



Jaime Libaque – State Director Ontario Charities Lottery

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To: Grand Knights, Financial Secretaries, Council Lottery Chairman

Date: February 25, 2021

Subject: Notice of Pilot # 2 – 50/50 Raffle

Background

- The Pilot # 1 was successfully launched on January 20th, 2021 and is running until March 31st, 2021
 - To date we have 33 Councils actively involved as “vendors”. In addition, Village Media (with its network of 14 websites) is also actively selling tickets. The Ontario State Council, through their website and other social media platforms is also selling tickets.
 - Total sales to date are \$26,670; the winner will take \$13,335
 - There was an Early Bird draw of \$2,500 on February 14th
- The rollout schedule is as follows:
 - Pilot # 1 - Jan to Mar : Sault Ste. Marie, Sudbury, Elliot Lake, Guelph, Orillia, Midland, Barrie
 - Pilot # 2 - Apr to Jun : above plus North Bay, Timmins, Bradford, Newmarket, Collingwood, Thorold
 - Pilot # 3 - Jul to Sept : all Councils in Ontario
 - Pilot # 4 - Oct to Dec : all Councils in Ontario
- There have been numerous emails and phone calls from Councils, expressing interest to participate in Pilot # 2, as “vendor Councils”

What is next? Pilot # 2 Actions and Opportunities

- This notice is an invitation to Councils to respond with an expression of interest to participate as “vendor Councils” in Pilot # 2
 - We would like to limit the total # of vendor Councils to 100.
There are about 25 spots available to be filled on a “first come first served” basis.
- The **deadline** to respond to be considered in Pilot # 2 is **March 11th**
- Training for the “vendor Councils will be scheduled for the week of March 13-20
- Please review the presentations and webinars on the Ontario State Website College of Knowledge, to be familiar with the 50/50

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

Fraternally

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