lottery invested 21.65 million yuan in the “Lottery Tuition Assistance” program to support 3,875 students. A total of 5 million yuan was invested in the “Welfare Lottery Warm Winter Assistance” program, which helped 5,000 people living in extreme poverty in rural areas.



共投入 **2165** 万元公益金
开展“福彩助学”活动



秦皇岛助学金发放仪式
Qinhuangdao Educational Subsidy Issuing Ceremony

内蒙古·Inner Mongolia

开办“福彩·草原情”栏目

“福彩·草原情”栏目重点关注自治区 31 个国家级贫困县的精准脱贫帮扶，对贫困群众进行了针对性资助。全年共播出节目 52 期，2018 年，栏目平均收视率约为 0.02%，远高于 2017 年栏目平均收视率 0.009%，且高于内蒙古卫视同一时段节目平均水平。

栏目平均收视率约为 **0.02%**

Inner Mongolia Welfare Lottery Has Opened a "Welfare Lottery · Grassland Love" Column

The column of "Welfare Lottery · Grassland Love" focuses on the targeted poverty alleviation and assistance in 31 state-level poverty-stricken counties in the autonomous region, and provides targeted assistance to the poor people. A total of 52 programs were broadcast throughout the year. In 2018, the average audience rating of the programs was about 0.02%, far higher than the average audience rating of the programs in 2017 of 0.009%, and higher than the average level of the programs in the same period of Inner Mongolia Satellite TV.



辽宁·Liaoning

大病关爱 --- 蓓蕾慈善救助项目，该项目自 2009 年启动以来，共投入资金 10020 万元，为 5429 名城乡困难家庭患重大疾病的患儿提供了救助。

共投入资金 **10020** 万元
为 **5429** 名城乡困难家庭
患重大疾病的患儿提供了救助

Liaoning Welfare Lottery launched a serious illness care - The Bud Light Charity Program, since its launch in 2009, the project has provided assistance to 5,429 children from poor urban and rural families suffering from serious diseases, with a total investment of 100.2 million yuan.



黑龙江·Heilongjiang

寒冬送暖·爱的小屋

2012 年以来，投入 1.8 亿元省级福彩公益金资助建设了 870 多个社区服务设施示范项目；打造近 2000 家“寒冬送暖·爱的小屋”。

建设 **870** 多个社区服务设施示范项目
打造近 **2000** 家“寒冬送暖·爱的小屋”



Warm in Winter · Love's Cottage

Since 2012, the Heilongjiang Welfare Lottery has invested 180 million yuan in the construction of more than 870 demonstration projects of community service facilities funded by the provincial Welfare Lottery fund. Nearly 2,000 Love's Cottage were built to warm the winter with love.



山东·Shandong

开展了以“为福添彩”和“福彩杯”为主题的系列公益活动，包括“福彩杯”寻找齐鲁最美孝心人物 / 家庭活动、“为福添彩”福利彩票圆梦女大学生行动、“希望山东 福彩有爱”关爱留守儿童活动、“微光照亮未来”公益支教活动、“福彩杯”山东省全民广场舞大赛、“福利彩票为福添彩”爱心音乐教室、“为福添彩”公益救助活动。



“微光照亮未来”公益支教活动
"Light Illuminates the Future" Volunteer Teaching Program



“福彩杯”寻找齐鲁最美孝心人物 / 家庭活动
Looking for the Most Filial Person/Family Program in Qilu

Shandong Welfare Lottery has carried out a series of public welfare programs with the theme of "The Welfare Lottery Increases Our Good Luck" and "Welfare Lottery Cup", including "Welfare Lottery Cup" to find the most filial person/family in Qilu program, "The Welfare Lottery Increases Our Good Luck" program to fulfill the dream of female college students, care for left-behind children program, "Light Illuminates the Future" volunteer teaching program, People's square dance competition, love music classroom program and public welfare relief program.



“希望山东 福彩有爱”山东福彩关爱留守儿童活动
Care for Left-behind Children Program

浙江·Zhejiang

投入福彩公益金 3200 多万元，组织开展“福彩暖万家”系列公益活动，资助留守儿童、困难大学新生、孤寡老人、环卫工人、残障人士等困难群体 11000 多人；投入 450 万元业务费，在全省实施“彩票销售场所爱心接力”公益项目，资助 900 个困难家庭；与浙江电视台钱江频道共同打造《福彩好声音》公益栏目，通过讲述福彩工作人员、基层彩票销售场所业主及购彩者自身真实故事，传播福彩好声音，弘扬社会正能量，全年共计制作播出 52 期；组织开展“夏季送清凉”活动，在视频票销售大厅、福彩彩票销售场所、工作站设立“爱心驿站”，免费为户外工作者提供休息的场所和饮用水。

The Zhejiang Welfare Lottery has invested more than 32 million yuan in the Welfare Lottery fund to organize a series of public welfare programs called "Welfare Lottery Warms all Families", supporting more than 11,000 people in need, such as left-behind children, freshmen from poor families, elderly people without family, sanitation workers and the disabled. It invested 4.5 million yuan to implement the public welfare project of "Relay of Love in Lottery Sales Places" in the whole province, and supported 900 families in need. They together with Qianjiang Channel of Zhejiang TV have created a public welfare program called "The Voice of The Welfare Lottery", by telling the true stories of the welfare lottery staffs, the owners of POS and lottery purchasers, spread the voice of the Welfare Lottery and promote the positive energy of the society. A total of 52 episodes have been produced and broadcast throughout the year. Organized and carried out the "Cool and Refreshing Delivery in Summer" activities, set up "Love Stations" in the POS and work stations, provided free rest places and water for outdoor workers.

投入福彩公益金 **3200** 多万元



浙江福彩为困难少年儿童点亮梦想
Light up Dreams for Children in Need



助圆大学梦 浙江福彩在行动
"Undergraduate Financial Aid" Program

深圳·Shenzhen

爱心福彩·常回家看看

“爱心福彩——资助来深建设者春节返乡”大型公益活动，项目总金额为 250 万元，已经连续举办 12 年，资助 48000 多人春节免费返乡，成为家喻户晓的品牌公益项目；首次发起“爱心福彩·常回家看看”活动，活动以 20 万元公益金为首轮启动资金，为来自广西、甘肃、四川、贵州和重庆的 200 名在深圳市务工的非深圳户籍建档立卡贫困人员，提供深圳至老家来回车票。

Welfare Lottery with Love · Come Back Home Often

Shenzhen Welfare Lottery has held a large-scale public welfare program named "Welfare Lottery with Love -- To Sponsor Builders to Go Home for Spring Festival". The total amount of the project was 2.5 million yuan. It has been held for 12 consecutive years and has supported more than 48,000 people to return home for the Spring Festival, becoming a well-known brand public welfare project. When we first launched the "Welfare Lottery with Love · Come Back Home Often" program, we used the public welfare fund of 200,000 yuan as the initial fund to provide round-trip tickets for 200 impoverished workers in Shenzhen from Guangxi, Gansu, Sichuan, Guizhou and Chongqing.

项目总金额 **250** 万元
已经连续举办 **12** 年

资助 **48000** 多人春节免费返乡
成为家喻户晓的品牌公益项目



陕西·Shaanxi

自 2001 年开始，陕西省民政厅、省福利彩票发行中心已连续 18 年开展福利彩票公益金资助贫困家庭大学新生活动。2001 年至 2018 年间，已累计使用省本级福彩公益金 14170 万元，资助了全省 30368 名家庭困难的学生。

Since 2001, the Shaanxi Provincial Department of Civil Affairs and the Provincial Welfare Lottery Center have carried out Welfare Lottery Fund program to support freshmen from poor families for 18 consecutive years. From 2001 to 2018, a total of 141.7 million yuan of Welfare Lottery fund has been used to subsidize 30,368 students from poor families in the province.



累计使用省本级福彩公益金

14170 万元



资助 **30368** 名家庭困难的学生



湖北·Hubei

湖北福彩公益金资助孤儿大学生项目，项目始于 2008 年，旨在帮助湖北省籍新入学及在校孤儿大学生顺利完成学业。该项目已成为湖北省影响力最大的慈善品牌之一，并入围“民政部百优公益项目”。

The Hubei Welfare Lottery Fund subsidized orphan college students program, which started in 2008, aims at help newly enrolled students and orphan college students in Hubei province successfully complete their studies. The program has become one of the most influential charity brands in Hubei Province, and awarded as the "100 Outstanding Public Welfare Projects of the Ministry of Civil Affairs".

湖南·Hunan

“福泽潇湘”公益品牌

围绕夯实“福泽潇湘”公益品牌，结合社会关注热点，使用福彩业务费或公益金帮助贫困学子、孤寡老人、残疾人士等困难群众，开展了一系列公益救助活动。

The Public Welfare Brand of "Welfare Lottery Benefiting Hunan"

Centering on strengthening the public welfare brand of "Welfare Lottery Benefiting Hunan", Hunan Welfare Lottery has carried out a series of public welfare relief programs by using the business fees or public welfare funds to help poor students, lonely old people, disabled people and other people in need.



2018 “福泽潇湘 共同见证”走近双桥坪镇敬老院
Visit the Elderly in Nursing Homes



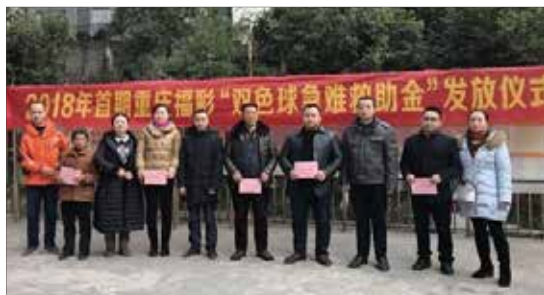
2018 扶贫助学活动福彩公益金凤凰合影
Poverty Alleviation and Financial Assistance for Poor Students

重庆·Chongqing

投入使用专项公益金 900.89 万元，支持社会公益项目和社会救助项目 50+ 个。其中，社会公益项目 13 类 829.33 万元、社会救助项目 2 类 61.50 万元、福彩助学助教 395.29 万元、福彩有爱送福到家 444.10 万元、爱心帮帮帮 61.50 万元。

阳光福彩双色球爱心急难救助金

于 2010 年设立“阳光福彩双色球爱心急难救助金”，2018 年投入专项公益金 46.50 万元，资助人数 200+，荣获 2018 年度“重庆十大公益项目”。



The Chongqing Welfare Lottery invested 9,089 million yuan in special public welfare funds to support more than 50 social welfare programs and social assistance programs. Among them, 13 types of social welfare programs were 8.2933 million yuan, 2 types of social assistance programs were 615 million yuan, the Welfare Lottery education assistants were 3.9529 million yuan, the "Welfare Lottery with love" program was 4.441 million yuan, and "Help with love" program was 615 million yuan.

Sunshine Welfare Lottery .The Union Lotto Charity Emergency Rescue Bonus

Chongqing Welfare Lottery set up "Sunshine Welfare Lottery. The Union Lotto Charity Emergency Rescue Bonus" in 2010. In 2018, it invested RMB 465,000 yuan in special public welfare fund, with more than 200 recipients, and won the "Top Ten Public Welfare Projects in Chongqing" in 2018.

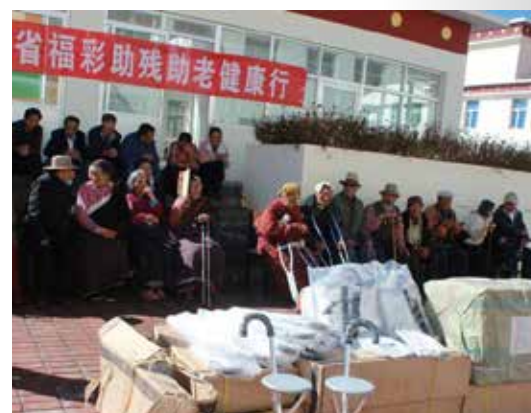


荣获 2018 年度
“重庆十大公益项目”

青海·Qinghai

“福彩助残助老健康行”项目自 2011 年开始实施至今，已累计投入福彩公益金近 1480 万元，先后为全省 46 个州市、县近 7000 名贫困残障人免费配备假肢、矫形器、助听器康复辅具 7392 件。

Since the Qinghai Welfare Lottery launched the "Welfare Lottery to Help the Disabled and the Elderly with Health Travel" program in 2011, it has invested nearly 14.8 million yuan in the Welfare Lottery fund, and provided 7,392 rehabilitation AIDS, such as artificial limbs, orthopedic devices and hearing AIDS, to nearly 7,000 poor disabled people in 46 cities, cities and counties of the province for free.



“福彩助残助老健康行”康复辅具捐助仪式
"Donation of Rehabilitation Equipment" Program

西藏·Tibet

开展“公益福彩·情暖高原”系列公益活动，使用资金共计 227.1627 万元。共资助 156 名贫困大学生、51 名社会福利院老人、51 个尊老敬老贫困家庭、30 个困难家庭、若干见义勇为个人或集体、若干留守儿童。

Tibet Welfare Lottery conducted a series of "Warm Love in Tibet" assistance programs, with a total of 2,271,627 yuan of funds used. It supports 156 poor college students, 51 elderly people in social welfare homes, 51 poor families who respect the elderly, 30 families in need, some individuals or collectives for voluntary felon, and some left-behind children.



使用资金共计 **227.1627** 万元



“公益福彩 情暖高原”六一资助拉萨市特殊教育学校
"Subsidize Special Education Schools" Program



“公益福彩 情暖高原”扶老文艺汇演中参加活动的老人露出开心的笑容
"Help the Elderly" Program

坚持公开透明，增强与公众互动
Keep Openness and Transparency ,
Enhance Interaction with the Public

福利彩票具有天然的人民属性，“取之于民、用之于民”一直都是福彩人的初心使命和社会承诺，坚持公开透明成为福彩发行的应有之义。福利彩票始终坚持“公平、公正、公开”的诚信原则，及时公布福彩重要工作及公众热切关注的问题，如游戏上市、停止、变更及规则调整等情况，彩票销售、中奖和奖池情况，公益金筹集、使用情况，公益活动资助流程、资助对象名单等。同时，福利彩票也通过多样化形式、立体化渠道、丰富化内容，积极主动地与社会公众开展互动和沟通。

Welfare Lottery has the nature of the people, "From the people, For the people" has always been the original mission and social commitment of the Welfare Lottery, adhering to openness and transparency has become the essential attribute of Welfare Lottery. Welfare Lottery always adhere to the "Fair, Just and Open" principle of good faith, timely publishes important work and the public eager concern, such as games listed, change rule and adjusting, ticket sales, prizes and awards pool, public welfare fund raising,usage,process, list of recipients and so on.At the same time, Welfare Lottery actively interacts and communicates with the public through diversified forms, three-dimensional channels and enriched contents.

始终坚持取之于民、用之于民的人民属性
Adhere to the principle of "from the people, for the people" at all times



始终坚持公平、公正、公开的诚信原则
Adhere to the "Fair, Just and Open" principle of good faith at all times



始终坚持积极主动地与公众互动沟通
Actively interact with the public at all times



2018 年度民政部本级彩票公益金资助儿童福利类项目具体情况
Provincial Welfare Lottery center have been releasing 2018 Social Responsibility Reports.

各省级福彩机构通过发布社会责任报告，向公众全面展示社会责任工作，更详实地披露责任指标关键数据，回应了社会公众关切的问题。

Through the release of social responsibility reports, the Welfare Lottery demonstrate their work related to social responsibility to the public, disclose the key data of responsibility indicators and respond to the concerns of the public.



