



2020 Ontario Charities Lottery

GRAND PRIZE OF

\$200,000

CASH

In support of

Special
Olympic
Games



Local
Charities



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

Information Session for 50/50 on-line Raffle

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“ Think of the possibilities.. ”



**INFORMATION session but NOT a
full Training Session**

Background on the 50/50

- ▶ **Nov 2020 announcement of CHANGE for 2021: New On-line 50/50 Raffle instead of past paper-based lottery**
- ▶ **Dec 2020 invited selected Councils to participate in a Pilot Jan-March 2021**
 - ▶ **Sault Ste Marie, Sudbury, Elliot Lake**
 - ▶ **Orillia, Midland, Barrie**
 - ▶ **Guelph, (Kitchener, Cambridge)**
 - ▶ **Village Media (Marketing company) has market presence in those areas**

What is the 50/50 and Why?

- ▶ *The 50/50 is one of the traditions of KOFC at meetings and events*



3 tickets for \$5

Arms length for \$20

FUN....SIMPLE...PROFITABLE

WHY? 50/50 is more profitable than Lottery

Lottery

- ▶ Prize board \$500,000 (67%-74% of sales)
- ▶ High fixed costs (up to 100 K\$)
- ▶ Net profit 15%-19%



50/50

- ▶ Prizes 50% of sales
- ▶ Lower fixed costs
- ▶ Net profit 30%



How can Councils benefit?

- ▶ *Participating Councils will have a share from the net-profits, in proportion to their sales*
- ▶ *By spreading the fixed costs among many Councils, it makes it easier to participate*

How will it be implemented?

On-line 50/50 is Simple

- ▶ **Unique web link provided for each Council**
- ▶ **Step 1 : click on the link to display a buying page, for example:**

Don't miss your chance to win!

100 tickets <small>100 TICKETS</small> \$40 best value	40 tickets <small>40 TICKETS</small> \$20	15 tickets <small>10 TICKETS</small> \$10
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ASCEND 5050

A win-win game, offering ongoing engagement with real-time displays of growing jackpots. This tried and true solution acquires new donors and raises millions for charities each year, through both in person sales and online.

WIN THE CASH PRIZE



SHOW YOUR SUPPORT
WINNER TAKES HOME

\$13,335

WINNING TICKET #: 2472736

Deadline April 6, 2020

00	00	00	00
Days	Hours	Minutes	Seconds

Don't miss your chance to win!

10 TICKETS \$10	50 TICKETS \$20 best value
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[Order Tickets Here](#)

Lottery License #11847

How will it be implemented?

On-line 50/50 is Simple

- ▶ Step 2: buyer selects price points and is directed to a payment page, for example:

Name

E-mail address

Credit card information

Draw Date: December 31

SALES END IN: 2:23:49:37

Your Item: 10 for \$10
Your Cost: \$10

Billing Information

Title:

Mr. ▼

First Name: *

First Name

Last Name: *

Last Name

Date of Birth: *

Day ▼

Month ▼

Year ▼

Email: *

Email

Confirm Email: *

Confirm Email

Address: *

Address

Suite/Apt:

Suite/Apt

City: *

City

State/Province: *

AB ▼

ZIP/Postal Code: *

ZIP/Postal Code

Phone: *

Phone Number

Phone Type: *

Mobile

Home

Work

* Required Information

Your email address will be used to confirm your ticket.

I agree to the [Terms and Conditions](#). I am aged 18+ and fit to play *

I affirm that the information entered above is accurate. *

I would like to hear more about winning ticket and other Sault Area Hospital Foundation promotions

On-line 50/50 is Simple

- ▶ Step 3: an e-mail with the ticket numbers is sent to the buyer, for example:

Knights of Columbus

KOC Sample

Licence No. XXXXX

YOUR LUCKY NUMBERS:

A-1016681 A-1082085
A-1084381 A-1094288
A-1205544 A-1217846
A-1261638 A-1273642
A-1290835 A-1319512
A-1337888 A-1424685
A-1437328 A-1437655
A-1491462 A-1567835
A-1665473 A-1745107
A-1907391 A-1917420
A-1929931 A-1971733
A-1991535 A-2128725
A-2275199 A-2346947
A-2413991 A-2424756
A-2468723 A-2491591
A-2607571 A-2620777
A-2629642 A-2636848
A-2727938 A-2773464
A-2780367 A-2816257
A-2875706 A-2991340

