



KNIGHTS OF COLUMBUS

2020 Ontario Charities Lottery

GRAND PRIZE OF  
**\$200,000**  
CASH

Due to COVID-19  
new draw date  
OCTOBER 30, 2020  
HOLD ON TO YOUR TICKETS

In support of

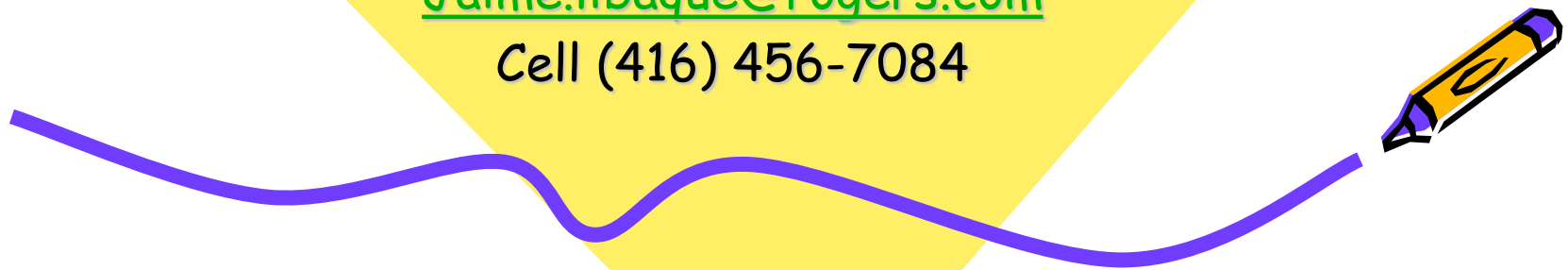
Special Olympics Ontario Local Charities Arthritis

# Charities Lottery

Jaime Libaque, FDD, PGK, PFN

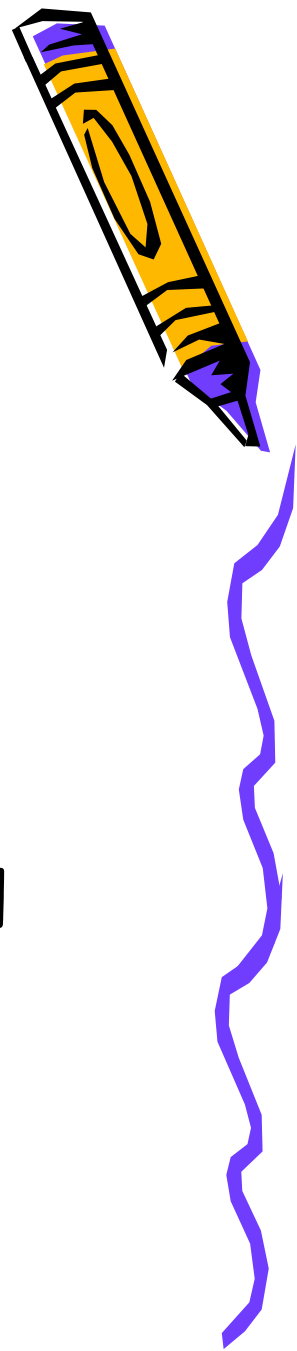
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*" Think of the possibilities.."*

# What is the Charities Lottery ?



- Fundraising
- Simple and profitable
- District Deputies can encourage Council participation