安徽
Anhui



福建
Fujian



广东
Guangdong



海南
Hainan



河北
Hebei



河南
Henan



黑龙江
Heilongjiang



湖北
Hubei



湖南
Hunan



吉林
Jilin



江西
Jiangxi



辽宁
Liaoning



宁夏
Ningxia



山东
Shandong



上海
Shanghai



天津
Tianjin



云南
Yunnan



浙江
Zhejiang

“走近双色球”、“走近刮刮乐” 活动
The activities of “Approaching the Guaguale&Union Lotto”

2005 年 4 月 12 日，“走近双色球”活动正式启动，开创了“全国性玩法开奖现场接待公众”的先河。2013 年 9 月，第一批“走近刮刮乐”观摩团抵达北京，这标志着“走近刮刮乐”活动正式开启。“两走近”活动让更多的公众见证了双色球开奖的“公平、公正、公开”，感受到刮刮乐彩票印制的“科学、严谨、安全”，同时，也拉近了福利彩票与社会公众的距离。

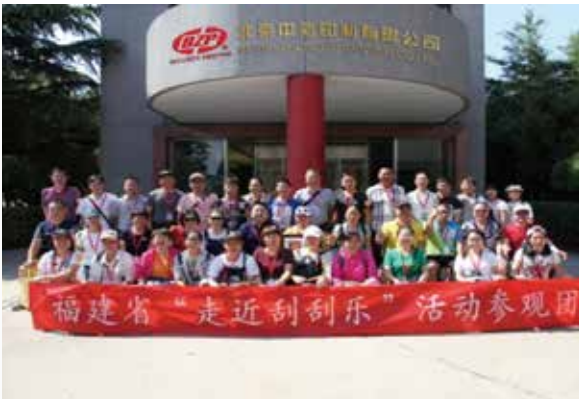
截至 2018 年底，“走近双色球”活动累计已接待全国各地 1212 批参观团，近 5 万人次，“走近刮刮乐”活动累计接待 316 批次观摩团，合计 1.5 万余人次。2018 全年共接待“走近双色球”、“走近刮刮乐”活动参观团 158 批，共计 6395 人次。

On April 12, 2005, "Approaching the Union Lotto" activity was officially launched, creating the precedent of "national play lottery site to receive the public". In September 2013, the first group of "Approaching the Union Lotto" observation group arrived in Beijing, marking the official opening of "Approaching the Union Lotto" activity. This activity more public to witness the "fairness, justice and openness" of the Union Lotto lottery drawing, and feel the "scientific, rigorous and safe" printing of Guaguale, and shorten the distance between welfare lottery and the public at the same time.

By the end of 2018, the "Approaching the Union Lotto" program had received 1,212 visiting groups across the country with nearly 50,000 person-times, and the "Approaching the Guaguale" program had received 316 visiting groups with a total of more than 15,000 person-times. In 2018, Welfare Lottery received a total of 6,395 visitors from 158 groups of "Approaching the Guaguale&Union Lotto"



走进双色球活动
Approaching the Union Lotto



走近刮刮乐活动
Approaching the Guaguale

北京·Beijing

不断完善优化覆盖多媒体的立体化宣传渠道，已经构建了集户外、纸媒、移动电视、户外及北京福利彩票官方微博、微信、官网新媒体于一体的整合平台，并且与北京社区报、北广移动传媒等市属媒体建立密切联系互动，确保权威信息及时有效发声，最大程度地预防和减少舆情及其造成的损失。

Beijing constantly improve optimization of multimedia three-dimensional publicity channels, have built outdoor, print media, mobile TV, outdoor and Beijing welfare lottery official Weibo, WeChat, website of new media in the integration of integrated platform, and with Beijing community daily, Beiguang mobile media and other municipal media to establish close contact interaction, ensure the timely, effective and authoritative information to prevent and reduce the Negative public opinion and its damage.

河北·Hebei

1月31日，发布了《河北省福利彩票发行管理中心2018年部门预算信息公开》，并在河北省政府网、燕赵福彩网进行网上公示；8月16日，发布了《河北省福利彩票发行管理中心部门决算（2017年度）》，并在河北省政府网、燕赵福彩网进行网上公示。

On January 31, Hebei Welfare Lottery released the "Hebei Welfare Lottery Issuance Management Center 2018 Departmental Budget Information Disclosure", which was publicized online on Hebei Provincial Government website and Yanzhao Welfare Lottery website; on August 16, "Final Accounts Of Hebei Welfare Lottery Issuance Management Center (2017)" were released and publicized on Hebei Provincial Government website and Yanzhao Welfare Lottery website.

天津·Tianjin

推出“主播公益行之福彩公益行”系列节目

联合天津电视台新闻频道《都市报道六十分》栏目，推出了“主播公益行之福彩公益行”系列节目，在全国范围内首次实现系列化、具体化展示福彩公益金项目，回应社会关注热点。节目开播以来，陆续走进了天津市儿童福利院、SOS儿童村、农村示范社区、社区老年食堂、日间照料中心、失智老人康复照料中心、老年公寓等福彩公益金资助项目，全方位展示了福彩公益金使用成果。

Tianjin Welfare Lottery launched a series of programs entitled "Anchor's Welfare Trip of Welfare Lottery". Tianjin Welfare Lottery in conjunction with Tianjin TV News channel "60 Minutes of City Report", launched a series of programs of "Anchor's Welfare Trip of Welfare Lottery", which for the first time realized the serialization and concrete display of welfare lottery public welfare fund programs in response to social concerns. Since the program began, it has successively entered the Welfare Fund projects of Tianjin Children's Welfare Home, SOS Children's Village, rural demonstration community, community canteen for the elderly, day care center, rehabilitation and care center for the mentally disabled elderly, apartment for the elderly and so on, showing the results of the use of the Welfare Fund in an all-round way.

黑龙江·Heilongjiang

“福彩进社区”活动

“福彩杯”社区居民消夏文化节；该活动是省福彩中心“福彩进社区”的又一举措，将福彩文化与文娱活动紧密的融合在一起，通过“政府搭台，百姓唱戏”的活动方式，让社区居民们能在欣赏演出的同时，增加他们对福彩公益文化的了解。

"The Welfare Lottery into the Community"

"Welfare Lottery Cup" residents summer cultural festival. This activity was one of the "The Welfare Lottery into the Community" series activities of the Provincial Lottery Center, which integrated the lottery culture and recreational activities closely together. Through the activity mode of "the government builds the stage, the people sing the opera", the residents can enjoy the performance while increasing their understanding of the welfare lottery culture.



浙江·Zhejiang

打造《福彩好声音》节目

联合钱江都市频道全新推出《福彩好声音》节目，用“福暖万家，一路有你”的陪伴，深入福彩，答购彩者之疑，解公众之惑，讲福彩好故事。全年累计制作节目 52 期，单网（腾讯视频）点击量 200 多万，今日头条 APP 客户端节目累计曝光达 1473 万人次，播放数达到 312 万次。

Zhejiang Welfare Lottery created the channel of "Sound of The Lottery"

Zhejiang Welfare Lottery Center and Qianjiang Metropolis Channel launched a new program "Good Voice of Welfare" to answer the doubts of lottery player, solve the public's doubts, and tell the Welfare Lottery stories. A total of 52 programs were produced throughout the year, with over 2 million hits on a single website (Tencent Video). The cumulative exposure of the program on the Toutiao APP client reached 14.73 million times, and the number of views reached 3.12 million.



单网(腾讯视频)点击量 **200** 多万

今日头条 APP 客户端节目累计曝光达 **1473** 万人次

福建·Fujian

增印“十二五”公益金使用项目宣传画册并派发。

Fujian Welfare Lottery printed and distributed the publicity album of introducing the Public Welfare Fund programs during the 12th Five-Year Plan period.



深圳·Shenzhen

走进深圳电台“民心桥”与公众面对面

深圳福彩走进深圳电台“民心桥”与公众面对面，11 月 28 日，深圳福彩中心做客深圳广播电台先锋 898 “民心桥”访谈节目，就深圳福彩的发展历程、阳光福彩、公益福彩、科技福彩等，与市民进行交流。现场，深圳福彩中心主任林清泉为大家讲述了深圳福利彩票的公益精神与人文情怀，并结合深圳福彩的创新探索展望其科技未来。

为确保摇奖行为的公开透明，现场接受社会公众的监督，参观当天只需在摇奖当日直接到现场，登记身份证后即可参观整个摇奖过程。并在深圳福彩官方网站公布摇奖实况录像，让社会公众及时了解开奖过程。

Walk into Shenzhen radio station "Minxin Bridge", face to face with the public

On November 28, Shenzhen Welfare Lottery Center visited Shenzhen Radio Pioneer 898's "Minxin Bridge" interview program to communicate with the public on the development history of Shenzhen Welfare Lottery, sunshine welfare lottery, charity welfare lottery, technology's welfare lottery and so on. At the scene, Lin Qingquan, director of Shenzhen Welfare Lottery Center, told us about the public welfare spirit and humanistic feelings of Shenzhen Welfare Lottery, and looked into the future of technology with the innovative exploration of Shenzhen Welfare Lottery.

In order to ensure the openness and transparency of the lottery, the site was subject to public supervision. Visitors just go to the site on the day of drawing and register ID cards to visit the whole drawing process. The live video of the drawing was published on the official website of the Shenzhen Lottery to let the public know the drawing process timely.



广东·Guangdong

开展“省级媒体记者走近福彩公益金项目”活动

对佛山、阳江、云浮等市的福利彩票公益金资助项目进行调研采访并专题性报道，公开透明地呈现福彩公益金资助项目的风采，进一步加深社会公众对福彩公益金筹集和使用情况的了解。

Carried out activities of "Provincial Media Journalists Approaching the Welfare Lottery Fund Program"

Guangdong Welfare Lottery conducted research interviews and thematic reports on projects funded by the Welfare Lottery fund in Foshan, Yangjiang and Yunfu. This activity provided an open and transparent presentation of the projects funded by the Welfare Fund, which further enhanced the public's understanding of how the Welfare Fund is raised and used.



记者采访在惠州市社会福利服务中心生活的卢奶奶
A Reporter was Interviewing Lu, Who Lived in a Social Welfare Service Center in Huizhou



陕西·Shaanxi

开设“福利彩票公益金资助项目巡礼”专栏

在《华商报》、《陕西福彩》周刊、陕西福彩网、陕西福彩官方微信服务号及订阅号开设“福利彩票公益金资助项目巡礼”专栏，系统宣传福利彩票公益金在全省的资助项目及使用成效；深度运营陕西福彩微信公众平台，推广陕西福彩微信公众号，粉丝量逾 60 万，位居全国前列。

A column entitled "Welfare Lottery Community Chest Project Campaign" was set up Shaanxi Welfare Lottery established a column of "Welfare Lottery Public Welfare Funding Project Tour" in "Chinese Business Daily", "Shaanxi Welfare" Weekly, Shaanxi Welfare Website, Shaanxi Welfare Official WeChat Service Account and Subscription Number, to systematically publicize the programs funded by the Welfare Lottery and its effectiveness in the whole province. The WeChat public platform of Shaanxi was operated in depth, promoting Shaanxi WeChat public account, with more than 600,000 fans, ranking first in the country.

陕西福彩微信公众号，粉丝量逾 60 万

新疆·Xinjiang

新疆福彩进一步加强区、地两级媒体宣传阵地建设，全年与 10 家自治区级媒体和 21 家地市级媒体达成合作，形成了多类型、多语种、多渠道的宣传媒体网络，实现了全疆 15 个地州市福彩信息全覆盖。全年及时发布福彩销售、中奖、促销及派奖活动信息 981 条，保证了各类福彩信息的及时送达，确保了全疆各族购彩者的信息知情权，增强了福彩销售工作的透明度。

Xinjiang Welfare Lottery has further strengthened the construction of regional and local media publicity positions, cooperated with 10 regional media and 21 prefecture-level media throughout the year, forming a multi-type, multi-language and multi-channel media network, realizing the full coverage of welfare lottery information in 15 cities in Xinjiang. Throughout the year, we timely released 981 pieces of information on welfare lottery sales, prize winning and promotion, ensuring the right to know information of all ethnic lottery buyers in Xinjiang, and enhancing the transparency of welfare lottery sales.

全年与 10 家自治区级媒体和 21 家地市级媒体达成合作

全年及时发布福彩销售、中奖、促销及派奖活动信息 981 条

助力环保，对未来负责
Protect the Environment,
Shoulder Responsibility for The Future of Mankind

环保是一项重大的国际议题，是人类文明延续的保证，每个福彩人既力所能及又全力以赴践行着“对未来”的责任。

Environmental protection is a major international issue and a guarantee for the continuation of human civilization. Every Welfare Lottery staff is doing his or her best to fulfill the responsibility of "for the future".

中福彩中心 CWLIMC

2018 年在印制过程环保管理方面，主要采用了以下措施：

In 2018, CWLIMC adopted the following measures in environmental protection management of the printing process:

- 1. 改进了油墨的装料方式，塑料桶可回收再利用；
- 2. 控净油墨桶，减少废桶油墨残留，降低了危废产生量；
- 3. 对生产线的加热烘干系统进行改造，将送风和排放系统对接，热风循环利用，减少了热能的损失；
- 4. 使用大豆环保油墨，从源头减少 VOCs 含量，降低 VOCs 排放量；
- 5. 加装 VOCs 达标排放处理装置，通过高精度过滤 UV 光解和高压放电电离的方式对排放废气进行处理；
- 6. 合理组织生产，优化工艺路线，减少停机频率，提高员工操作技能。

- 1. Improved the ink charging method, making the plastic bucket recyclable and reusable
- 2. Completely pour the ink, reduce ink residue in the barrel, reduce hazardous waste;
- 3. Transform the heating and drying system of the production line, connect the supply air with the discharge system, and recycle the hot air to reduce the loss of heat energy;
- 4. Use soybean environment-friendly ink to reduce VOCs content at source and VOCs emissions;
- 5. Install the VOCs standard discharge treatment device to treat the exhaust gas by means of high precision filtration, UV photolysis and high voltage discharge ionization;
- 6. Reasonably organize production, optimize process routes, reduce downtime frequency, and improve staff's operation skills.



图 1 VOCs 处理装置
VOCs Disposal Facility

中福彩中心 CWLIMC

研发公益环保类游戏

Research and publish environmental games

为增加即开型彩票功能性，倡导公益环保理念，专门研发了 1 款公益环保类游戏“新芽”，购彩者可以将没有中奖的彩票按照票面指示步骤折叠成小盒子，具有储物功能，实现废票二次利用。

In order to increase the function of instant lottery and advocate the concept of environmental protection, China Welfare Lottery has specially researched and issued an environmental protection game called "New Bud". Lottery players can fold the lottery tickets that do not win into small boxes according to the instructions on the ticket surface, which can store the contents and realize the reuse of the wasted tickets.

中福彩中心 CWLIMC

垃圾分类知识普及活动

The popularization of garbage classification knowledge

圣诞与元旦期间，中国福利彩票发行与管理中心开展了垃圾分类知识普及活动，公众通过关注“中国福彩”微信公众号，即可参与“公益环保”微信互动游戏，学习垃圾分类知识，还可以参加抽奖活动。

During the period of Christmas and New Year, the CWLIMC has carried out the popularization activity of garbage classification knowledge.

By adding "China Welfare Lottery" WeChat public account, people can participate in the "public welfare and environmental protection" WeChat interactive game, learn garbage classification knowledge, can also participate in the lottery activities.



河北·Hebei

以“节能宣传周”活动为契机，提高广大干部职工厉行勤俭节约和保护环境的意识，认真做好节水、节电等。

Taking the "Energy-saving Publicity Week" as an opportunity, Hebei Welfare Lottery has enhanced the awareness of all employees to save resources and protect the environment, and earnestly practice water and electricity conservation.

内蒙古·Inner Mongolia

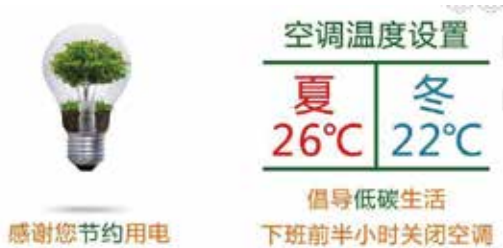
为倡导绿色、环保、健康的福彩公益理念，开展即开票手工艺品征集活动，本次活动共收到 8 个盟市福彩中心和福彩营销综合服务站共计 66 件作品。

In order to advocate the charity concept of green, environmental-friendly and health, the lottery handicraft collection activity was carried out. This activity received a total of 66 works from 8 municipal lottery centers and service stations.

