Where The Casino Money Goes - 2009

http://www.cherokee.org/docs/2009/2009Where%20%20Casino%20%20Money%20%20Goes.pdf (1 MB PDF)

Dear Cherokee citizen,

The Cherokee Nation works diligently to strengthen Cherokee communities, embrace and promote the Cherokee culture, and create economic self-reliance for Cherokee people. In previous years, we have focused on several key areas that will allow the Cherokee people to survive, thrive and prosper for generations to come: gadugi, coming together to work for the benefit of the community; sequoyip; unaliscitsdodi ale siquaiqo tsunalaledodi, common values and common ground; tsunilelatsdanedi, quarrelsdodi ale squdo, jobs language and community; and disiyotlo unalistatsdodi, do this so our children can help themselves.

Now we focus on the individual: I leave from all that I observe, or Ce na ga ce ce na li do ho E la hi no s did a ro de ga de la qua s ga s di. From a Cherokee morning prayer, the phrase acknowledges that we can observe the world in the light of the sun from sunrise to sunset and learn from all we see, hear, touch, feel, smell and sense. At the end of the day, we understand more and have helped ourselves in some way - big or small.

We each have a responsibility that cannot be shifted to anyone else to help ourselves by learning during the course of each day, month, year and lifetime. When we help ourselves, we can help our families, communities, nation and country.

The first step for many is a good-paying, stable job, creating economic security and self-reliance for them and their families. That is why the best service the Cherokee Nation can provide for our citizens is a job.

One of the ways that the Cherokee Nation creates jobs for Cherokee people is through its business Cherokee Nation Enterprises, which operates Cherokee Casinos. Gaming money is used to create thousands of jobs with benefits for Cherokee citizens, right in their own communities. These jobs allow individuals and families the opportunity to live in healthy, safe homes, receive life-saving healthcare, and have access to quality childhood and higher education.

As a result of gaming profits, these same vital services are also available in varied amounts to Cherokee elderly, youth and others who need it the most. This is made possible through gaming dollars that return directly back to the tribe, increasing the funds for government services and programs.

Often I am asked, "Where does the casino money go?" Very simply, it goes to creating jobs for Cherokee citizens, jobs that will keep Cherokee people, Cherokee communities and Cherokee culture happy and healthy for many years to come.

Sincerely,

Chief Smith
Principal Chief

Joe Grayson, Jr.
Deputy Chief