# Fundraising for Charities



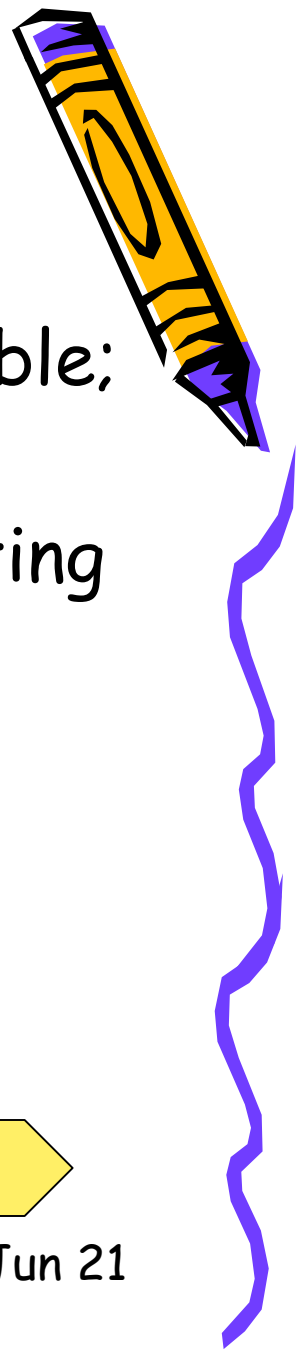
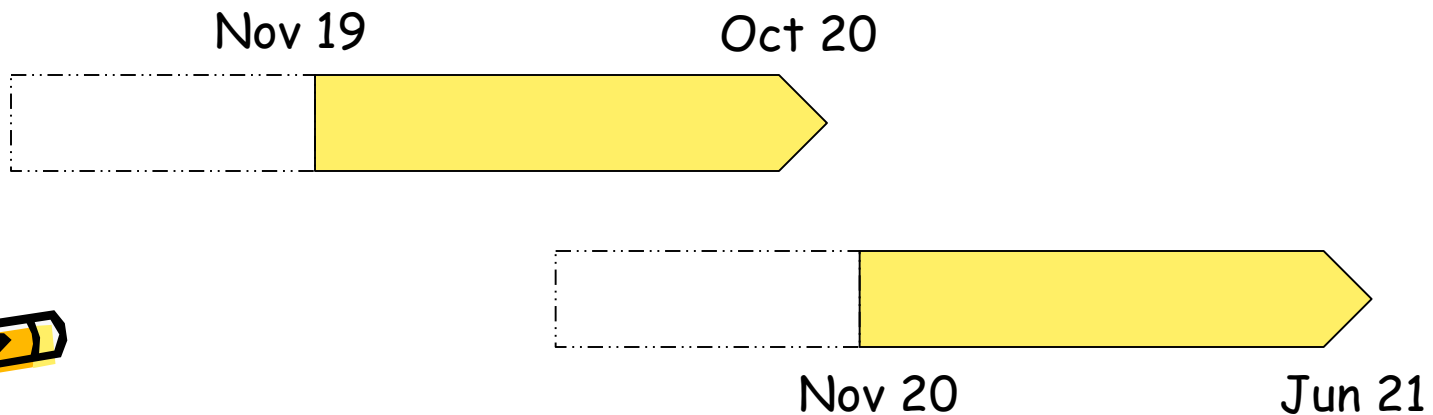
- Local Churches, Bishops, Vocations
- Seniors, Youth, families in need
- Arthritis Society
- Special Olympics Ontario
- Schools, hospices

*Can we give more ?*

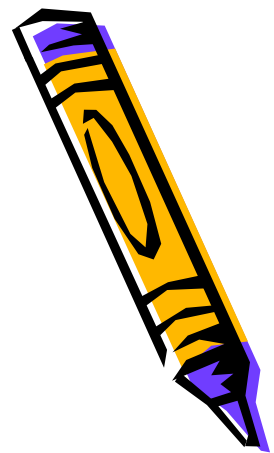


# Simple and profitable

- Licensed; posters; tickets readily available; known (65% of Councils participate)
- Returns => 22% of sales go to participating Councils
- Overlap 2020 and 2021



# District Deputies can help



- Encourage Council participation
  - provide positive outlook of the program and the benefits
  - Lead by example...one book each DD?
- Incentives
  - Councils: top sellers, new participating councils, incremental sales
  - Districts: incremental sales > 15%