广东·Guangdong

积极配合每年省里组织开展的能源紧缺体验活动，在体验日，中心停开办公区门厅、走廊、楼梯等公共场所照明灯，停开一部办公楼电梯，停开办公区域空调，干部职工一律乘公共交通工具、骑自行车或步行上下班；控制办公室内空调温度，严格执行空调温度控制标准，办公时间空调实行间歇式开放，非办公时间关闭所有空调系统，夏季室内空调温度设置不得低于 26 摄氏度，冬季室内空调温度设置不得高于 22 摄氏度；推行办公无纸化，为倡导低碳、环保、绿色的办公理念，开发办公自动化 OA 系统，公文来往均通过信息化流程实现。

The Guangdong Welfare Lottery actively participated in the energy shortage experience activities that was organized by the provincial government. On the experience day, the office hall, corridor, staircase and other public lights will be shut off, the elevator of an office building will be shut off, and the air conditioner in the office area will be shut off. All employees will take public transportation, ride bicycles or walk to and from work. In strict accordance with the air conditioning temperature control standards, the air conditioning temperature in the office is controlled. During office hours, the air conditioning is intermittently opened, and all air conditioners are turned off during non-office hours. The indoor air conditioning temperature in summer shall not be set below 26 degrees, and in winter shall not be set above 22 degrees; the paperless office was implemented and the OA system of office automation was developed in order to advocate the office concept of low carbon, environmental-friendly and green. The communication of official documents was realized through the information process.



重庆·Chongqing

印发了《关于推进生活垃圾分类工作的通知》、《生活垃圾分类管理制度》，并按照“干湿分离”原则和“四分类”要求，在各办公场地均设置有害垃圾、可回收物、其他垃圾一体化垃圾收集容器，在食堂设置易腐垃圾收集容器，保洁人员每日收集各楼层垃圾，严格按照分类将垃圾投放在小区公共区域的垃圾分类收集点。

Chong Qing Welfare Lottery issued "Notice on Promoting the Work of Household Garbage Classification" and "Household Garbage Classification Management System" and in accordance with the principle of "dry and wet separation" and the requirements of "four categories", garbage bins integrating hazardous waste, recyclables and other garbage are set in each office space. Kitchen waste bins are set in the canteen. Cleaners collect garbage every day and put garbage in the community garbage classification collection points in strict accordance with the classification.



新疆·Xinjiang

伊犁州福彩中心 2018 年“保护母亲河我们在行动”公益活动在伊犁河南岸正式启动，伊犁州福彩中心户外公益团队志愿者 40 余人来到伊犁河南岸景观大道开展拾垃圾活动；“种下一片绿 美化一座城”——乌鲁木齐市福彩志愿者在行动，2018 年 4 月，乌鲁木齐市福彩中心志愿者小分队来到雅玛里克山参加义务植树活动。

In 2018, "We Are Taking Action to Protect Mother River" was officially launched on the south bank of Ili River. More than 40 volunteers from Ili Welfare Lottery center came to the Landscape avenue on the south bank of Ili River to collect garbage; "Plant a Green and Beautify a City" -- Volunteers of Urumqi Welfare Lottery center are in action, a team of volunteers from Urumqi Welfare Lottery center took part in a voluntary tree-planting activity on Yamalik Mountain.

3

强化管理与服务 担负起对购彩者的责任 Strengthen Service and Management, Shoulder Responsibility for Players

福利彩票2018年继续“苦练内功”，各级福彩机构从自身出发，加强内部管理，拓展购彩者服务的覆盖面、强化购彩者服务的精准度，以更有力度、更人性化的姿势担负起对购彩者的责任。

In 2018 , China Welfare Lottery continued to practice internal skills " , Welfare Lottery organizations at all levels , based on their richer and more accurate services for lottery players , so as to shoulder the responsibility of players with more strength and humanity .



产品开发以责任为导向
Product Development

福利彩票不断创新游戏设计模式，持续提升游戏品质，致力于为购彩者提供良好购彩体验；游戏的开发以市场需求为导向，对购彩者消费行为定位精准，致力于满足购彩者多样化消费需求；游戏设计坚持绿色、安全和环保的理念，兼顾游戏性与安全性，致力于预防过度购彩行为。

China Welfare Lottery constantly innovates the game design mode, continuously improves the game quality, and is committed to providing good experience for lottery players. The development of the game is oriented by the market demand, and the consumer behavior of the lottery players is precisely positioned, so as to meet the diversified consumer demands of lottery players.

Game design adheres to the concept of green, safety and environmental-friendly, keep fun and safety, as much as possible to prevent overbuying.

中福彩中心 CWLIMC

游戏设计，建立产、学、研机制

To establish the production, learning and research mechanisms of game design

为增强游戏市场的适应性，各地销售机构积极与相关机构进行合作，建立了良好的产、学、研机制，如北京、山东、湖南等地相继成立研发机构，在即开票游戏设计方面整合资源、狠下功夫，设计出了大量优秀作品。

In order to enhance the adaptability of the lottery game market, welfare lottery sales organizations actively cooperate with relevant organizations and establish a good production, learning and research mechanism. For example, research and development organizations have been established in Beijing, Shandong, Hunan and other places. They have integrated resources and made great efforts in the design of instant lottery games, and designed a large number of excellent works.

中福彩中心 CWLIMC

第五届即开型福利彩票游戏征集活动

The 5th instant welfare lottery game solicitation

本次活动共收到来自全国 27 个省级福彩中心、公司或个人申报的游戏作品 193 款。此次征集活动拓展了游戏来源渠道，广泛吸收了销售机构游戏设计资源，极大地调动了社会力量参与游戏设计的积极性。

A total of 193 games were submitted from 27 provincial lottery centers, companies or individuals. This solicitation has expanded the game source channels, gathered game design resources from sales organizations, and greatly mobilized the enthusiasm of social forces to participate in game design.

中福彩中心 CWLIMC

全年共申报 31 款新游戏，其中地方游戏 5 款。

A total of 31 new games were submitted throughout the year, including 5 local games.

中福彩中心 CWLIMC

双色球游戏规则迎来了第 7 次调整

The rules of Union Lotto were adjusted for the seventh time

增加了胆拖投注方式，胆拖投注是指选择少于单式投注号码个数的号码每注都有的号码作为胆码，再选取除胆码以外的号码作为拖码，由胆码和拖码组合成多注投注。

The Union Lotto rules increase the way of biliary betting, biliary betting is to choose the number that is less than the number of single-type betting Numbers, and the number in each bet is used as the biliary code, and then the number other than biliary code is selected as the biliary code, which is combined into multi-bet by biliary code and biliary code.



河北·Hebei

上市了一批即开型彩票新游戏，包括：人参果、足金足两、369、冰雪良缘、戊戌狗等；为增加快3游戏的娱乐趣味性，提高中奖概率，提升购彩者中奖体验感，降低非理性投注风险，河北福彩推出了快3游戏套选投注。

Hebei Welfare Lottery listed a number of instant lottery new games, including: Ginseng Fruit, Pure Gold Foot Two, 369, Ice and Snow Good Marriage, WuxuDog; in order to increase the entertainment interest of fast 3 games, improve the winning probability, enhance lottery players' winning experience, and reduce the risk of irrational betting, Hebei Welfare Lottery launched fast 3 game set selection betting.



浙江·Zhejiang

“魅力宁波”和“越剧”两款新票上市

随着“魅力宁波”和“越剧”两款新票的上市，截至2018年，浙江福彩共形成6款地方特色主题即开型福利彩票，将当地文化与公益彩票有机结合，生动展示浙江“两个高水平”发展的成果。

Two new tickets for "Charming Ningbo" and "Shaoxing Opera" are on the market

With the entry into the market of two new games, "Charming Ningbo" and "Shaoxing opera", by 2018, Zhejiang has formed a total of 6 local characteristic instant welfare lotteries, organically combining local culture and public welfare lotteries, and vividly displaying the achievements of the "two high levels" of development in Zhejiang province.



山东·Shandong

设计开发即开票“天仙配”。以二十四孝故事中董永为主题，结合后续演绎与七仙女的爱情故事，设计以孝和爱情为主题的即开票。上市后共销售3506万元，筹集公益金701万元。

设计福利彩票手指陀螺选号器，并获得国家外观专利。结合中国福彩文化、中国传统文化和手指陀螺玩具，设计用于福彩的选号玩具，开发福彩周边产品，增加投注的趣味性，减缓购彩者压力。



Design and issue of instant lottery "Tian Xian Pei"

This is an instant lottery with filial piety and love as the theme. It takes the story of Dong Yong in the twenty-four filial piety as the theme and combines it with the love story of seventh fairy. After being put into the market, it sold RMB 35.06 million yuan and raised RMB 7.01 million yuan of lottery public welfare fund.

Design welfare lottery finger gyro number selector, and obtained the national appearance patent. Combined with Chinese lottery culture, Chinese traditional culture and finger gyro toys, design the selection toys for the lottery, develop the peripheral products of the lottery, increase the interest of betting, and relieve the pressure of players.



湖南·Hunan

“女书”是一款由湖南自主设计开发并面向全国发行的彩票，该款彩票的票面设计将女书文化和中国优秀传统文化中的“琴、棋、书、画、诗、歌、茶”进行巧妙编排和融合，配上卡通人物形象，既有时尚的元素，又有古典的魅力，符合各年龄段购彩者的喜好，具有良好的市场发展前景。该票单张面值10元，于2018年9月28日正式上市销售。

"Nvshu" is a lottery independently designed by Hunan Welfare Lottery and issued to the whole country. The appearance design of the lottery integrates Nvshu culture with elements of excellent traditional Chinese culture, such as "qin, chess, book, painting, poem, song and tea", and matches the image of cartoon characters to make it both fashionable elements and classical charm, which can meet the preferences of players all ages. Therefore, it has a good market prospect. The leaflet, with a face value of \$10, went on sale on September 28, 2018.



渠道建设以责任为路径
Channel Building

中福彩中心着手从销售渠道创新、销售站点科学布局、销售站点规范化建设等几个方面深化渠道建设。

CWLIMC started to deepen the channel construction from the aspects of sales channel innovation, scientific layout of sales sites, standardized construction of sales sites and so on.

北京·Beijing

截至年底，全市已开发连锁渠道新销售站 201 家，社会网点 600 余家；已建设品牌福彩旗舰店 21 家；全年共与 5 家以上公司建立起了实质性的伙伴关系，实现超 1 亿元的总销售额。

By the end of this year, Beijing has developed 201 chain channel new sales stations, more than 600 social outlets; 21 flagship fortune lottery stores have been built. In the whole year, we have established substantial partnership with more than 5 companies and achieved over 100 million yuan in total sales.

河北·Hebei

对《河北省电脑福利彩票彩票销售场所管理规定》中关于站点距离、迁移、审批和站点征召、公示等八方面内容进行了修改完善；为河北全省单彩站安装了 3129 块快开游戏大屏，并设计增加了 6 种开奖号码图，提高了站点的硬件设施水平；各地市和扩权县（市）福彩中心也采取不同方式加强站点规范化管理。

Hebei Welfare Lottery revised the eight aspects of site distance, migration, approval, site recruitment and publicity stipulated in "The Regulations of Hebei Province on The Management of Computer Welfare Lottery Ticket Sales Places". We have installed 3,129 large screens of instant lottery for POS in Hebei province, designed and added 6 kinds of digital winning number charts to improve the hardware facilities of the stations.

辽宁·Liaoning

18 年中福彩中心确定辽宁为全国即开票销售展示柜试点省份，先后下拨辽宁省 1400 台设备，经过全省上下努力，全面完成了试点工作任务。根据省中心计划到十三五末期，设备数量将达到 3000 台左右，形成独立于彩票销售场所以外新的即开票销售渠道。

In 2018, CWLIMC identified Liaoning as one of the national pilot provinces for selling display cabinets. It has successively allocated 1,400 equipment for Liaoning province. With the efforts of the whole province, the pilot work task has been fully completed. According to the plan, by the end of "The 13th Five-Year Plan", the number of equipment will reach about 3,000, thus forming a new instant lottery sales channel independent of the lottery venues.

上海·Shanghai

智能售彩机器人首次亮相上海，买彩票、兑奖当场扫码完成

以新零售、电子支付、售彩机器人、智能销售终端为抓手，促进传统网点和新渠道的合理布设，探索适合上海国际化大都市销售福利彩票的新模式，其中申圆通“和合圆缘”即开票自动销售机器人已投放市场 800 台。



A robot that sells lottery tickets has been put on the market in Shanghai for the first time, allowing players to scan the codes on the spot to buy and redeem lottery.

With new retail methods, electronic payment, lottery selling robots and intelligent sales terminals as the starting points, Shanghai has promoted the reasonable arrangement of traditional outlets and new channels, and explored a new model for the sales of welfare lottery in Shanghai, an international metropolis. Shen Yutong's "Hehe Yuanyuan" the automatic lottery sales robot has been put 800 on the market.



福建·Fujian

拓展新销售渠道 -- 农商行“普惠金融便民点”；8 月发布《关于明确使用中国福利彩票市场调控资金扶助彩票销售场所规范化建设工作有关事宜的通知》，实际使用扶助资金 1075.29 万元，对符合条件的 1201 家站点、6 个视频票销售厅、1 个综合体验厅进行规范化建设。

Expand new sales channels--"Financial Inclusion Convenience Station"of Rural Commercial Bank.In August, it issued "the Notice on the Explicit Use of Funds from China's Welfare Lottery Market Regulation to Assist the Standardization Construction of Lottery Sales Venues", and used the assistance funds of 10,752,900 yuan to standardize the construction of 1201 lottery sales sites, 6 VLTs halls and 1 comprehensive experience hall.



福利彩票销售场所规范化建设标准图样
The Standard Drawing of the Standardization Construction of POS

浙江·Zhejiang

开展“百佳彩票销售场所”评选活动，从全省 7000 多家福彩彩票销售场所中评出 100 家“百佳彩票销售场所”和 16 家“销量十强”、“诚信经营”、“热心公益”彩票销售场所，并举行隆重表彰仪式；在全省视频票销售厅推行“星级管理”考评，围绕销售厅的日常管理、服务水平、社会责任、公益活动、引导理性购彩等方面，评出 52 家星级销售厅。

The selection of "100 best POS" was carried out, and 100 "100 best POS" and 16 "Top 10 selling sites", "Honest operation" and "enthusiastic public welfare" lottery sites were selected from more than 7,000 lottery sales sites across the province, and a grand ceremony was held to commend them.

评出 **100** 家“百佳彩票销售场所”

评出 **16** 家“销量十强”、“诚信经营”、“热心公益”彩票销售场所

评出 **52** 家星级销售厅



广东·Guangdong

安排 1668.5 万元专项预算资金继续对销售网点形象建设等项目进行补助并对全省福彩中心资助建设福彩形象示范店项目进行抽查；开展全省福彩优秀彩票销售场所评选表彰。共评选出 283 个 2017 年度福彩全省优秀彩票销售场所，每个奖励 8000 元，授予“2017 年度全省福利彩票优秀彩票销售场所”荣誉称号。

The special budget of 16.685 million yuan was allocated to continue subsidize the image construction of POS and other projects, and spot check was conducted on the project of the lottery image demonstration shop funded by the provincial Lottery center. A total of 283 excellent POS in 2017 was selected, and 8,000 yuan was awarded for each POS. The honorary title of "Excellent POS of 2017 Provincial Welfare Lottery" was awarded.

安排 **1668.5** 万元专项预算资金
继续对销售网点形象建设等项目进行补助

评选出 **283** 个
“2017 年度全省福利彩票优秀彩票销售场所”
每个奖励 **8000** 元

深圳·Shenzhen

聘请社会监督员、邀请市政协派遣特约监督员，组织“神秘顾客暗访”，还面向社会公众悬赏 5000 元奖励举报违规行为，严肃处理了被查实违规的彩票销售场所，对市场起到了威慑和净化的作用。

Shenzhen Welfare Lottery hired social supervisors, invited Shenzhen CPPCC to send special supervisors, organized "secret customer visits", offered rewards of 5,000 yuan to the public for reporting violations, and seriously dealt with the illegal lottery sales places. These measures have played a role in purifying the market.

面向社会公众悬赏 **5000** 元
奖励举报违规行为

组织“神秘顾客暗访”



陕西·Shaanxi

建设专营店，推进社会化渠道建设；推进自助渠道建设，布设刮刮乐销售展示柜“小黄人”及无人值守终端；不断推进站点建设、行业连锁渠道建设及户外销售，扩充销售业态合作；积极开发社会渠道，开展丰巢柜、网吧售彩、iPad 售彩等新渠道试点，增添发展新动能。

Shaanxi Welfare Lottery built POS, to promote the construction of social channels; promote the construction of self-service sales channels, set up the Guaguale sales display cabinet "Minions" and self-service sales terminals; constantly promote the POS construction, chain channel construction and outdoor sales, expand sales cooperation. Shaanxi Welfare Lottery actively developed social sales channels, carrying out trials of new channels such as Nest cabinet, Internet cafes and ipads to add new impetus to its development.



