



Jaime Libaque – State Director Ontario Charities Lottery

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Worthy brothers,

Further to the November 2020 announcement of the new 50/50 on-line raffle for 2021, the purpose of this communique is to inform you of the status of the first 50/50 Pilot of January 2021-March 2021.

Background

The Ontario State Council, the State office and a committee presided over by Brother Jaime Libaque, has been reviewing and finalising the details for the 2021 Ontario Charities 50/50 Raffle.

After several months of deliberations, the Ontario KOFC board of Directors adopted a digital raffle for 2021. This will consist of a 50-50 Raffle with 4 draws in 2021.

- Two professional companies (Village Media-marketing and Ascend-technical solution), with experience on on-line fund raising have been contracted.
- A license from the AGCO has been obtained

The first 50/50 raffle draw is scheduled for January – March 2021. The sale of tickets will start on January 20, 2021 and conclude on March 31, 2021. This will be a pilot, with limited participation of Councils. The pilot project will help us refine the existing procedures for the subsequent draws.

- The marketing company has recommended selected markets, where they have presence:
 - *Sault Ste. Marie, Sudbury, Elliot Lake*
 - *Orillia, Midland, Barrie*
 - *Guelph, (Kitchener and Cambridge added)*

Information Session and Training

The first information session was conducted via Zoom on December 28th, with 65 participants. Training will be provided in the next few days for the participating Councils.

The presentation material is available at the following link

<https://ontariokofc.ca/knights/college-of-knowledge/>
<https://ontariokofc.ca/wp-content/uploads/2021/01/5050-Info-Session-Dec-2020-Jaime-Libaque-Denis.pdf>

You could also watch the 55 min Dec 28 video on the 50/50 at

[College of Knowledge – Ontario Knights Of Columbus \(ontariokofc.ca\)](https://ontariokofc.ca)

Reminders

If you become involved in the sales of tickets, your council will enjoy the same privileges as you did in the previous paper-based lottery, and receive a similar percentage of the revenue, proportional to your sales.

We would like to encourage maximum participation councils, whether you participated in previous draws or not. The on-line 50/50 is a project which can be utilised during these COVID 19 pandemic times to generate some much needed funds for the Councils.

Fraternally

Bro. Jaime Libaque
State Director – Charities Lottery
50/50 Project Manager