*We can do better and should*



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In support of



Special  
Olympics  
Ontario



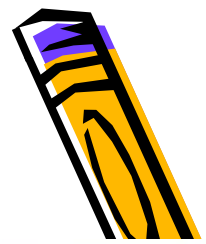
Local  
Charities



**Due to  
COVID-19**

**new draw date  
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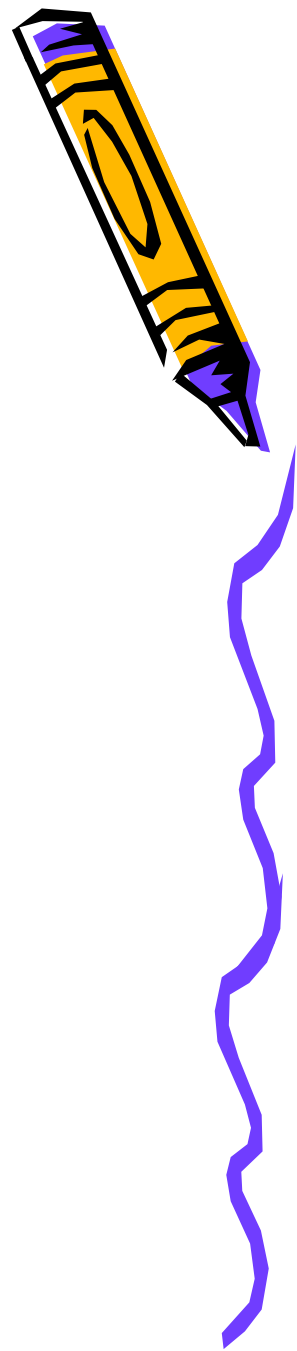


# BACKGROUND SLIDES



# Operational Support

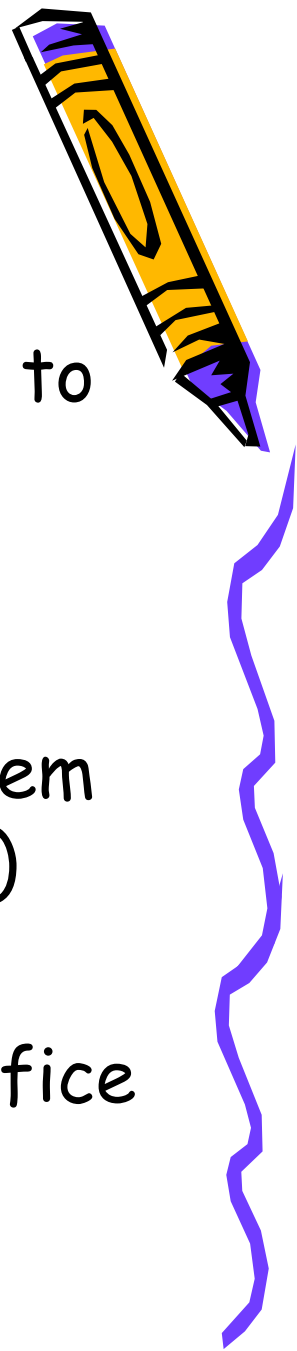
- State Office : looks after license, posters, tickets, mailing, manages returns, website, social media
- Charities Lottery Director:  
Communications to Councils,  
marketing and sales promotion





# Operational Support :

## Key reminders

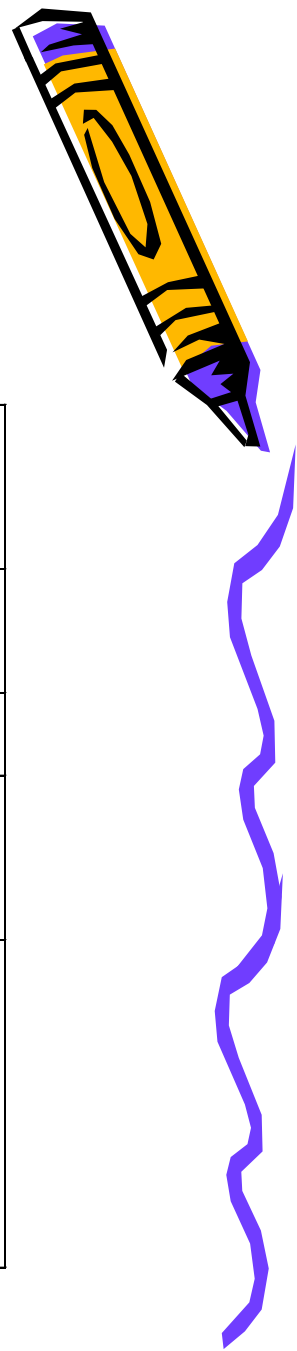


- Return sold/unsold books, stubs, money to office as soon as practical.
  - Oct 1 deadline. Help avoid last minute rush
- Use thick/padded envelope (to avoid them being torn and contents lost in the mail)
- There are still books available in the office for those that wish to sell more



# Operational Support :

## Key reminders



### 2020 Charities Lottery Checklist:

**PLEASE DO NOT ALLOW USE OF ADDRESS STICKERS, as this will disqualify that ticket from the draw. Similarly, do not use tape of any sort on ticket stubs!**

**PLEASE ENSURE THAT BUYERS PRINT THEIR NAME, COMPLETE ADDRESS and CONTACT NUMBER on each ticket stub they purchase to eliminate the possible chance of disqualification.**

