



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 36 Councils actively involved as “vendors”.
 - Top seller Councils are: Barrie 1626 \$1,340, Barrie 10370 \$960, Sudbury 6074 \$800, Fergus/Elora 15393 \$790
 - 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, outside of the scope of Pilot # 1, expressing interest to participate in Pilot # 2, as “vendor Councils”.

What is next? Pilot # 2 Actions and Opportunities

- For those of you who are currently participating as “vendor Councils” in Pilot # 1, there is no action required. We will assume that you will continue for Pilot # 2, with your unique Council links.
- For those that for some reason decide to “opt out” from Pilot # 2 please send us an email and then we will disable your Council link. If in the future you wish to participate, you would have to let us know to set it up again.
- The **deadline** to respond to “opt out” from Pilot # 2 is **March 11th**
- Training for the “vendor Councils” will be scheduled for the week of March 13-20. Since you already have experience, you do not need to attend the training session.

Fraternally

Bro. Jaime Libaque
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50/50 Project Manager

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