陕西福利彩票街头销售亭
The Welfare Lottery Booth



陕西福彩刮刮乐专营店
A Specialty Store of Guaguale



iPad 售彩新渠道试点
A Pilot of a New Channel for iPad Sales

甘肃·Gansu

全面建成智慧化彩票销售场所项目，并于 10 月份进行了全面验收；即开票展示柜项目正常开展，通过三方合作模式，使即开票展示柜进入到银行大厅、报刊亭、邮局、商场、小区、写字楼、车站和候机楼等人员停滞较多的繁华地区；采用多元化兼营合作模式，面向全省范围内增设便捷彩票销售场所，既降低了前期投入成本，同时又扩大了福彩销售覆盖面。

Gansu Welfare Lottery has completed the project of intelligent POS, and carried out the comprehensive acceptance in October. The instant lottery sales display cabinet project was carried out normally. Through the tripartite cooperation mode, the instant lottery sales display cabinet was allowed to enter the bank lobby, newsstand, post office, shopping mall, community, office building, station and terminal building and other prosperous areas with more people gathered. The diversified cooperation mode was adopted to set up convenient lottery sales places throughout the province, which not only reduced the initial investment cost, but also expanded the coverage of lottery sales.



海南·Hainan

18 年新增的 194 个乐透数字票彩票销售场所点全部进行形象标准化建设；投入 128 万元对三亚市 150 个彩票销售场所（其中 8 个快开游戏销售厅）形象升级改造；改造建设新温泉福彩文化娱乐城室内形象；订购快开游戏销售员工作服 600 套，统一全省快开游戏销售厅员工服饰外观。

Hainan Welfare Lottery has standardized the image of all the 194 new POS were added in 2018; invested 1.28 million yuan to upgrade the image of 150 POS in Sanya city (including eight instant lottery sales halls); renovated and constructed the interior image of the new hot spring Welfare Lottery culture entertainment city, ordered 600 sets of uniforms for sales staff, and unified the clothing appearance of sales staff.



18 年新增的 **194** 个乐透数字票彩票
销售场所点全部进行形象标准化建设

青海·Qinghai

投入 107.04 万元对视频票销售大厅进行装修改造，投入 119.57 万元为全省 158 家彩票销售场所免费配发电子开奖号码图和 100 台自助兑奖终端，有效地改善购彩者购彩环境；投入 312.53 万元对 70 家符合装修条件的彩票销售场所开展形象化建设工作；进一步完善“星级彩票销售场所”奖励办法，评选出 86 家星级彩票销售场所，其中三星级彩票销售场所 12 家，二星级彩票销售场所 20 家，一星级彩票销售场所 54 家。

Qinghai Welfare Lottery invested 1,070,400 yuan to renovate the VLTs halls, and 1,195,700 yuan to provide free digital winning number charts and 100 self-redemption terminals for 158 POS in the province, which effectively improved the players' purchasing environment. 3.1253 million yuan was invested in the image standardization construction of 70 POS. They further improved the award method of "star POS", and selected 86 star POS, including 12 three-star POS, 20 two-star POS and 54 one-star POS.

重庆·Chongqing

7 月，牵头完成《重庆市福彩彩票销售场所标准化建设指南大全》的编撰；8 月，制定《重庆市福利彩票彩票销售场所标准化建设实施方案》；10 月，制定《2018 年福彩彩票销售场所标准化建设试点工作开展方案》；12 月，完成全市 11 个标准化示范站的试点建设工作。

In July, Chongqing Welfare Lottery took the lead in completing the compilation of "Guide to the Standardization Construction of Chongqing Welfare Lottery Sales Places". In August, formulated the Implementation Plan for the standardization of Chongqing Welfare Lottery Sales Places; In October, the Plan for the 2018 Pilot Project of standardizing the Construction of Welfare Lottery Sales Places was formulated. In December, the construction of 11 standardized demonstration stations in the city was completed.



新疆·Xinjiang

在全疆范围内开展 2018 年福利彩票销售场所标准化建设项目，共建设 1540 个彩票销售场所，建设项目 5469 个；福彩即开票销售展示柜在全疆正式上市，通过销售展示柜，只需用手机扫一扫码，就能完成“刮刮乐”的购票和兑奖，轻轻松松享受刮彩乐趣。

In 2018, Xinjiang Welfare Lottery Center implemented a standardized construction project of POS throughout Xinjiang, with 1,540 standardized POS and 5,469 projects; the lottery sales display cabinet was launched in Xinjiang. Through the display cabinet, players only need to use the scan code to purchase tickets and redeem prizes for Guaguale, and enjoy the Guaguale fun with ease.

技术创新以责任为前提 Technological Development

“安全运行、健康发展”是中国福利彩票的工作总方针，其中技术安全是福利彩票的生命线，也是社会公信力的根本保障。2018 年中国福利彩票全面提升技术管理标准化水平和安全保障能力，全面推广销售系统容灾和数据归集系统建设，提高数据管理、数据监控水平和开奖安全保障能力，进一步完善即开票发行销售系统，拓展新渠道支持和移动兑奖功能，支持二次开奖和全国联销等业务发展需求。

"Safe operation and healthy development" is the general policy of China Welfare Lottery, among which technical safety is the lifeline of welfare lottery and the fundamental guarantee of social credibility. In 2018 China Welfare Lottery comprehensively enhanced the level of standardization of technical management and the security capability, promoted the construction of disaster recovery and data collection system of the sales system, improved the level of data management, data monitoring and lottery security, further improved the instant lottery issuance and sales system, expanded the new channel support and mobile award redemption functions, and supported the business development needs such as the second lottery and national joint sales.

中福彩中心 CWLIMC

中福彩中心数据中心以 97.1 分的成绩通过 Uptime Institute M&O (Management and Operations 管理与营运) 认证复审，摘得国内认证成绩最高分的桂冠，此次通过 M&O 认证复审，有助于保障福利彩票各业务系统的安全稳定运行，为中国福彩彩票更加科学、安全和健康发展奠定基础。

The data center of CWLIMC passed the Uptime Institute M&O (Management and Operations certification review with a score of 97.1, the highest score in China. This M&O certification review is helpful to ensure the safe and stable operation of all business systems of welfare lottery, and lays a foundation for the more scientific, safe and healthy development of China Welfare Lottery.



M&O 授牌
M&O Approved Badge



认证证书
M&O Certification

天津·Tianjin

完成双活销售系统的设备更新和数据切换，为全部彩票销售场所和管理站增加智能接入设备，实现备机房接管主机房的销售、兑奖、查询等业务。

Tianjin Welfare Lottery has completed the equipment update and data switch of the dual live sales system, added intelligent access equipment for all lottery sales venues and management stations, and realized the backup machine room to take over the sales, prize redemption, query and other businesses of the main machine room.



河北·Hebei

开通“一线通”终端设备的站点有 7000 多个，该项目的实施解决了投注机数据传输、Wifi 联网和站点设备上网等多条线路、多项费用和偏远地区因网络覆盖不到无法布点设站的问题，完善了投注机功能，减轻了站点负担。

Hebei Welfare Lottery has opened more than 7,000 "first-line access" terminal equipment stations, which has solved the problems of multiple lines such as data transmission of betting machines, Wifi networking and Internet access of site equipment, multiple costs and the inability to set up stations in remote areas due to insufficient network coverage, improved the function of betting machines and reduced the burden on sites.



开通“一线通”终端设备的
站点有 **7000** 多个

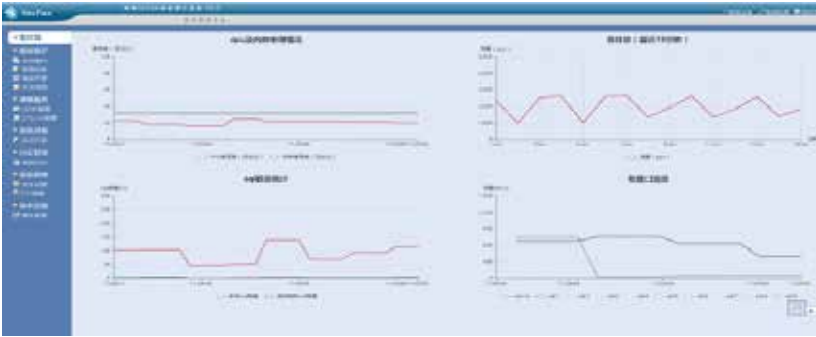
内蒙古·Inner Mongolia

提升系统运行安全保障能力，编制方案完成 2018 年全区乐透数字与即开票业务管理系统三级等级保护测评工作，并获得公安机关颁发的备案证明，科学推进系统整体安全防范水平。

Inner Mongolia Welfare Lottery has improved the security guarantee ability of the system operation, completed the three-level protection evaluation of the 2018 Union Lotto and instant lottery management system, and obtained the record certificate issued by the public security organ, which scientifically promoted the overall security protection level of the system.



快开机房
The Machine Room for Instant Lottery



数据库审计系统
Welfare Lottery Database Audit System

山东·Shandong

为规范福彩系统对“两个终端”的管理和服务，方便市中心和管理站实施监控与管理，拓宽广大销售员和彩友了解福利彩票的信息渠道，山东省福彩中心与深圳市思乐数据技术有限公司合作开发了“e 乐服”和“福彩助手”系统。

In order to standardize the management and service of "two terminals", facilitate the implementation of monitoring and management of welfare lottery center, and broaden the information channels for salesmen and players to know about welfare lottery, Shandong Welfare Lottery Center and Shenzhen Sile Data Technology Co.Ltd. cooperated to develop "E-service" and "Welfare Lottery Assistant" systems.

重庆·Chongqing

以三级信息安全等级保护工作要求为标准，全面开展技术安全运维工作，完成 2018 年度重要信息等级测评工作，并根据测评结果完成高中低危漏洞修复；聘请第三方机构开展门户网站安全 24 小时监控，全年发现 13 次可用性预警，安全漏洞 6 个，均已整改完毕。

Based on the requirements of three-level information security level protection, Chongqing Welfare Lottery comprehensively carries out the operation and maintenance work of technical security, completes the assessment of important information level in 2018, and completes the repair of high, medium and low-risk vulnerabilities according to the assessment results. A third party was hired to carry out 24-hour security monitoring of portal websites, and 13 usability alerts and 6 security vulnerabilities were found throughout the year. All these have been rectified.



全年发现**13**次可用性预警

安全漏洞 6 个



江西·Jiangxi

完成全省 800 多个站点通讯线路改造，保障了快 3 开奖号码图的正常运行；完成了新渠道销售系统技术对接，确保了系统稳定运行；对综合信息管理平台进行了升级改造，新增了报表查询等新功能；更新了机房信息监控系统。

Jiangxi Welfare Lottery has completed the reconstruction of communication lines at more than 800 POS across the province, which ensures the normal operation of the digital winningnumber charts. Completed the new channel sales system technology docking, to ensure the stable operation of the system; The comprehensive information management platform has been upgraded, and new functions such as report inquiry have been added. Update the computer room information monitoring system.



完成全省 **800** 多个站点通讯线路改造

四川·Sichuan

综合业务安全接入系统正式运行，截至12月28日，该安全接入设备已经在全省6031个彩票销售场所安装运行；完善了“彩票业务监控及预警系统”，新搭建“数据中心服务器集群状态监控系统”，两套监控系统互相配合，在异常状态发生时均第一时间声图报警，极大提高了本省彩票系统的安全性和应对效率。

The security access system for comprehensive services has been officially put into operation. As of December 28, the security access equipment has been installed and put into operation in 6,031 POS across the province. The "lottery business monitoring and early warning system" has been improved, and the "data center server cluster status monitoring system" has been set up. The two monitoring systems cooperate with each other to give the first sound and image alarm when abnormal conditions occur, which greatly improves the security and response efficiency of the provincial lottery system.



综合业务安全接入系统正式运行

已经在全省 **6031** 个彩票销售场所安装



完善了“彩票业务监控及预警系统”
新搭建“数据中心服务器集群状态监控系统”

两套监控系统互相配合

上海·Shanghai

10月1日起正式启用上海市福彩销售网点巡查管理系统，利用信息化手段深化全市销售网点的分类分级管理，为实现销售网点精细化管理提供了新的抓手；上海福彩管理系统项目完成了上海福彩购彩者积分系统、上海福彩企业号数据查询功能、培训管理系统、上海福彩乐透数字票耗材仓库及物流配送系统、巡检系统等4大模块的开发并正式上线。

Shanghai Welfare Lottery launched the inspection management system of Shanghai welfare lottery sales stations on October 1, and deepened the classified and graded management of sales stations by using information means, which provides a new starting point for the implementation of refined management of sales stations. The Project of Shanghai Lottery Management System has completed the development and launch of four modules, including Shanghai Lottery player points system, Shanghai Lottery enterprise number data query function, training management system, Shanghai Lottery digital ticket consumables warehouse, logistics distribution system and inspection system.



4 大模块的开发并正式上线

福建·Fujian

乐透数字票和即开票生产系统通过三级等保测评，提高了福彩销售系统安全等级；建设即开票网点新系统，全面铺设“一点一枪”，为刮刮乐实现精细化管理、兑奖安全快捷提供技术支撑；完成全国大监控系统省级部分建设工作。

Fujian Welfare Lottery has passed the three-level evaluation of the Union Lotto and Instant lottery production system, which has improved the security level of the welfare lottery sales system. The new system of instant lottery network is built, and the "one point, one gun" is fully laid, which provides technical support for the fine management, safety and quick redemption of Guaguale. They completed the construction of a national monitoring system at the provincial level.



乐透数字票和即开票生产系统通过
三级等保测评



完成全国 大监控系统
省级部分建设工作

青海·Qinghai

2月正式启用大监控系统无纸化新开奖子系统，该系统实现了销售明细数据实时传输，取消纸质传真环节，且可对报送至中福彩中心的数据实时查询，增强了开奖过程的互动，提高了开奖过程的时效性和透明性；免费为全省所有彩票销售场所进行线路改造和网络提速，将原来的ADSL宽带线路改造成光纤线路，速率提升的同时资费保持不变，以保障全省彩票销售场所线路安全稳定运行；为规避网络安全风险，与中国联通青海分公司签订了《联通数字电路接入服务合同》，为全省各视频票销售厅建立联通网络备用线路并及时更换老化路由器。

Qinghai Welfare Lottery officially launched the new paperless lottery subsystem of the big monitoring system in February, which realized the real-time transmission of sales details, the elimination of paper fax link, and the real-time query of the data submitted to the Lottery center. These measures improved the timeliness and transparency of the lottery process. Qinghai Welfare Lottery Center renovated and sped up the network for all POS in the whole province free of charge. The original ADSL broadband line was transformed into optical fiber line, and the rate was increased while the tariff remained unchanged, so as to ensure the safe and stable operation of POS in the whole province. In order to avoid network security risks, Qinghai Welfare Lottery signed the "Unicom Digital Circuit Access Service Contract" with China Unicom Qinghai Branch, and set up backup lines of China Unicom network for all VLTs halls in the province and replaced the aging router in time.

内控建设以责任为遵循
Internal Control

“安全运行、健康发展”是中国福利彩票的工作总方针，其中技术安全是福利彩票的生命线，也是社会公信力的根本保障。2018年中国福利彩票全面提升技术管理标准化水平和安全保障能力，全面推广销售系统容灾和数据归集系统建设，提高数据管理、数据监控水平和开奖安全保障能力，进一步完善即开票发行销售系统，拓展新渠道支持和移动兑奖功能，支持二次开奖和全国联销等业务发展需求。

As a special lottery ticket issued in China, welfare lottery relies on national credit and government credibility as guarantee. Therefore, promoting the construction of internal control is the basis of its safety, health and sustainable development. In accordance with the working principle of "safe operation and healthy development", CWLIMC always puts "safety" in the first place, attaches great importance to the construction of internal system, strengthens internal supervision and inspection, and forms systematic and normalized internal control through effective institutional mechanism.

北京·Beijing

制定了《北京市福利彩票发行中心业务合同管理制度》，完成《北京市福利彩票发行中心制度汇编》手册。

Beijing Welfare Lottery has formulated the "Beijing Welfare Lottery Issuing Center Business Contract Management System" and completed the manual of the "Beijing Welfare Lottery Issuing Center System Collection".

