

**2020 Ontario Charities Lottery****GRAND PRIZE OF****\$200,000****CASH**

In support of

Special  
Olympic  
GamesLocal  
Charities

Arthritis

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

# Information Session for 50/50 on-line Raffle

**JAIME LIBAQUE, FDD, PGK, PFN**

**JAIME.LIBAQUE@ROGERS.COM**

**CELL (416) 456-7084**

***“ 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

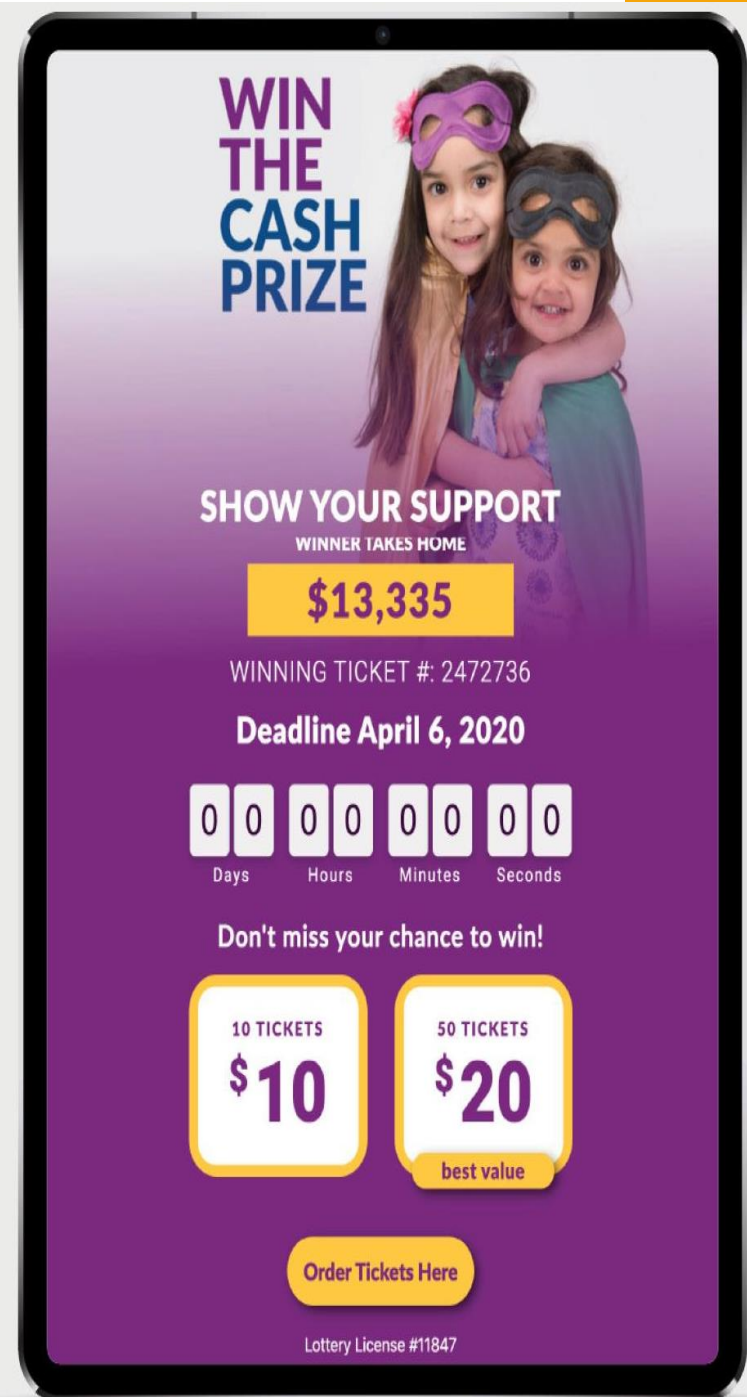
- ▶ *Unique web link provided for each Council*
- ▶ *Step 1: click on the link to display a buying page, for example:*

Don't miss your chance to win!