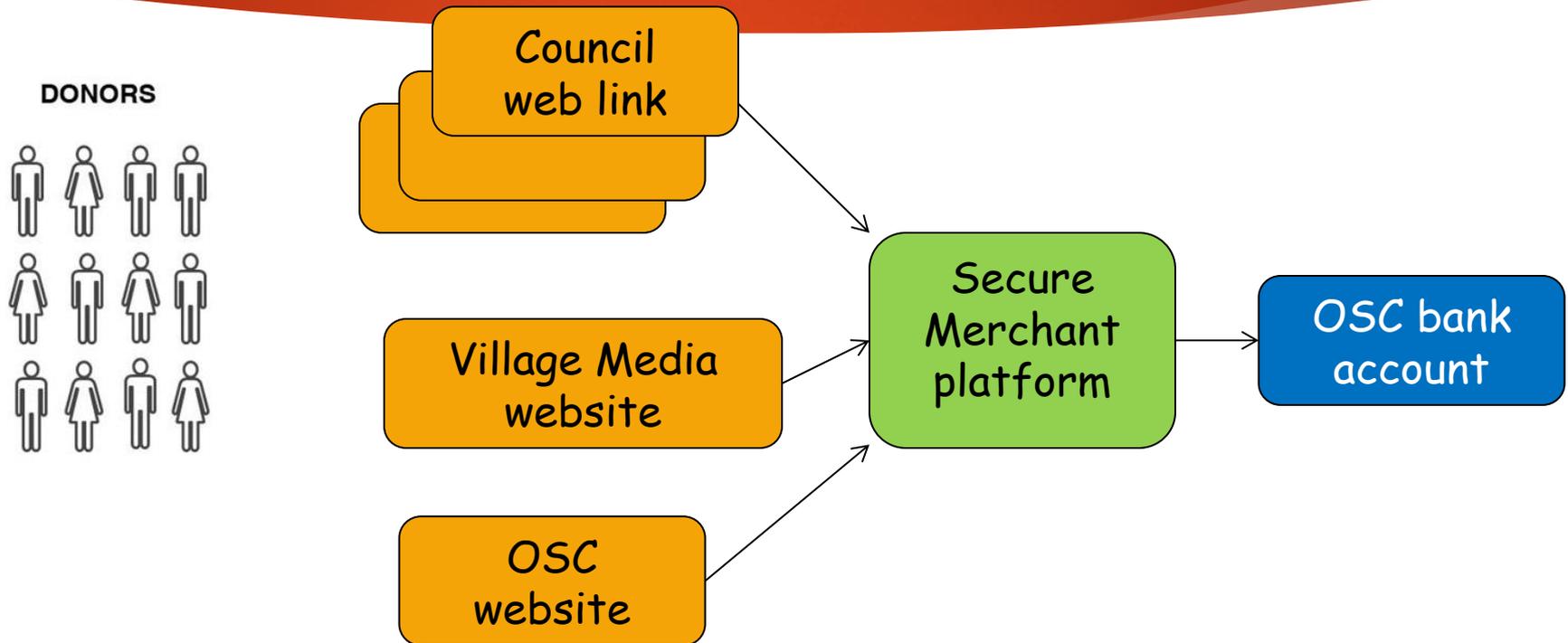
Product: 40 for \$20
Reference Id.
70877K9ZX



Draw Date:2021/03/31
Issued:12/01/2020 11:11
Event.265 Stn.ONLINE
Op.ONLINE

Thank you for supporting
Knights of Columbus

How can Councils participate?



**Higher Council sales =>
higher returns for the Council**

How can Councils participate?

- ▶ *Use smart phones, Tablets, Laptops*
 - ▶ *Promote using email, social media and Council/Parish website (if possible)*
 - ▶ *Promote local charity recipients (e. g. Church project)*
- ▶ *Hand-held devices and printers available for rent (additional cost to each Council)*

How will it be advertised?