河北·Hebei

加强彩票资金安全性的管理，省中心按照有关要求，开设了彩票资金结算专户，根据银行彩票资金收入总额与技术部提供的数据进行核对，按月对账，确保收到的彩票款与系统数据一致；加强对资金支出的审核，提高审计质量，财务部在办理资金支付时，明确“有预算才能支出”“预算支出渠道不能随意变更”的刚性规定，从源头上保证项目资金使用的准确性，确保项目资金支出与省财政厅批复的预算资金用途一致。

Hebei Welfare Lottery has strengthened the management of lottery fund security. According to the relevant requirements, the provincial welfare lottery center has opened a special account for lottery fund settlement, which checks the total amount of lottery fund income of the bank with the data provided by the technology department, and checks the account monthly to ensure that the lottery money received is consistent with the system data; strengthen the audit of fund expenditure and improve the audit quality. When handling the fund payment, the financial department should make clear the rigid provisions of "only expenditure can be made with budget" and "budget expenditure channel cannot be changed at will", so as to ensure the accuracy of project fund use from the source, and ensure that the project fund expenditure is consistent with the budget fund use approved by the provincial finance department.

上海·Shanghai

通过 ISO9001: 2015 转版认证工作，顺利从 ISO9001: 2007 版升至 ISO9001: 2015 版，自此，上海市福彩中心建立了一套兼容内控、廉政风险、服务标准化为一体的分层级、功能明确的管理体系，实现管理高效率，为福利彩票销售工作安全运行增添了一份保障。

Shanghai Welfare Lottery has passed the ISO9001:2015 version transfer certification, and has successfully upgraded from ISO9001:2007 to ISO9001:2015. Since then, Shanghai Welfare Lottery Center has established a hierarchical and functional management system compatible with internal control, integrity risk and service standardization, realizing high management efficiency and adding a guarantee for the safe operation of welfare lottery sales.

山东·Shandong

制作省中心《内部控制手册》，明确了省中心内部控制的领导机构、部门分工、风险评估和控制方法，全面规范了中心各项工作的流程，最大限度降低风险；开展内控评价，省中心以本次内部控制评价为契机，进一步梳理规范工作流程，修订规章制度，完善内部控制体系，建立起防范风险的长效机制。

Shandong Welfare Lottery has made the "Internal Control Manual" of the provincial welfare lottery center, which defines the leading organization, division of labor, risk assessment and control methods of the provincial welfare lottery center's internal control, comprehensively standardizes the work process of the center, and minimizes the risk, and to carry out the internal control evaluation, the provincial welfare lottery center takes this internal control evaluation as an opportunity to further sort out and standardize the work process and revise the rules and regulations to improve the internal control system and establish a long-term risk prevention mechanism.



制作《内部控制手册》

进一步梳理规范工作流程

湖南·Hunan

梳理分析开奖流程、规章制度、系统与设备的结构及安全隐患，并提出了整改要求，通过整改，人的不安全行为和物的不安全状态这两个引发事故的直接因素被有效防范。

Hunan Welfare Lottery analyzed the drawing process, rules and regulations, system and equipment structure and security risks, and put forward the rectification requirements. Through the rectification, the unsafe behavior of people and the unsafe state of objects, the two direct factors causing accidents, were effectively prevented.

天津·Tianjin

修改完善了《天津福彩突发事件信息发布制度》，从制度上强化了舆情监测、预警、处置方面的工作流程。

Tianjin Welfare Lottery revised and improved the "Tianjin Welfare Lottery Emergencies Information Release System", and systematically strengthened the work process of public opinion monitoring, early warning and handling.

青海·Qinghai

为规范福利彩票业务档案管理，确保福彩档案的完整、准确、系统和有效利用，于 4 月开始实施智能档案管理建设项目，对档案室进行升级改造和信息化建设，中心档案工作初步实现规范化、标准化管理。

Qinghai Welfare Lottery standardized the management of welfare lottery business archives, and ensured the integrity, accuracy, system and effective use of lottery archives. In April, the construction project of intelligent file management was implemented, and the archives were upgraded and informationized. The provincial welfare lottery center archives work has initially realized standardized and standardized management.



安徽·Anhui

制定《安徽省福利彩票发行中心“三重一大”决策制度实施办法》，严格落实民主集中制，健全和完善监督制度，保证重大决策科学化、法制化、规范化；《福利彩票兑奖服务规范》标准通过了安徽省质量技术监督局地方标准立项评估，提升了兑奖服务规范化、标准化、专业化水平。

Anhui Welfare Lottery has formulated the "Measures for the Implementation of the "Three Majors and One Large" Decision-Making System of Anhui Welfare Lottery Issuing Center" to strictly implement democratic centralism, improve and perfect the supervision system, and ensure the scientific, legal and standardized major decision-making. The "Welfare Lottery Cashing Service Specification" passed project evaluation of local standards of Anhui Provincial Bureau of Quality and Technical Supervision, which has improved the normalization, standardization and specialization of exchange reward services.

福建·Fujian	<p>印发《福建省福利彩票彩票销售场所管理规定》，加强对福建省福利彩票彩票销售场所的管理，规范福建省福利彩票的销售活动；发布《关于规范福州地区彩票销售场所销售行为的通知》，进一步细化福州地区彩票销售场所的销售行为规范及对违反规定的行为的处理办法。</p>	<p>Fujian Welfare Lottery issued the "Fujian Welfare Lottery Sales Place Management Regulations", strengthened the management of Fujian Welfare Lottery sales place, standardized the Fujian Welfare Lottery sales activities, and issued the "Notice on Standardizing the Sales Behavior of Lottery Sales Places in Fuzhou", further refining the sales behavior norms of lottery sales places in Fuzhou And how to deal with the violations.</p>
深圳·Shenzhen	<p>聘请第三方专业咨询公司，协助搭建单位内控体系框架，全面梳理单位内控风险点，以风险控制为导向搭建内控体系，针对性优化各业务流程、各项制度规范，并通过培训和知识转移对制度和流程进行“固化”，形成长效机制。</p>	<p>Shenzhen Welfare Lottery has hired a third-party professional consulting company to help build the internal control system framework, comprehensively sort out the internal control risk points of the unit, build the internal control system guided by risk control, optimize various business processes and regulations, and "solidify" the system and process through training and knowledge transfer to form a long-term mechanism.</p>
重庆·Chongqing	<p>共计建立 154 个工作制度、新建制度 22 项、修订制度 57 项，已建立的 154 项规章制度中，127 项汇编成《中心工作制度选编》印发全体员工，24 项汇编成《销售管理制度选编》印发全市彩票销售场所业主和销售员；编制《重庆市福利彩票发行中心内部控制操作指南》，2 个层面规范流程，作为中心建立、执行、评价及维护内控与风险管理体系的指导和依据；完成 2017 年度“行政事业单位内部控制建设监督检查工作”，考核名列前茅。</p>	<p>Chongqing Welfare Lottery has established 154 working systems, 22 newly-built systems and 57 revised systems. Among the 154 established rules and regulations, 127 of them are compiled into "Selected Edition of Central Working System" and printed to all employees, and 24 items are compiled into "Selected Eition of Sales Management System" and printed and distributed to owners and salesmen of lottery sales places in Chongqing.The "Chongqing Municipal Welfare Lottery Issuing Center Internal Control Operation Guide" has been compiled, with two levels of standardized processes, as the center's guidance and basis for establishing, implementing, evaluating and maintaining internal control and risk management systems, and completing the 2017 "Supervision and Inspection of Internal Control Construction of Administrative Institutions" ranks top in the assessment.</p>



共计建立154个工作制度
新建制度22项、修订制度57项

陕西·Shaanxi	<p>聘请全国知名内控专家为全体员工进行内部控制培训，进一步强化内部控制意识；开展内部控制评价，定期委托第三方机构对内部控制健全有效性进行评价；先后编制《陕西省福利彩票发行中心内部控制手册》、《陕西省福利彩票发行中心权限指引》，印发《陕西省福利彩票发行中心内部控制指南》，制订《陕西省福利彩票资金风险报告管理办法》，通过内部控制设计、运行、监督、评价、修订完善等一系列工作，形成了持续性、动态性的内部控制管理机制。</p>	<p>Shaanxi Welfare Lottery has hired the national well-known internal control experts to carry out internal control training for all employees, further strengthen the awareness of internal control, carry out internal control evaluation, and regularly entrust a third-party organization to evaluate the effectiveness of internal control.Shaanxi Welfare Lottery has successively compiled the "Shaanxi Province Welfare Lottery Issuing Center Internal Control Manual", "Shaanxi Province Welfare Lottery Issuing Center Authority Guidelines", issued the "Shaanxi Province Welfare Lottery Issuing Center Internal Control Guidelines", and formulated the " Management Measures for Risk Report of Welfare Lottery Funds in Shaanxi Province".</p> <p>Through the design, operation, supervision, evaluation, revision and perfection of internal control, a continuous and dynamic internal control management mechanism has been formed.</p>
甘肃·Gansu	<p>制定了《甘肃省福利彩票发行管理中心内部控制工作手册》，重点梳理预算管理、支出管理、政府采购管理、资产管理、项目建设管理等业务流程，完善岗位职责，工作流程和制度规范。</p>	<p>Gansu Welfare Lottery has formulated the"Work Manual for Internal Control of Gansu Welfare Lottery Issuance Management Center", focusing on the business processes of budget management, expenditure management, government procurement management, asset management, project construction management, etc. And improve the job responsibilities, workflow and system norms.</p>
新疆·Xinjiang	<p>于 2017 年 8 月起开展内控建设，2017 年进行了 5 个阶段的工作分别为：</p> <ol style="list-style-type: none">1. 内控筹划组织阶段（2017 年 8-9 月）；2. 建立内控手册启动阶段（2017 年 9-10 月）；3. 内控手册编制的推进阶段（2017 年 11-12 月）；4. 内控手册编制阶段（2018 年 1-10 月）；5. 内控手册形成阶段（2018 年 1-10 月）。	<p>Xinjiang Welfare Lottery started its internal control construction in August 2017. In 2017, it carried out five stages of work, namely:</p> <ol style="list-style-type: none">1. Internal control planning and organization stage (August to September 2017)2. Establishing the start-up phase of the internal control manual (September to October 2017)3. The advancement stage of the compilation of the internal control manual (November to December 2017)4. Compilation stage of internal control manual (January to October 2018)5. Formation stage of internal control manual (January to October 2018)

营销宣传以责任为底色
Marketing and Publicity

福利彩票的营销兼顾市场效益和社会效益，既不断创新营销方式，提升彩票销量，进而筹集更多公益金，但又不过分追求销量，转而把营销作为回馈购彩者的渠道，同时鼓励和引导购彩者理性购彩；在宣传上，把普及彩票文化知识，宣传福利彩票的公益宗旨作为宣传的重点，弱化中奖宣传、大奖宣传，不进行诱导性、刺激性宣传，通过公益宣传或公益活动的形式，传播福彩责任理念，增强公众对福彩的认知度和美誉度，吸引更多人参与到福彩事业中来。

The marketing of welfare lottery not only takes into account the market and social benefits, but also constantly innovates the marketing methods, improves the sales volume of lottery tickets, and then raises more public welfare funds, but also does not excessively pursue the sales volume. Instead, it regards marketing as a channel to reward lottery players, and encourages and guides lottery players to purchase lottery rationally. In terms of publicity, the focus of publicity is to popularize lottery cultural knowledge, publicize the public welfare purpose of welfare lottery, weaken the publicity of winning prizes and awards, do not carry out inductive and stimulating publicity, spread the concept of lottery responsibility through public welfare publicity or public welfare activities, enhance the public awareness and reputation of lottery, and attract more people to participate in the lottery business.

北京·Beijing

近3年（2016--2018）用于彩票营销的费用分别为1175.4612万元、1625.91万元、1644.93578万元，用于公益宣传的金额为3670.36万元、4943.4886万元、5688.25万元，用于促销加奖的金额为3600万元、3200万元、6400万元。

Beijing Welfare Lottery spent 11.754612 million yuan, 16.2591 million yuan and 16.4493578 million yuan on lottery marketing in the past three years from 2016 to 2018. The amount of money used for public welfare publicity was 36.7036 million yuan, 49.4348.86 million yuan, 56.8825 million yuan, and 36 million yuan, 32 million yuan and 64 million yuan respectively.



2018 年用于彩票营销、公益宣传、
促销加奖的金额分别为
1645 万元、**5688** 万元、**6400** 万元

天津·Tianjin

福利彩票惊艳亮相天津市第七届融媒体粉丝狂欢节，通过声音、影像等多种形式推广福彩文化，宣传福彩宗旨，同时设置刮刮乐小卖场开展“购彩回馈”活动，与市民一起体会福彩的乐趣。

Tianjin Welfare Lottery made a spectacular appearance in the 7th Tianjin financial media fan carnival. It promoted the lottery culture and the tenet of lottery through various forms such as sound and video. At the same time, a Guaguale shop was set up to carry out "Lottery Reward" activities, so as to experience the fun of lucky lottery with the public.



融媒体粉丝节福彩销售展位
Welfare Lottery Booth



市民参与现场互动
Citizens Participate in the on-site Interaction of Welfare Lottery Sales

河北·Hebei

5月份，河北福彩开展20选5游戏300万元派奖活动，每天派奖10万元，对使用复式投中的一等奖进行加奖。

In May, Hebei Welfare Lottery launched an activity of giving 3 million yuan for 5 out of 20 games, with 100000 yuan each day to increase the first prize in double throw.

内蒙古·Inner Mongolia

18 年共举办了 3 季“福彩大家乐”活动，活动参与总计近 240 万余人次，中奖总计 45 万余人次。

In 2018, Inner Mongolia Welfare Lottery held three seasons of "Lucky Lottery Everyone's Happiness" activities, involving nearly 2.4 million people and winning more than 450000 people.



辽宁·Liaoning

2018 年中彩中心开展刮刮乐“冠军荣耀”促销活动，辽宁福彩利用“奖不停”微信公众号开展奖上奖活动，受到辽宁彩友的热烈响应。

In 2018, CWLIMC launched the "champion glory" promotion campaign. Liaoning Welfare Lottery used the "Reward Non-stop" WeChat public account to carry out prize-winning activities, which received warm responses from Liaoning Welfare Lottery friends.

黑龙江·Heilongjiang

龙江公益行·福彩大家乐

“龙江公益行·福彩大家乐”是 18 年黑龙江省福彩中心重点打造的一档大型互动促销类活动。通过开展多主题、多票种营销，购彩者投注满足一定条件，即可参与活动，以日奖、期奖、季奖的形式赢得相应红包奖品、实物奖品和获得“走近刮刮乐”、“走近双色球”活动参与资格。

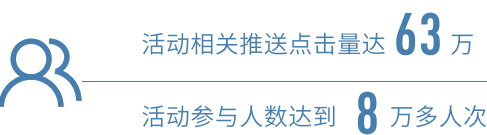
Longjiang public welfare trip

"Longjiang Public Welfare Line · Lucky Lottery" is a large-scale interactive promotion activity focused on by Heilongjiang Welfare Lottery Center in 2018. By carrying out multi theme and multi ticket marketing, lottery players can participate in the activities if their bets meet certain conditions, and win the corresponding red envelope prizes and physical prizes in the form of daily award, periodical award and seasonal award, and obtain the participation qualification of "Approaching the Guaguale" and "Approaching the Union Lotto".

广东·Guangdong

通过开展“激情世界杯 福彩为您加油”活动，实现线上、线下与购彩者互动。本次活动共派送 28 万张福彩体验券，实际兑换 26.2 万张，兑换率为 93.6%；在“广东福彩”官方微信开展答题抽奖送实物奖品的营销活动，活动相关推送点击量达 63 万，活动参与人数达到 8 万多人次。

Guangdong Welfare Lottery has realized online and offline interaction with lottery players by launching the "Passionate World Cup Welfare Lottery for You" activity. A total of 280,000 lucky lottery experience vouchers were distributed in this event, and 262,000 were actually exchanged, with an exchange rate of 93.6%. The official WeChat account of "Guangdong Welfare" launched a lottery to send real prizes marketing activities, and the event-related push hits reached 630,000. The number of participants in the event reached more than 80,000.