100 tickets 100 TICKETS <b>\$40</b> best value	40 tickets 40 TICKETS <b>\$20</b>	15 tickets 15 TICKETS <b>\$10</b>
---	---	---

# 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

[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

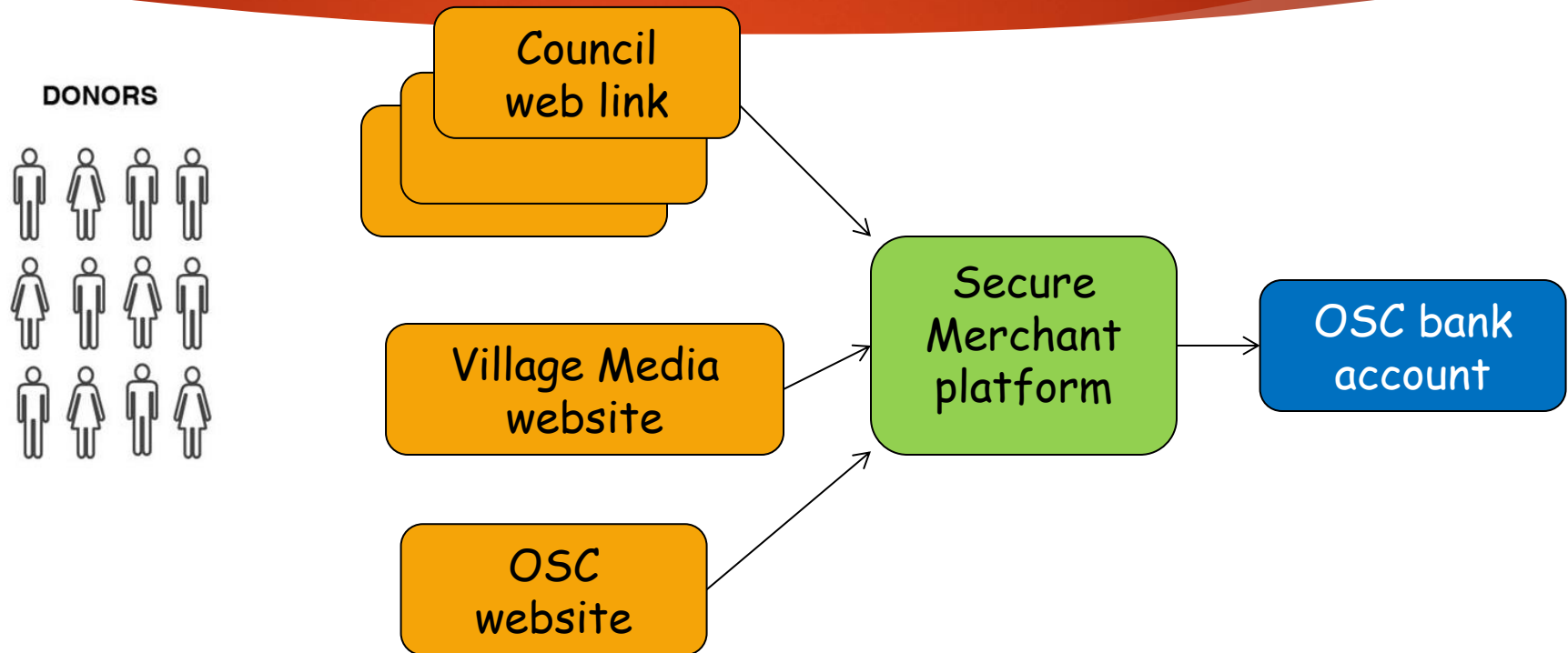
Product: 40 for \$20  
Reference Id.  
70877K9ZX



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*



SPARK  
WONDER

Your  
ally in  
education

on Avenir  
ÉLÉMENTAIRE CATHOLIQUE

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 moment  
and win a prize!

Share your holiday photo for  
a chance to win!



Top holiday gift ideas for any  
cannabis lover

# 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*