- ▶ *Local Village Media website*
- ▶ *Local Councils to use traditional donors and social media tools*
- ▶ *Ontario State will have a web page*



Your ally in education



on vaccine roll-out

Man charged after police seize weapons, suspected narcotics (3 photos) 

Sault couple looking to collect book donations for newborns

Sault Police make arrest in November kidnapping investigation

WATCH: Trudeau to makes an announcement

Ontario COVID cases spike to 2,275 today

On the fourth day of Christmas, we honour a little girl who inspired a very special project

Calls to Kids Help Phone soar amid pandemic

Good morning, Sault Ste. Marie!

Look who's moving in where Northside Volkswagen used to be! 

Biasucci's airport proposal falls flat at City Council (16 images)  

One killed in Highway 548 two-vehicle crash (update: deceased named)

SAH expects there will be a 'single distribution point' for COVID-19 vaccines in the north. But

Community Greenhouse Gas Reduction Plan approved by city council

Feature Raffle



Support the Group Health Centre Draw
Date January 1 at 3pm

Estimated jackpot to date:

\$100,000

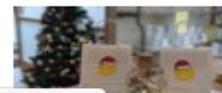
Buy Tickets Online →

Lic# 12230

SPOTLIGHT



Share your holiday photo for a chance to win!



Top holiday gift ideas for any cannabis lover 

PL
\$



2020

BUILD AN

SOOTODAY



TANDOO



TANDOO

Frequently Asked Questions

Q: Are the transactions secure and is the privacy of consumers protected?

A: Yes. The regulator (AGCO) requires proof that technology solution is both secure and protects privacy. The contracted company (Ascend) is registered with the AGCO

Frequently Asked Questions

Q: Will Councils have a share of the profits ?

A: Yes. We will follow the past practice of the paper-based lottery and share the net profit with participating Councils (proportional to their sales)

Frequently Asked Questions

Q: Do Councils have to participate throughout the year?

A: No. Participation is optional but encouraged as a practical means of raising funds.

Frequently Asked Questions

Q: Can Councils operate their own on-line 50/50?

A:Yes. However they would have to obtain the AGCO license and cover all fixed costs (license, technology solution, etc). The net profits maybe lower

Frequently Asked Questions

Q: *When will training take place?*

A: *Estimated timeline is Jan 13-18. Will keep participants informed.*

Frequently Asked Questions

Q: Can people from outside Ontario buy tickets?

A: No. The AGCO requires residence in Ontario.

Frequently Asked Questions

Q: How often will the 50/50 run in 2021

A: Quarterly. That is 4 times in 2021

Q: Are hand-held devices mandatory?

A: No. The preferred way of selling is through phones, tablets, laptops

Frequently Asked Questions

Q: When will it be rolled out across Ontario?

A: After the Pilot is completed.

- ▶ **Jan – Mar: 7 markets Sault Ste. Marie, Sudbury, Elliot Lake, Guelph, Orillia, Midland, Barrie**
- ▶ **Apr – Jun: 14 markets, About 100 Councils**
- ▶ **Jul – Sept : province-wide**
- ▶ **Oct – Dec: province-wide**

Frequently Asked Questions

Q: *Are there plans to work with other marketing companies?*

A: *Yes. It's under consideration depending on the results of the Pilot. Currently looking for marketing companies operating in Southwestern Ontario and Ottawa areas*

Frequently Asked Questions

Q: Concern that local Councils may not be able to promote KOFC in malls as with the paper-based lottery.

A: During COVID restrictions the on-line solution allows us to continue promoting the KOFC. When restrictions are lifted, going to the malls and selling at Churches and events is possible.

Frequently Asked Questions

Q: Concern that State overhead and fixed costs of 50/50 would lower the net profit for Charities.

A: No. On the contrary, the 50/50 fixed costs are lower than the paper-based lottery. For example, costs of printing and distribution of tickets will not be incurred in the 50/50

Frequently Asked Questions

Q: Concern of competition with other organizations doing on-line fund-raising

A: Yes, there will be competition. Even with the paper-based lottery there has been competition. Councils have successfully managed to sell, despite the competition, by pointing out the Charitable purpose of raising funds.



Background slides

2020 Charities Lottery was a qualified Success

- ▶ **Large Council engagement**
334 (> 60% participation rate)
- ▶ **Sales 8% lower than 2019 but very good results considering COVID restrictions**
- ▶ **Councils experimented with social media promotions/advertisement with positive results**

We can do better and should

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Peters, Bruce Poulin, Denis
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Participating
Councils
(affiliates)