上海·Shanghai

9 月 15 日，第八届“上海公益伙伴日”在上海公益新天地园开幕，位于公益新天地园区的上海福彩文化馆在这天也迎来了参观者。参观者们在现场亲身体验“和合圆缘”智能售彩机器人，了解上海福彩 31 年发展历程。

In September 15th, the Shanghai Welfare Lottery launched the eighth "Shanghai public welfare partner day" at Shanghai public welfare Xintiandi park. The Shanghai Welfare Lottery Cultural Centre, located in the public welfare Xintiandi Park, also ushered visitors on this day. Visitors experienced the "Heheyuanyuan" intelligent color selling robot on the spot, and understood the 31 years development history of Shanghai Welfare Lottery.



海南·Hainan

在海口电视台三套《城市管家》栏目投放双色球 350 万赠票活动、快 2 促销、双色球派奖活动广告；在海口网络平台“海广网”及手机平台“海广 V 豆”展播福彩公益专题宣传片；在海口双创频道、“海广网”、“海广 V 豆”APP、嗨皮 V 直播投放福彩营销广告；在海口广播电视台网络平台“海广网”及海口广播电视台手机平台“海广 V 豆”《城市管家》版面开辟视频窗口对福彩公益专题宣传片进行展播。

Hainan Welfare Lottery has launched the Union Lotto 3.5 million complimentary tickets, fast 2 promotion and the Union Lotto award advertising in three sets of "City Butler" columns of Haikou TV station. The special promotional videos of the Welfare Lottery were broadcast on Haikou network platform "Haiguang Network" and mobile phone platform "Haiguang V Bean"; Launched the lottery marketing advertisements in Haikou Mass production channel, Haiguang V Bean APP and Kaixin V live broadcast; A video window is set up on Haiguang Network platform and Haikou Radio and TV station mobile platform "Haiguang V Bean" and "City Housekeeper" page to show and broadcast the special publicity video of welfare lottery.



浙江·Zhejiang

为迎接“双色球 10 亿元大派奖”和“双色球上市十五周年”活动，感谢广大购彩者一直以来的支持和厚爱，浙江福彩策划并开展一系列活动，“派奖促销 + 品牌推广 + 线下活动”全方位进行，三重惊喜福利重磅造势掀起一轮彩市狂欢新风尚。

Zhejiang Welfare Lottery, in order to welcome the "one billion yuan big pie Award" and "the 15th Anniversary of Union Lotto Listing", thanks to the support and love of lottery players, Zhejiang Welfare Lottery planned and carried out a series of activities, "prize distribution promotion + brand promotion + offline activities" in an all-round way, and the triple surprise welfare made a new trend of lottery carnival.

陕西·Shaanxi

在全国率先提出打造“公益驿站”理念，将公益驿站打造成高标准的集彩票销售、福彩宣传、公益服务为一体的社会化形象窗口，强化公益属性和回馈社会功能，通过线上高回馈吸引线下流量，再到线下领取奖品等增强体验度，实现线上线下良性循环；与陕西广播电视台《夺宝秦兵》栏目合作，在全省范围内开展了 14 场“福彩刮刮乐夺宝秦兵挑战赛”线下专题活动，现场总参与人数近 3000 人，观摩人数达数万人。

开展了 14 场
“刮刮乐夺宝秦兵挑战赛”线下活动
现场总参与人数近 3000 人



福彩公益驿站
Welfare Lottery's Public Welfare Station



夺宝秦兵挑战赛西安站
Qin Challenge, Xi'an Station

西藏·Tibet

经过前期研讨走访、多方协调、精心准备，7月28日，西藏首个即开票户外销售活动在阿里拉开帷幕。阿里地区福彩管理站组织开展了丰富多彩的“阿里象雄文化节”即开票户外促销活动，通过现场买赠活动、奖上奖活动，受到当地群众的欢迎。

On July 28, Tibet's first outdoor sales activity of instant lottery was opened in Ali after preliminary discussions, visits, multi-party coordination and careful preparation. Ali Welfare Lottery management station organized and carried out a variety of "Ali Xiangxiong Cultural Festival", that is, instant lottery outdoor sales promotion activities. Through buy and get free promotion and award on award activity, it was welcomed by the local people.

购彩服务以责任为追求
Lottery Service

福利彩票不仅通过形象化建设，更新硬件设备，为购彩者提供整洁舒适的购彩环境，更致力于为购彩者提供优质贴心的购彩服务。福利彩票通过售前耐心沟通、回复购彩者咨询，售中正面引导、倡导理性购彩，售后贴心服务、安全便捷兑奖，让购彩者拥有良好的购彩体验。

Welfare lottery not only provides a clean and comfortable environment for lottery players through visualization construction and updating hardware equipment, but also devotes itself to providing high-quality and intimate lottery service for lottery players. Through patient communication before sale, reply to the player's consultation, positive guidance and advocacy of rational lottery purchase, after-sale considerate service, safe and convenient cashing, welfare lottery can make lottery players have a good lottery purchasing experience.

北京·Beijing

全年客户服务中心共接听咨询电话 15303 个，投诉 52 个。

Throughout the year, the customer service center received 15303 consultation calls and 52 complaints.



全年客户服务中心共接听

咨询电话 **15303** 个，投诉 **52** 个

天津·Tianjin

为方便上班族购彩者兑奖，在每周六上午为购彩者提供兑奖服务。

In order to facilitate the office workers to redeem their lottery tickets, the lottery players will be provided with cashing service every Saturday morning.

安徽·Anhui

开通 24 小时兑奖服务热线，致力于为购彩者提供便捷、安全、高效、优质的服务。

Anhui welfare lottery has opened a 24-hour service hotline to provide convenient, safe, efficient and high-quality service for lottery players.



开通 24 小时

兑奖服务热线

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强化管理与服务，担负起对购彩者的责任
Strengthen Service and Management, Shoulder Responsibility for Players

内蒙古·Inner Mongolia

为提升即开票兑奖便捷性，保障即开票销售展示柜兑奖功能实现，上线运行即开票“微信兑奖平台”，截止 2018 年底“微信兑奖平台”累计兑奖金额 545.2429 万元，兑奖总人数达 32163 人，兑奖次数 479606 次。

In order to improve the convenience of cashing instant lottery and guarantee the realization of the cashing function of the ticket sales display cabinet, Inner Mongolia welfare lottery has launched the "Wechat prize cashing platform" which is invoiced on line. As of the end of 2018, the accumulated amount of prize cashing of "Wechat reward platform" reached 5.452429 million yuan, the total number of people cashing reached 32163, and the number of times of cashing was 479606.



“微信兑奖平台”累计兑奖金额

545.2429 万元



兑奖总人数达 **32163** 人

兑奖次数 **479606** 次

浙江·Zhejiang

首条购彩者心理服务热线 8 月 8 日起正式开通，全年线上线下服务上万人次，接听购彩者、站点业主、社会各界有效来电 1677 个，其中解答购彩者咨询 1505 个，收到购彩者相关建议及诉求 102 条。

The first psychological service hotline for lottery players of Zhejiang welfare lottery was officially opened on August 8. It has provided online and offline services for tens of thousands of people throughout the year. A total of 1677 valid calls is received from lottery players, site owners and all walks of life. Among them, 1505 inquiries were answered and 102 suggestions and appeals were received from lottery players.



首条购彩者心理服务热线正式开通

全年解答购彩者咨询 **1505** 个

收到购彩者建议及诉求 **102** 条

山东·Shandong

设立客户服务中心，建设 96677 电话服务平台，集合省福彩中心、市福彩中心和合作单位的客服人员，统一标准、统一要求，为社会公众提供咨询和投诉服务，收听公众建议，客服中心人工服务每天 8 小时，节假日不休，8 小时外提供自动语音服务，包括游戏玩法介绍、开奖号码查询等，2018 年共接听公众来电 140490 次，处理公众投诉 323 次。

Shandong welfare lottery has set up a customer service center, built a 96677 telephone service platform, and gathered customer service personnel from provincial lottery center, municipal lottery center and cooperative units to unify standards and requirements, provide consultation and complaint services for the public, listen to public suggestions, and provide manual service in the customer service center for 8 hours a day, without holidays, and provide automatic voice service beyond 8 hours, including In 2018, it received 140490 calls from the public and handled 323 complaints from the public.

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河南 · Henan

对于即将到期尚未兑付的较大奖项，在媒体以及在中奖站点贴公告等方式提示购彩者及时兑奖；中奖人员个人信息采取严格保密措施，中奖人员信息专用电脑登记保存不联网，不录入生产系统，登记资料专人负责保管。

Henan welfare lottery for the large awards that are about to expire and have not been cashed, the lottery players are prompted to cash in time by posting announcements in the media and in the winning sites. The personal information of the winners has been strictly kept confidential, and the personal information of the winners has been registered and kept by a dedicated computer, which is not connected to the network, and the registration data are not entered into the production system.



上海 · Shanghai

1月15日，上海福彩电子支付在全市开通，市民可在全市销售网点通过支付宝、微信等电子支付手段购买彩票；为进一步提升即开票的体验度，方便购彩者兑奖，中心积极推进即开票手机兑奖功能的开发和测试，并于7月2日正式上线，购彩者可以通过关注上海福彩官方微信扫码兑奖。

On January 15th, Shanghai welfare lottery electronic payment was opened in the city, and the public can buy lottery tickets through electronic payment means such as Alipay and WeChat in the city's sales outlets. In order to further enhance the instant lottery experience and make it easier for lottery players to redeem prizes, the center has actively promoted the development and testing of instant invoicing mobile phone redemption functions, and it was officially launched on July 2. Lottery players can scan the code by following the official WeChat account of Shanghai Welfare Lottery Redemption.



广东 · Guangdong

购彩者教育

通过“福彩常识有奖竞答”活动，开展购彩者教育。在“广东福彩”官方微信以答题抽奖送实物奖品的形式开展，活动相关推送点击量达63万，活动参与人数达到8万多人次，进一步提升了购彩者对福利彩票的认知度。

The Education of Welfare lottery player

Through the activity of "lottery common sense prize competition", the lottery players' education is carried out. The official Wechat of "Guangdong Welfare Lottery" was carried out in the form of answering questions, answering questions, and giving physical prizes. The number of push hits related to the activity reached 630000, and the number of participants reached more than 80000, which further improved the recognition of lottery players to the welfare lottery.



陕西 · Shaanxi

搭建综合服务体系

搭建客服中心，建设96106客服热线系统，创新管理模式，提高服务水平；进一步树立为民爱民工作理念，提高“互联网+福彩”智慧型服务意识；开发自助兑奖和号码发布系统，方便购彩者和业主；快速响应诉求，实现政策咨询、购彩者沟通、传递理念、便民服务功能；形成以96106呼叫中心系统为主，公众号、官网、邮箱为辅的综合服务体系。

Building a comprehensive service system

Build customer service center, build 96106 customer service hotline system, innovate the management mode, improve the service level; further establish the concept of working for and for the people, and enhance the awareness of "Internet + fortune Lottery" intelligent service; to develop a self-redemption and number release system for the convenience of lottery buyers and owners; quickly respond to the demands, and realize the functions of policy consultation, lottery buyers' communication, concept transmission, and convenience service; A comprehensive service system consisting mainly of 96106 calling system and supplemented by public number, official website and mailbox is formed.

湖南·Hunan	
全年共受理办结来电、来访、信访事项 60 余件，均圆满处理完毕，全年无重大群体性上访事件发生，保障了福彩安全运行，健康发展。	Hunan welfare lottery handled more than 60 calls, visits and letters and calls, all of which were successfully handled. No major group petition events occurred throughout the year, ensuring the safe operation and healthy development of lucky lottery.
重庆·Chongqing	
联合重庆工商银行全面推出“306 双色球定投”业务，每注 2 元，全年 153 期，共计 306 元，故简称“306 定投”，简便快捷的一次性投注，全年期期都有中大奖机会。	Chongqing United Chongqing Industrial and Commercial Bank of China launched the "306 Union Lotto fixed investment" business. Each bet is 2 yuan, 153 rounds for a year, totaling 306 yuan, so it is referred to as "306 fixed investment". It is a simple and quick one-time betting, and there is a chance to win a big prize throughout the year.
 全面推出“306 双色球定投”业务	
青海·Qinghai	
发送玩法宣传材料 为加强购彩者对福彩各玩法的了解及提高购彩者的投注技巧，编印了《福彩双色球 2018 投注使用手册》、《福彩 3D 2018 投注使用手册》等培训宣传材料，发送到各彩票销售场所供购彩者使用。	Qinghai Welfare Lottery sends game play promotional materials. In order to strengthen lottery players' understanding of the various game methods of Welfare Lottery and improve the betting skills of lottery players, it has compiled and printed "Welfare Lottery Union Lotto 2018 Betting Manual", "Welfare Lottery 3D 2018 Betting Manual" and other training and promotional materials, and sent them to each lottery sales. The venue is for lottery players.
 编印了《福彩双色球 2018 投注使用手册》 《福彩 3D 2018 投注使用手册》 等培训宣传材料	
新疆·Xinjiang	
全年共接听购彩者、彩票销售场所销售员的咨询、反馈电话 83 通，受理投诉电话 17 通，做到了热心解答，及时处理、反馈，投诉办结率 100%，满意率 100%。	During the year, Xinjiang Welfare Lottery received 83 consultation and feedback calls from lottery players and lottery sales place salespersons, and 17 calls for complaints. It was enthusiastic to answer, handle and feedback in a timely manner. Complaint handling rate was 100%, and the satisfaction rate was 100%.

可持续发展建设以责任为根基 Sustainable Development

福利彩票因责任而生，既要对购彩者负责，引导购彩者理性购彩、针对问题购彩行为进行干预，推动购彩行为的可持续发展，也要对彩票行业负责，通过行业研究、打击“私彩”，推动整个行业绿色可持续发展。

Welfare lottery is born of responsibility. It must be responsible for lottery players, guide lottery players to buy lottery rationally, intervene in problematic lottery behavior, and promote the sustainable development of lottery behavior. It must also be responsible for the lottery industry. Through industry research, crack down on "private lottery" and promote the green and sustainable development of the entire industry.

北京·Beijing	
北京福利彩票发行中心制作下发了两种“购彩提示牌”，要求销售站在明显位置摆放或悬挂，以提示未成年人不得购彩及理性购彩等。	Beijing Welfare Lottery Center has issued two kinds of "lottery reminders", which requires sales stations to be placed or hung in obvious locations to advise minors not to buy lottery and rationally buy lottery.
河北·Hebei	
开展市场调研，掌握市场一线实况，为上级决策提供有益参考。所有销售厅均张贴或悬挂有“每人每天限额投注 200 元”警示性标语、标牌。同时，销售厅工作人员在遇到非理性购彩人员时，会第一时间进行劝阻，有效防止非理性购彩行为发生。	Hebei Welfare Lottery conducts market research, grasps the real situation of the market, and provides the useful reference for superior decision-making. All sales office hung up warning signs and signs of "200 yuan per person per day limit". At the same time, when the sales hall staff encounter irrational lottery players, they will promptly discourage them to effectively prevent irrational lottery purchases.
把打击非法彩票工作作为一项常态化的工作，常抓不懈，2018 年进一步加大打击非法彩票力度、集中整治影响彩票市场的各类非法销售彩票活动，认真处理非法彩票投诉案件，发现一处、查处一处，从根源上杜绝私彩的蔓延，还购彩者一个纯净的购彩空间。	Regarding the fight against illegal lottery as a normal task, it will continue to work tirelessly. In 2018, it further increased efforts to crack down on illegal lottery, intensively rectify various illegal lottery sales activities that affect the lottery market, and seriously handled illegal lottery complaints. Found one, investigated and dealt with one, stopped the spread of private lottery from the root, and provided a pure lottery space for players.

吉林·Jilin

各级福彩机构，将打击非法彩票行动安排印制成各种宣传品，张贴到彩票销售场所和街头，形成强烈的舆论氛围，发动广大群众参与打击“私彩”；各级福彩管理机构在认真自查的基础上，与各彩票销售场所签订了责任书，并与当地财政、公安部门建立联动机制。

Welfare lottery agencies at all levels in Jilin have arranged the fight against illegal lottery to be printed into various promotional materials and posted on lottery sales places and on the streets to form a strong public opinion atmosphere and mobilize the masses to participate in the crackdown on "private lottery"; on the basis of careful self-examination, a letter of responsibility was signed with each lottery sales place, and a linkage mechanism was established with local finance and public security departments.