Bundle sold ticket stubs in groups of approximately **100 stubs**. **Please remember to remove the top portion of the sold ticket stubs (located above the arrow)**

**REMEMBER to Fill out the SO-19 Sales Report Form. The SO-19 form is also available on the State Office website [www.ontariokofc.ca](http://www.ontariokofc.ca) under the “Knights Portal” & “Forms”. You will need the following username & password to access the Forms: Username: officer , Password: noviza350**

Your Council’s Ticket Return Package should contain bundled sold ticket stubs, unsold tickets, and the **completed SO-19 form** along with a **cheque or money order for 100% of sales, made out to: Knights of Columbus Ontario Charities Foundation**. We **encourage** Councils to ship their completed Charities Lottery return package to the State Office in Hamilton, by Canada Post or courier (**keep proof of delivery**) or to drop it off in person at the State Office, **prior to the new deadline of October 1, 2020.**





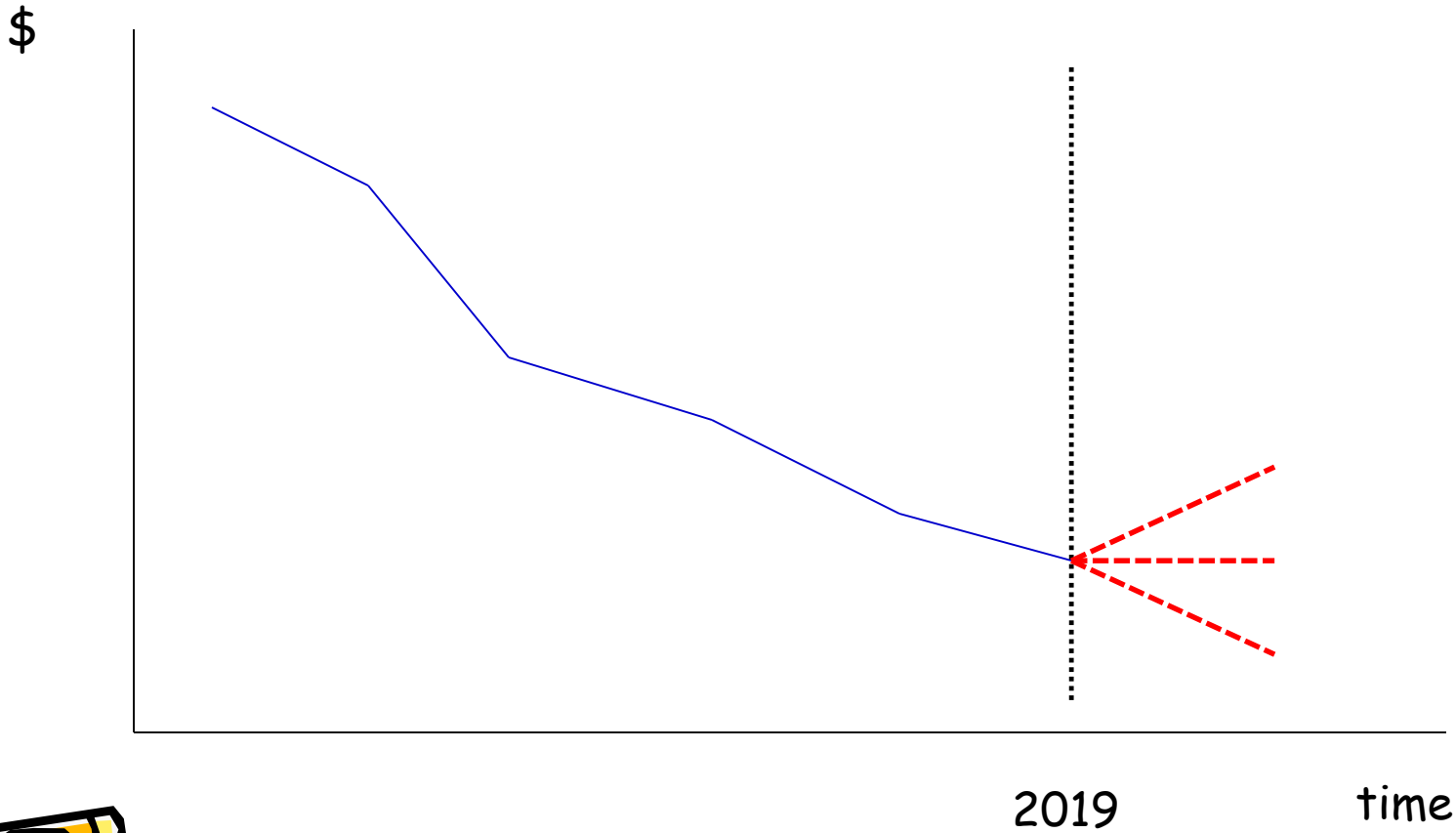
# 2020 Status...looks promising

- Projected: \$880,550, from 346 Councils
  - 65% participation rate in Ontario
  - Estimated \$145,000 incremental sales (from 2019)
- 14 new participating Councils (compared to 2019)
- 32 Councils already returned sales for total of \$75,415



*KEY: Engagement of Councils*

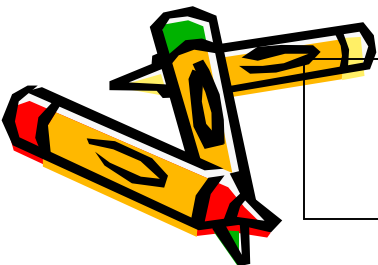
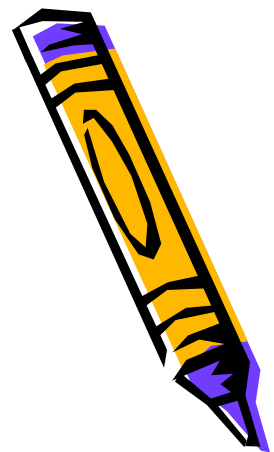
*We can...and SHOULD do better*





# How: Marketing & sales

- Start selling prior to Christmas
- Allow 5-6 months to sell (more time in 2020 due to COVID)
- Follow proven practices but be creative/innovate as required
- Remember that it is a Charities Lottery...not just any lottery

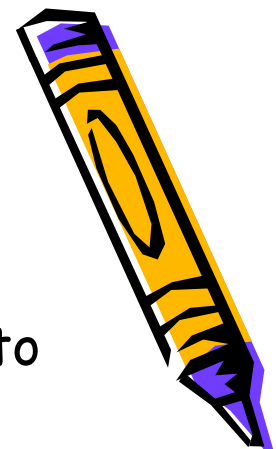


*KEY: Stay positive and enthusiastic*



