



Jaime Libaque – State Director Ontario Charities Lottery

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To: Grand Knights, Financial Secretaries, Council Lottery Chairman

Date: February 25, 2021

Subject: Invitation to participate in Pilot # 2 – 50/50 Raffle

The purpose of this communique is to **invite your Council** to participate in the second 50/50 Pilot of April 2021-June 2021, as a “vendor Council”.

Background

- As announced in November 2020, for 2021 the 50/50 on-line raffle is replacing the traditional paper-based lottery. There will be four quarterly 50/50 draws in 2021, 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

- The Pilot # 1 was successfully launched on January 20th, 2021 and is running until March 31st, 2021
 - To date we have 36 Councils actively involved as “vendors”.

- Top selling Councils to date (after about one-month period) are: Barrie 1626 \$1,340, Barrie 10370 \$960, Sudbury 6074 \$800.
- 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
- There have been numerous emails and phone calls from Councils, outside of the scope of Pilots # 1 and # 2, expressing interest to participate in Pilot # 2, as “vendor Councils”.

What is next? Pilot # 2 Actions and Opportunities

- You are receiving this email invitation because your Council is in the geographic area of Pilot # 2. If you become involved in the sales of tickets as a “vendor Council” 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.
- If you wish to be part of Pilot # 2 **please send us an e-mail** confirming your interest. We will then proceed to set up your unique web Council link.
- The **deadline** to respond to confirm participation as a vendor Council for Pilot # 2 is **March 11th**
- Training for the “vendor Councils” will be scheduled for the week of March 13-20. In the meantime, 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>

- We would like to encourage maximum participation of the invited councils, whether you participated in previous draws or not. The 50/50 on-line raffle is a tool, which can be utilised during these

COVID-19 pandemic times to generate some much needed funds to support the charitable works of the Councils

PLEASE RSVP your participation as soon as possible to Denis LaSalle at denis@ontariokofc.ca or Jaime Libaque at Jaime.libaque@rogers.com

Fraternally

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

<https://www.kofcontario5050.com/>