上海·Shanghai

开展了“上海市福利彩票购买者研究”的课题研究，从上海福彩各主要游戏和主要销售渠道了解购买者群体规模、购彩行为和习惯、购彩影响因素等。

The research project of "Shanghai Welfare Lottery Buyers Study" was carried out to know the buyers' group size, purchasing behavior and habits and influencing factors from the main games and sales channels of Shanghai Welfare Lottery.



山东·Shandong

山东福彩文化课题，委托山东大学专家整理、解读山东福彩文化。以和谐、规范、高效、卓越为中心文化，形成“六个好”的文化体系，着力建设山东福彩特色文化；山东福利彩票市场重点难点问题分析及对策研究，委托山东财经大学专家研究分析山东福彩市场面临的问题，寻找提升市场竞争力的方法；编制了《山东省福利彩票视频型彩票销售厅标准体系》，该标准体系共8个标准文件，包含视频型彩票销售厅区位管理规范、岗位设置规范、员工行为规范、财务管理规范、技术管理规范、安全管理规范、销售服务规范、考核管理规范；摄制完成了《视频型彩票销售厅财务管理示范片》，该片用于规范销售厅财务管理相关工作流程和环节，是全省视频票规范化管理教学材料的补充和完善。

Shandong Welfare Lottery applied for Shandong Welfare Cultural Project and commissioned experts from Shandong University to sort out and interpret Shandong Welfare Culture. Take harmony, standardization, efficiency and excellence as the central culture, form a "six good" cultural system, and strive to build Shandong Welfare's characteristic culture; analysis of key and difficult problems in Shandong welfare lottery market and countermeasures, commissioned experts from Shandong University of Finance and Economics to study and analyze the problems faced by Shandong welfare lottery market, and find ways to improve market competitiveness; the "Shandong Province Welfare Lottery Video Lottery Sales Hall Standard System" was compiled. The standard system has a total of 8 standard documents, including video-based lottery sales hall location management specifications, job setting specifications, employee behavior specifications, financial management specifications, and technical management specifications, safety management specifications, sales service specifications, assessment management specifications; the filming of the "Video-type Lottery Sales Hall Financial Management Demonstration Film" was completed. This film is used to standardize the financial management related work processes and links of the sales hall. It was a supplement and improvement to the teaching materials for the standardized management of video tickets in the province.



浙江·Zhejiang

首次公开招标完成《社会责任指标体系构建项目》的课题研究，以《中国福利彩票社会责任标准规范》，通过专业的文献研究、专家访谈、街头调查及线上调查的方法，创新实践，对已经开展的社会责任项目进行绩效评估。根据购彩者与公众对浙江福彩社会责任建设的相关性和了解程度，对购彩者责任、社区责任和公益建设情况三个一级指标对应的 19 个二级指标进行满意度测试。

Zhejiang Welfare Lottery's first public bidding completed the subject research of the "Social Responsibility Index System Construction Project", based on the "China Welfare Lottery Social Responsibility Standards", through professional literature research, expert interviews, street surveys and online survey methods, innovative practices, perform performance evaluation on social responsibility projects that have been carried out. Based on the relevance and understanding of the social responsibility construction of Zhejiang Welfare Lottery by the lottery players and the public, a satisfaction test was conducted on 19 secondary indicators corresponding to the three primary indicators of lottery player responsibility, community responsibility and public welfare construction.

广东·Guangdong

与广东财经大学彩票研究中心合作建立的全国首个彩票社会责任研究的实践基地——广东福利彩票社会责任研究与实践基地。基地自成立以来，设立了购彩者咨询中心对非理性购彩者进行疏导、编写完成了国内第一本购彩者工作手册、举办了“福彩杯”公益项目策划创新大赛、创建了彩票研究智库、举办了“2016 彩票社会责任国际论坛”。

Guangdong Welfare Lottery has cooperated with the Lottery Research Center of Guangdong University of Finance and Economics to establish the country's first practice base for social responsibility research of lottery-Welfare Lottery Social Responsibility Research and Practice Base. Since its establishment, the base has set up a lottery buyer consultation center to guide irrational lottery buyers, compiled the first lottery buyer work manual in China, held the "Lottery Cup" public welfare project planning and innovation competition, created a lottery research think tank, and held the "2016 International Lottery Social Responsibility Forum".



基地购彩者心理辅导室
A Psychological Consultation Room for Lottery Player

重庆·Chongqing

重庆市福彩编制市场发展趋势报告，研究当前重庆市福彩市场的发展趋势。本研究明晰当前重庆福彩市场发展面临的主要问题，为明确重庆福彩未来发展方向奠定良好基础。

阳光福彩·社工服务热线

在预防和干预非理性购彩的工作中，开通福彩 24 小时咨询电话 023-67508888 按 5 号键设置为社工服务热线，并由专职社工接听来电开展购彩心理咨询服务，全年共接听来电 47 例，累计电话咨询服 4.3 小时，线下开展自杀心理危机干预个案服务 3 例，戒彩心理咨询 1 例。

Chongqing Welfare Lottery has produced a report on the development trend of the Chongqing Welfare Lottery Compilation Market to study the current development trend of the Chongqing Welfare Lottery market. This study clarifies the main problems facing the development of the Chongqing Welfare Lottery market, and lays a solid foundation for clarifying the future development direction of Chongqing Welfare Lottery.

Sunshine Welfare Lottery. Social Work Service Hotline:

In the work of preventing and intervening in irrational lottery purchases, open the Welfare Lottery 24-hour consultation hotline 023-67508888 and press the No. 5 keys to set up as a social worker service hotline, and full-time social workers will answer the calls to carry out psychological counseling services for lottery purchases. A total of 47 calls is answered throughout the year, with a total of 4.3 hours of telephone consultation services, 3 cases of suicide crisis intervention services offline, and 1 case of psychological counseling on abstinence.

开通社工服务热线
提供购彩心理咨询服务
全年共接听来电 47 例

线下开展自杀心理危机干预个案服务 3 例
戒彩心理咨询 1 例



阳光福彩社工热线”宣传页
Brochure for "Sunshine Welfare Lottery Social Worker Hotline"

海南·Hainan

购彩者及干部职工心理健康教育培训项目，该项目有以下内容：

1. 在海口和三亚共开办心理健康保健知识讲座及沟通技巧培训班 4 期，团体辅导心理素质拓展班 4 期，日常应急救护技能培训班 4 期，参加培训的人员达 1000 余人次；

2. 编制了购彩者心理健康保健知识教育宣传手册 10000 册，免费供购彩者索取和阅读。开通了专家心理咨询服务微信及电话热线，为彩票中心干部职工、购彩者提供相关心理辅导。共接听电话咨询 300 余人次；

3. 在海南省福利彩票发行中心与三亚福彩中心开设心理健康保健咨询工作室，选派专家开展现场咨询共 220 余小时，接待一般咨询 200 余人次，疑难问题咨询 70 余人次。

开办心理健康保健知识讲座及沟通技巧培训班

参加培训的人员达1000余人次

编制并派发购彩者心理健康知识教育宣传手册

10000册

开设心理健康保健咨询工作室

选派专家开展现场咨询共220余小时

开通专家心理咨询服务微信及电话热线

共接听电话咨询300余人次

Hainan Welfare Lottery launched a mental health education and training project for lottery players and cadres and employees. The project has the following contents:

1. Held training courses in Haikou and Sanya, including 4 mental health care knowledge lectures and communication skills training courses, 4 group counseling psychological quality development courses, 4 daily emergency care skills training courses, and more than 1,000 people participated in the training;

2. 10,000 copies of the education and publicity manuals on mental health and health knowledge for lottery players have been compiled, which were free for lottery players to request and read. The WeChat and telephone hotline for expert psychological counseling services have been opened to provide relevant psychological counseling for officials and employees of the lottery center and lottery players. A total of more than 300 telephone consultations were answered.

3. The Hainan Welfare Lottery Issuing Center and the Sanya Welfare Lottery Center set up mental health care consultation studios, selected experts to conduct on-site consultations for more than 220 hours, received more than 200 general consultations and more than 70 consultations on difficult questions.

福建·Fujian

福建省所有中福在线销售厅大门口均悬挂“禁止未成年人入内”的标识铭牌。销售厅和彩票销售场所内显著位置张贴“禁止未成年人入内”、“理性购彩、量力而行”等宣传标语。

The gates of all China Welfare Lottery online sales halls in Fujian Province are hung up with "No Minors Entering" signs. Propaganda slogans such as "No minors are allowed in", "Shopping lottery rationally, and doing what we can" are posted in prominent locations in sales halls and lottery sales places.

销售场所均悬挂“禁止未成年人入内”

“理性购彩、量力而行”等宣传标语



进一步强化公益培训，在培训彩票销售场所业主销售员的队伍中，除了培训玩法和技术外，更加注重购彩者的公益培训，提出购彩者是最大的公益使者的理念。

更加注重购彩者的公益培训

提出 购彩者是最大的公益使者 的理念



Shaanxi Welfare Lottery further strengthened public training. In addition to training game play and skills, among the team of training lottery sales place owners and salesmen, it paid more attention to public training of lottery players, and put forward the concept that lottery players are the biggest public welfare messengers.

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支持与发展承担起 对员工的责任

福利彩票始终秉持以人为本的员工关爱理念,坚持职业化员工队伍建设导向,持续优化员工职业发展通道,强化工综合能力培养,为员工打造多元化发展平台,营造积极健康的工作氛围,促进员工与福彩事业融合发展。

Welfare Lottery always adheres to the people-oriented concept of employee care, adheres to the orientation of professional management channels, strengthens employee Comprehensive care for employees, creates a positive and healthy working atmosphere, and promotes the integrated development of employees and the Welfare Lottery business.

员工教育与发展
Employee Education and Development

辽宁·Liaoning

为提高基层网点彩票销售人员的业务水平，规范销售行为，对 367 名新销售人员进行了福彩销售资格认证考试，共有 316 名取得了福彩销售资格证书，通过率为 86%。不合格人员后续进行补考，考试合格后方可上岗销售。

In order to improve the business level of the lottery sales staff at the grass-roots outlets and regulate the sales behavior, Liaoning Welfare Lottery conducted the Welfare Lottery Sales Qualification Examination for 367 new sales staff. A total of 316 people obtained the Welfare Lottery Sales Qualification Certificate, with a passing rate of 86%. The unqualified personnel will take a make-up exam and they will not be allowed to work until they pass the exam.

 共有 **316** 名取得了福彩销售资格证书

黑龙江 Heilongjiang

10 月 29 日，黑龙江省福彩中心举办全省“不忘初心 牢记使命”演讲比赛暨全省福彩新闻宣传工作培训。邀请各市地福彩从业人员，就本省福彩未来的发展、龙江福彩的愿景和创新进行演讲。同时，聘请舆情专家对全省福彩从业人员开展舆情培训

On October 29th, Heilongjiang Provincial Welfare Lottery Center held a provincial “Do not forget the original heart and remember the mission” speech contest and the province’s Welfare Lottery news publicity training. It invited all local welfare lottery practitioners to give speeches on the future development, vision and innovation of the province’s welfare lottery. At the same time, hiring public opinion experts to conduct public opinion training for welfare lottery practitioners across the province.

江西·Jiangxi

举办全省宣传队伍新媒体业务培训班，掀起使用短视频、H5 等新形式和新手段宣传的热潮。

Jiangxi Welfare Lottery held a new media business training class for propaganda teams across the province, setting off an upsurge in the use of new forms and new methods such as short videos and H5.

山东·Shandong

共组织 26 场次培训，多层面、多层次提升队伍能力素质；建成省市两级培训师师资库，为提升全系统培训工作质量储备了丰富的人才资源。

依托福彩学堂、青年读书交流会、演讲比赛等活动，大力开展以“学做人学业务、背政策背数字”为主要内容的“双学双背”工程，培养员工爱岗敬业的工作态度。

Shandong Welfare Lottery has organized a total of 26 training sessions to improve the competence and quality of the team at multiple levels and at multiple levels; it has built a two-level provincial and municipal trainer and teacher database, which reserves a wealth of human resources for improving the quality of training throughout the system. And relying on activities such as Welfare Lottery Academy, Youth Reading Exchange Meetings, and Speech Contests, we vigorously carry out the "Double Learning and Double Backing" project with "learning to be a man and business, learning from policies and numbers" as the main content, and cultivate employees' attitude of love and dedication to work.



共组织 **26** 场次培训



浙江·Zhejiang

开展“不忘初心 牢记使命”演讲比赛，全省福彩系统层层选拔，宁波福彩俞蓉从中脱颖而出，代表浙江福彩系统参加了由中福彩中心主办的首届全国福彩系统青年演讲比赛获得二等奖。

2018 年，在中福彩中心组织开展的第二届即开型福利彩票营销创意征集大赛中，由浙江福彩选送的《“魅力四射”营销方案》《刮刮乐“越”刮越快乐》荣获营销策划类三等奖；《刮刮乐“越”刮越快乐（2）》获得微视频类三等奖；《刮刮乐“越”刮越快乐（1）》获得视频类优秀奖。

在第五届即开型彩票游戏征集评选活动中，由浙江福彩选送的作品《魅力 4 射》《共享金》荣获一等奖；《璀璨夺目》获得三等奖。

Zhejiang Welfare Lottery launched a speech contest "Don't forget the original heart and remember the mission". The province's welfare lottery system was selected layer by layer, Ningbo Welfare Lottery Yu Rong stood out from the crowd and participated in the first National Welfare Lottery System Youth Speech Contest hosted by the China Welfare Lottery Center and won the second prize.

In 2018, in the second instant welfare lottery marketing idea collection contest organized by the China Welfare Lottery Center, Selected and sent by Zhejiang Welfare Lottery, "Charming" Marketing Plan, "Guaguale,the More You Scratch,the Happier You Will Be" won the third prize in marketing planning category; "Guaguale,the More You Scratch,the Happier You Will Be. (2)" won the third prize of micro video category; "Guaguale, the More You Scratch,the Happier You Will Be (1)" won the excellent award in the video category.

In the Fifth Instant Lottery Game Solicitation and Selection Activity, the works "Glamorous" and "Shared Gold" selected and sent by Zhejiang Welfare Lottery won the first prize; "Bright is Dazzling won" the third prize.



宁波福彩俞蓉参加首届全国福彩系统
青年演讲比赛获得 **二等奖**

湖北·Hubei

组织中心干部职工参加全国法律知识竞赛、推选 4 人参加全国福彩首届青年演讲比赛，中心获得组织奖。

Hubei Welfare Lottery organized the cadres and employees to participate in the National Legal Knowledge Contest, and selected 4 people to participate in the first National Welfare Lottery Youth Speech Competition. Finally, it won the organization award.



推选 **4** 人参加全国福彩首届青年演讲比赛
并荣获组织奖

湖南·Hunan

坚持把团队建设作为最重要的基础工作来抓，通过深化规范管理、加强教育培训、开展文体活动等形式，不断提高队伍的凝聚力与战斗力，激励干部职工努力工作，争创文明先进，获得了众多荣誉，展现了湖南福彩积极进取的新风尚。

Hunan Welfare Lottery insists on team building as the most important basic work. Through deepening standardized management, strengthening education and training, and carrying out cultural and sports activities, it continuously improves the cohesion and combat effectiveness of the team, encourages cadres and employees to work hard, strives for civilization and advanced, and has won numerous honors show the positive and enterprising new trend of Hunan Welfare Lottery.



福彩篮球队参加湘民社区马斯特杯篮球赛
Participate in the Community Basketball Game



湖南省福彩中心在“三八”妇女节开展主题教育活动
Women's Day Theme Education

海南·Hainan

开展全省福利彩票快开游戏从业人员业务培训班，邀请了全国高级礼仪培训师现场以身教学，通过此次授课培养销售人员在工作过程中掌握服务心态塑造、行业形象礼仪、服务举止礼仪、服务流程规范的基本常识。

Hainan Welfare Lottery launched a business training course for employees of welfare lottery quick games in the province, and invited senior national etiquette trainers to teach on-site. Through this lecture, sales personnel will be trained to master the basic common sense of service mentality shaping, industry image etiquette, service manner etiquette, and service process standardization in the working process.

广东·Guangdong

开展“传递爱心，服务社会——广东福彩销售团队传承长征精神在行动”为主题的全省福彩销售人员拓展活动。

Guangdong Welfare Lottery launched a province-wide welfare lottery sales staff development activity with the theme of "Delivering Love and Serving the Society—Guangdong Welfare Lottery Sales Team Inherited the Long March Spirit in Action". The activity was divided into 16 batches, with 1,905 lottery sales place managers and sales staff participating.