# How: Marketing & Sales practices

- Distribute books to individual members so they can sell to their families and friends
- Distribute books to lay groups active in the Parish (e.g. Choirs, Prayer groups, Legion of Mary, CWL)
- At the foyer of the Church, (before and after masses)
- During Council and Church events in the next few months (eg Christmas Dinner, Basketball Free Throw, Bazaar, etc)
- At shopping Malls (this requires permission of the Mall Mgr and insurance)
- Through local partnerships (eg Habitat for Humanity, grocery stores, staff at schools, community centers, etc)



*Use proven practices and be creative*

# KNIGHTS OF COLUMBUS 2020 CHARITIES LOTTERY AUTHORIZED DONATION RECIPIENTS

## **Non-Profit or Charitable::**

- Arthritis Society
- Big Brothers
- Birthright
- Scouts Canada
- Children Wishes
- Children's Aid
- Churches
- Crime Stoppers
- Food Banks
- Foster Parents
- Girl Guides of Canada
- Homes for the Aged
- Hospices
- Hospital Foundations
- Meals on Wheels
- Relief Shelters
- Rosalie Hall
- Salvation Army
- Special Olympics Ontario
- Catholic Christian Outreach
- Catholic Missions Canada

## **Bursaries / Scholarships:**

- High School
- University

## **Community / Church:**

- Church Renovation
- Family Centres
- Inner City Homes
- Needy Families
- Playground Equipment
- Seniors Groups

## **Education / Research:**

- Birthright Pregnancy Service
- Marguerite Bourgeoys Family Planning
- Serena Ontario
- Natural Family Planning (NFP)
- Pontifical Institute of Mediaeval Studies
- Right to Life Association

## **Youth Programmes:**

- 4H Clubs
- Basketball
- Handicapped Kids
- Science Fairs
- Columbian Squires
- V.I.P. Programs
- Youth Camps
- Youth Groups

## **Vocations:**

- Help Centre
- Religious Orders
- Seminarians
- Ontario Conference of Catholic Bishops

