



Jaime Libaque – State Director Ontario Charities Lottery

393 Rymal Rd. West, Suite 201, Hamilton, ON L9B 1V2
Tel.: 905-388-2731 Toll free:1-800-759-0959 Cell (416) 456-7084 Fax: 905-388-8738
Jaime.libaque@rogers.com

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Worthy brothers

The purpose of this communique is to inform you of the status of the first 50/50 Pilot, which is running from January 2021 to March 2021.

Status

- The Pilot was successfully launched on January 20th 2021
- To date we have 29 Councils actively involved. In addition, Village Media (with its network of 14 websites) is also actively selling tickets. The Ontario State Council, through their website is also selling tickets.
- Total sales to date are \$13,840; the winner will take \$6,920
 - Top selling Councils (more than \$500) to date are: Barrie 1626, Sudbury 6074, Barrie 10370
- There is an Early Bird draw of \$2,500 on February 14th
- There have been numerous emails and phone calls from Councils, which both State Office and myself are responding as fast as we can.

What is next? Actions and Opportunities

- Find below links to both English and French posters, prepared by the State Office. Feel free to use them to promote the 50/50

 [poster RAFFLE EN 8.5 x 11 Final 021021 -Outlined Fonts.pdf](#)

 [poster RAFFLE FR 8.5 x 11 Final 021021 - Outlined Fonts.pdf](#)

- Some Councils are designing their own one-page fliers. This is a good approach, to highlight/connect the fundraising to charities or programs relevant to the local community.
- One Council is trying to design a widget (similar to the one used by Village Media) to be incorporated in their own local website.
- One Council has set up a “pool” of family members (\$10 each for a total of \$160) and will buy tickets on an on-going basis.
- Promoting the 50/50 on social media (Facebook, Twitter) is strongly encouraged. The following image has been produced by the State Office, which could be used in Facebook/Twitter. For more information on how to how to make use of this please contact Ani Kaluzni at (905) 388-2731 or 1-800-759-0959 ani@ontariokofc.ca



- The professional companies we are working with, namely Village Media and Ascend provide services to develop websites, set up Facebook and other social media marketing, for a fee. If your Council is interested in some of these services or wish to promote a specific activity in your area, you may wish to contact them.

Fraternally

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