And the "Province Welfare Lottery System Knowledge Contest" was launched, which included the development history, rules and regulations, and game business of Welfare Lottery. The competition enhanced the overall team's sense of honor and professionalism.

开展 **16** 批次
“传递爱心，服务社会”销售人员拓展活动
共 **1905** 名彩票销售场所
负责人及销售人员进行参加



福建·Fujian

开展员工综合素质方面学习培训 28 场，其中 7 次关于责任彩票方面的培训，通过政治理论教育、综合知识教育和安全教育等方面内容的学习，使中心员工政治素质、理论水平、履职能力、业务素养得到有效提升。

Fujian Welfare Lottery has carried out 28 training on the comprehensive quality of employees, including 7 training on responsible lottery. Through the study of political theory education, comprehensive knowledge education and safety education, the center staff's political quality, theoretical level, and ability to perform duties and business literacy has been effectively improved.

开展员工综合素质方面学习培训 **28** 场

重庆·Chongqing

管理团队专业强训，3 个层级，7 个专题培训，520 余人次参训；管理团队分级测评，跨时 2 个月，测评 2 天，从 4 个维度，完成 4 个岗位、58 人项目、区域经理的首次分级；销售员分级评定，开展课堂培训 12 场次，并通过选拔考试分级评定并授牌予 150 名高级销售员、2250 名中级销售员、18 名销售师；销售技能培训，梦想创业课堂 9 期培训 / 参训人员 1058 人次，中福成长学院 9 大精品课程探索拓展式培训。

Chongqing Welfare Lottery conducts professional and strong management team training, divided into 3 levels, 7 special training, and more than 520 people participated in the training. And carry out the management team grading evaluation, which spans 2 months and 2 days of evaluation, and completed the first grading of 4 positions, 58 projects, and regional managers from 4 dimensions. Salesmen are graded and evaluated, 12 class training sessions are carried out, and 150 senior salesmen, 2250 mid-level salesmen, and 18 salesmen are awarded with graded evaluation through selection examinations. Sales skills training, including 9 sessions of dream entrepreneurship classroom training for 1,058 participants, and exploration and expansion training for 9 top-quality courses of China Welfare Lottery Growth Institute.

3 个层级，7 个专题培训
520 余人次参训



员工支持与关爱
Employee Support and Care

天津·Tianjin

举行职工运动会

为丰富职工工业余生活，贯彻“身心健康、快乐工作”理念，天津福彩举行了第五届职工运动会；设立 17 个管理服务站服务全市销售场所，贴近一线，了解站点需求，并且不断细化管理服务流程和指标，提升服务水平。



设立 17 个管理服务站
服务全市销售场所



河北·Hebei

秦皇岛市福彩中心组织全市福彩彩票销售场所销售员统一免费健康体检。迄今为止，秦皇岛市福彩中心已经连续五年组织销售员进行免费健康体检。

The Qinhuangdao City Welfare Lottery Center in Hebei organized a uniform free health check-up for sales staff in the city's Welfare Lottery sales places. So far, Qinhuangdao City Welfare Center has organized sales staff to conduct free health checkups for five consecutive years.

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支持与发展，承担起对员工的责任
Support and Development , Shoulder Responsibility for CWL

安徽·Anhui

组织全省视频票销售厅管理人员培训。通过线下集中培训，运用生动的日常生活实例，为大家详细的讲解了工作和生活中常见的心理问题点和情绪控制排解方式方法。

Anhui Welfare Lottery organized training for managers of video ticket sales offices across the province. Through offline intensive training, using vivid daily life examples, it explained in detail the common psychological problems in work and life and the ways and methods of emotional control and resolution.

福建·Fujian

落实《关于印发〈省直机关在职职工住院净自付医疗费用补助实施办法〉的通知》，对生病住院的职工进行医疗费用补助；举行了春节登山比赛、“参观上下杭 品味老福州”三八妇女节活动、“3.12”植树节活动、“迎五一”拔河比赛、“我和福彩的小故事”演讲比赛等活动，增强员工的集体感和荣誉感。

Fujian Welfare Lottery implemented the "Notice on Printing and Distributing the Implementation Measures for Subsidy for Net Self-Pay Medical Expenses for In-service Employees of Provincial Organs", and provided medical expense subsidies to employees who are sick and hospitalized; Activities such as the Spring Festival Mountaineering Competition, "Visit Shangxiahang and Taste Charming Fuzhou" March 8th Women's Day, "3.12" Arbor Day, "Welcome May Day" Tug of War Competition, and "Small Story of Me and Welfare Lottery " speech contest, etc. These greatly enhanced the sense of collective and honor of employees.

深圳·Shenzhen

开展送销售员返乡活动

开展了“走基层、送温暖”慰问彩票销售场所活动，为彩票销售场所提供大米、食用油、凉茶等慰问品。

Shenzhen Welfare Lottery launched an activity to send salesmen back home. The activity of "going to the grassroots and sending warmth" to the lottery sales places was carried out to provide rice, edible oil, herbal tea and other consolation products for lottery sales places.

海南·Hainan

提供心理咨询服务

通过开设心理辅导诊室、热线电话、微信公众号、举办心理健康讲座等方式构建了咨询服务平台，为彩票发行中心干部职工、购彩者提供相关心理辅导。

Hainan Welfare Lottery provided psychological counseling services. A counseling service platform has been established by opening psychological counseling clinics, hotlines, WeChat public accounts, and holding mental health lectures to provide relevant psychological counseling for cadres and employees of the lottery distribution center and lottery players.

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重庆·Chongqing

修订完善员工慰问帮扶制度

加大员工关爱与帮扶，修订完善员工慰问帮扶制度，针对员工家庭困难、疾病等生活实际进行关怀关爱，倡导人文理念，提升福彩文化内涵。此外，通过工会兴趣小组方式，积极组织员工开展足球、摄影等形式多样的工会活动，丰富提升员工生活情趣，培养高尚健康的生活理念。

Chongqing Welfare Lottery revised and improved the system of employee condolences and assistance.

It has increased the care and assistance to employees, revised and improved the employee condolences and the assistance system, cared for employees' family difficulties, illnesses and other life practices, advocated humanistic concepts, and enhanced the cultural connotation of Welfare Lottery. In addition, through trade union interest groups, employees were actively organized to carry out various trade union activities such as football and photography, enriching and enhancing the life interest of employees, and fostering a noble and healthy life concept.



修订完善 员工慰问帮扶制度

青海·Qinghai

组织省福彩中心全体员工开展了主题为“强青年体魄展福彩风采”的八公里徒步穿越活动，丰富了青年职工业余文化生活，激发了青年职工队伍活力，增强了团队凝聚力。

Qinghai Welfare Lottery Center organized all employees of Welfare Lottery Center in the province to carry out an eight-kilometer trekking activity with the theme of "Strengthening Youth's Physical Fitness and Demonstration of Welfare", enriching the amateur cultural life of young employees, stimulating the vitality of the youth workforce, and enhancing team cohesion.



组织省福彩中心全体员工开展了主题为

“强青年体魄展福彩风采”的八公里徒步穿越活动

四川·Sichuan

开展站点管理员“一对一”帮扶活动，全省共有201名乐透数字票管理人员参与帮扶活动，帮扶彩票销售场所总数235个；为了缓解站点经营压力，提高站点服务质量，四川省福彩中对彩票销售场所发放开奖号码图和通讯专项补贴；对全省21个市州进行划片管理，建立了片区联系人制度，保证对市州进行及时管理和指导。

Sichuan Welfare Lottery carried out “one-to-one assistance” activities for site administrators. A total of 201 lotto digital ticket managers in the province participated in the assistance activities, helping a total of 235 lottery sales places. In order to ease the pressure on site operations and improve the quality of site services, Sichuan Welfare Lottery Center issued lottery number maps and special communication subsidies to lottery sales places. Dicing management of 21 cities and prefectures in the province, a district contact system has been established to ensure timely management and guidance to the cities and prefectures.



全省共有**201**名数字票管理人员
参与“一对一”帮扶活动



对全省**21**个市州进行划片管理

帮扶站点**235**个

建立了片区联系人制度





5

谱写福彩未来

Write the Future of China Welfare Lottery

改革开放40周年的今天,我国经济社会保持平稳较快发展,人民群众的物质文化生活水平大幅提高,为福利彩票发行销售提供了有利的物质基础和社会需求,但同时,随着福利彩票发行总量的扩大,福利彩票发行高位运行的风险也不断增加,满足群众精神娱乐需求的难度不断增长,改革创新难度加大,福利彩票事业发展面临诸多严峻的现挑战。为突破发展瓶颈,福彩人迎难而上,多措并举,推动福利彩票高质量发展

The 40th anniversary of reform and opening up today, maintain steady and rapid economic and social development in our country, the people's material and cultural life level increases significantly, for China Welfare Lottery salesd. but at theion, and the reality of welfare lottery det faceses. In order to break through thetime to-quality development of the China Welfare Lottery.

强化党风建设
We Will Strengthen Party Building

福利彩票系统进一步提高政治站位，强化理论武装，深化对习近平新时代中国特色社会主义思想的学习贯彻。全面加强党的建设，深入推进全面从严治党，驰而不息纠正“四风”、转变作风，树牢“民政为民、民政爱民”工作理念，践行福彩发行宗旨，做好做实各项工作。

China Welfare Lottery further improves the political position, strengthens the theoretical arm, and deepens the study and implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era.

We will comprehensively strengthen Party building, deepen efforts to comprehensively govern the Party with strict discipline, constantly correct "formalism, bureaucracy, hedonism and extravagance" and change our work style, build a firm "civil affairs for the people" work philosophy, practice the purpose of China Welfare Lottery, and do all the work well.

打磨产品质量
We Will Improve Product Quality

群体新需求；研究建立游戏试销机制，探索在试点区域开展新游戏测试，启动游戏研发社会责任评估；研究优化全国联销游戏，力争产品更丰富、游戏结构更合理。

We will organize excellent staff to carry out research work, accelerate the adjustment and optimization of product structure, and accurately meet the new needs of lottery players in the new era. Research and establish the game test marketing mechanism, explore to carry out new game test in the pilot area, launch the social responsibility assessment of game research and development; we will study and optimize the national marketing game, research and optimize the national marketing games, strive for richer products and more reasonable game structure.

加强技术创新
We Will Strengthen Technological Innovation

健全福利彩票技术管理体系，全面提高技术工作标准化和程序化水平；制定福利彩票专用设备技术标准，搭建技术检测平台，建设数据挖掘和分析决策系统，开发融合多票种、多业务的监控稽核系统，建立福利彩票客户关系管理系统，不断提高福利彩票技术服务能力。

We will improve the technical management system of the China Welfare Lottery and comprehensively improve the standardization and procedural level of technical work. We will formulate technical standards for China Welfare Lottery special equipment, set up technical testing platform, build data mining and analysis and decision system, develop monitoring and auditing system integrating multiple ticket types and businesses, establish welfare lottery customer relationship management system, and constantly improve the technical service ability of welfare lottery.

优化销售渠道
We Will Optimize Sales Channels

继续推进销售站点规范化、标准化建设，努力给购彩者提供体验良好的购彩环境；利用网络信息技术的迅猛发展和广泛应用，积极进行销售渠道的拓展和创新，满足多样化的市场需求；完善福彩市场销售网络，优化销售站点布局。

We will continue to promote the standardization of sales site construction, strive to provide a good consumer environment for lottery players; we will take advantage of the rapid development and extensive application of network information technology to actively expand and innovate sales channels to meet diversified market demands; we will improve the lottery market sales network, optimize sales site layout.

塑造品牌形象
We Will Build Brand Image

丰富福彩文化的物质载体，创新福彩文化的表现形式，大力开展福彩文化建设活动，增强福利彩票的软实力；坚持品牌发展战略，打造了福利彩票的产品品牌、渠道品牌和机构品牌，树立福利彩票良好的社会形象；推进福彩文化传播，让“中国福利彩票”成为公益慈善的标志、健康快乐的象征。

We will enrich the carrier of the lottery culture, innovate the form of the lottery culture, vigorously develop the construction of the lottery culture, and strengthen the soft power of the lottery; we will adhere to the brand development strategy, create the China welfare lottery product brand, channel brand and agency brand, establish a good social image of China welfare lottery; we will promote the spread of lottery culture, and make "China Welfare Lottery" a symbol of charity, health and happiness.

夯实人才队伍
We Will Strengthen Personnel Construction

扩充人才队伍规模，优化人才结构，培养一支规模适应、结构合理的职业化人才队伍；按照民主、公开、竞争、择优的原则，建立健全人才激励约束机制；建立健全人才培养机制，完善培训体系，重点培养福利彩票研发人才、营销人才、管理人才和技术人才。

We will expand the staff scale, optimize the staff structure, and cultivate a professional staff team with appropriate scale and reasonable structure; in accordance with the principles of democracy, openness, competition and meritocracy, we will establish and improve the mechanism of staff incentive and restraint; we will establish and improve a personnel training mechanism ,focusing on training China Welfare Lottery research personnel, marketing personnel, management personnel and technical personnel.

未来中国福利彩票将全面提升各级福彩机构的管理能力、服务能力、保障能力和创新能力，在保障安全运行的基础上，保持发行销售稳步增长，实现福利彩票事业又好又快发展，为我国社会福利事业和公益事业发展作出更大的贡献。

In the future, China Welfare Lottery will comprehensively improve the management ability, service ability, guarantee ability and innovation ability at all levels. On the basis of ensuring safe operation, we should maintain steady growth of issuance and sales, realize sound and rapid development, and make greater contributions to the development of social welfare and public welfare.

意见反馈

亲爱的读者：

您好！

非常感谢您在百忙之中阅读《2018 中国福利彩票社会责任报告》。本报告是中国福利彩票发行管理中心向社会公开发布的第五份社会责任报告，本问卷旨在了解您对报告的看法和感受，以便我们持续改进中国福利彩票的社会责任工作。

报告编写组 2020 年 ** 月

针对下列问题，根据您的选择分为：5—非常；4—比较；3—尚可；2—不太；1—很不。分数越高，代表程度越强，依此类推。

题目	1	2	3	4	5
1. 您对本报告的总体评价					
2. 您认为本报告能否反映中国福利彩票对经济、社会和环境承担的责任					
3. 您认为中国福利彩票在彩票发行管理方面的工作效果					
4. 您对本报告所披露信息的准确性及完整度的评价					
5. 您对本报告的版式与设计的评价					
6. 您对中国福利彩票履行社会责任和本报告的意见和建议					

衷心感谢您抽出宝贵时间填写本问卷！恳请您协助完成后选择以下方式反馈给我们。

姓名：电话：邮件：

您还可以选择给报告编写组发送邮件至 zhongcaizhongxin@163.com，我们将充分考虑您的意见与建议，并承诺妥善保护您的上述信息不被第三方获取。

我们希望通过发布社会责任报告，加强沟通，增进合作，共同推进中国福利事业的可持续发展。

Feedback

Dear Readers,

Great thanks for taking time to read the 2018 Social Responsibility Report of China Welfare Lottery. This is the 6th social responsibility report released to the public by CWLIMC. This questionnaire is designed to collect your feedback about this report for the better fulfillment of social responsibility by CWLIMC.

The Report Compilation Team

November, 2018

For the following items, 5 refers to “strongly positive”; 4 refers to “quite positive”; 3 refers to “acceptable”; 2 refers to “not so positive”; and 1 refers to “strongly negative”.

Topic	1	2	3	4	5
1. What is your overall evaluation of this report?					
2. Do you think this report can reflect the significant influence of China Welfare Lottery on the economy and society?					
3. What do you think of the performance of China Welfare Lottery in its issuance and management					
4. What do you think of the certainty accuracy and integrity of this report?					
5. What do you think of the layout and design of this report?					
6. What are your opinions and suggestions about the social responsibility performance of China Welfare Lottery and on this report?					

Thanks again for taking time to fill in the questionnaire! We kindly request you to leave such information:

Name: Phone Number: Email Address:

You can also send emails to the compilation team (zhongcaizhongxin@163.com). We will deliberate on your suggestions and protect your personal information from any third party.

It is our sincere hope that through the release of social responsibility reports, we could enhance communication and cooperation for the sustainable development of China’s welfare undertakings.

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