

# cGaming Update

OCGA is busy working with the five new sites that will transition to cGaming during 2020. Information sessions have been completed for Delta Downsview (Toronto), Classic III (Tecumseh), Classic IV (Windsor), Bingoland South (Ottawa) and Overbrook Bingo (Ottawa). Close to the launch date, OCGA will provide the initial training for volunteers in these sites and assist municipalities as needed.

Revenues for charities through cGaming continue to increase with over \$270M raised to-date. With revenues climbing, we are actively looking for new charities to participate in cGaming. If you know any charitable organization that may be interested in cGaming, please contact us at [ppetrol@charitablegaming.com](mailto:ppetrol@charitablegaming.com) or, by calling, 905-539-0065.

## Media Events

Media events have begun for 2020. On January 28<sup>th</sup>, [Delta Bingo & Gaming Sudbury](#) and [Delta Bingo & Gaming Val Caron](#) celebrated the amazing achievement of raising \$30M for their 154 charities. There was terrific charity turnout! Jamie West, MPP for Sudbury, France G elinas, MPP for Nickel Belt and Mayor Brian Bigger thanked the charities and the volunteers, as well as, Denis Sivret, General Manager, and his staff for their significant contribution to the Sudbury community.

Read coverage of this event in the [Sudbury Star](#).



Left to Right: Sheila Ripley, President, Charitable Gaming Association of Sudbury; Mayor Brian Bigger; and, Mary Lou Bolger, President, Charitable Gaming Association of Valley East (Val Caron)



Left to Right: Peter McMahon, CEO, Commercial Gaming Association of Ontario; Rick Gray, Vice President, Charitable Gaming, OLG; and, Denis Sivret, General Manager



Charities and non-profits attending the \$30M Media Event.

On February 21<sup>st</sup>, we will celebrate the \$13.2M raised for the 62 charities at [Delta Bingo & Gaming Pickering](#) with the Hon. Peter Bethlenfalvy, President of the Treasury Board and MPP, Pickering-Uxbridge. On February 28<sup>th</sup>, we will celebrate \$16M raised for the 65 charities at [Delta Bingo & Gaming Barrie](#) with the Hon. Doug Downey, Attorney General and MPP, Barrie - Springwater - Oro-Medonte.

## *New \$1 Break Open Ticket Hits the Shelves*

The new \$1 Break Open Ticket (Arrow's BN31) is hitting the shelves this week and that's good news for OCGA BOT members!

As you know, our traditional 50-cent ticket wasn't designed for today's marketplace. Retailer commissions have remained static, while churn rates have slowed, and sales have continued to decline. Suppliers have experienced similar pressures.

Below is the new ticket promotional flyer that was developed by Arrow, with our partners in the Break Open Ticket Program Management Alliance (BOTPMA - the BOT suppliers' association). The flyer started going out to retailers before Christmas and Gary Jacob, the President of BOTPMA has reported strong advance orders.

The flyer highlights some of the benefits and why we took this new ticket forward to the AGCO for approval.

Already many provincially licensed charities have signed up for the new ticket. OCGA will be tracking how the new ticket does over the next year and we will keep OCGA members informed on its progress.



# NEW IN 2020



- More Prizes
- More Commission
- Odds to win 1 in 5

**BN31**

**CHERRY CASINO™ 9139DB**

Takes in 2,700 @ \$ 1.00 \$ 2,700.00

2 winners @	\$ 300.00	\$ 600.00
4 winners @	\$ 100.00	\$ 400.00
2 winners @	\$ 50.00	\$ 100.00
6 winners @	\$ 25.00	\$ 150.00
100 winners @	\$ 2.00	\$ 200.00
440 winners @	\$ 1.00	\$ 440.00
<b>554 TOTAL WINNER PAYOUT \$1,890.00</b>		
<b>GROSS PROFIT \$ 810.00</b>		

70.0% Payout • Win Ratio 1 in 4.9 • 4 deals/case

**DOUBLE GOLD™ 9150DA**

Takes in 2,700 @ \$ 1.00 \$ 2,700.00

6 winners @	\$ 100.00	\$ 600.00
6 winners @	\$ 100.00	\$ 600.00
5 winners @	\$ 20.00	\$ 100.00
8 winners @	\$ 10.00	\$ 80.00
30 winners @	\$ 2.00	\$ 60.00
450 winners @	\$ 1.00	\$ 450.00
<b>505 TOTAL WINNER PAYOUT \$1,890.00</b>		
<b>GROSS PROFIT \$ 810.00</b>		

70.0% Payout • Win Ratio 1 in 5.3 • 4 deals/case

## Order Today!



Contact your Distributor.

[www.arrowgames.com](http://www.arrowgames.com)

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## e-Raffles

Thinking about getting into e-raffles?

# e-raffles.ca

Your one-stop source of information about this exciting new way to raise charitable funds

ABOUT E-RAFFLES?    HOW TO GET STARTED    WORKING WITH A SUPPLIER    STORIES / LINKS / FAQ

Visit: [e-raffles.ca](http://e-raffles.ca)

## OLG Staff Changes

After over 30 years, Rick Gray, Vice-President, Charitable Gaming, is retiring at the end of the month. Rick has been a passionate charity supporter during his time with the cGaming initiative. We greatly appreciate his contribution to the sector and wish Rick the very best in his retirement.

David Fraser has been appointed Interim Senior Director for cGaming and we look forward to working closely with him to continue the success of cGaming.

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## *Charitable Gaming Supporting the Community Sudbury Women's Centre*



The Centre is committed to serving the needs of women in the community and creating and maintaining a safe environment that is inclusive and respectful of diversity.

The [Sudbury Women's Centre](#) is a non-profit charitable organization dedicated to providing information, referral, and support services to women who have been impacted by violence and/or difficult life circumstances. The Centre offers key tools and resources that assist women in addressing issues of systematic discrimination and violence.

The money raised from cGaming at [Delta Bingo and Gaming Val Caron](#) is used to assist with facility rental, workshops, support groups and programs. Over the years, cGaming has helped approximately 2,000 women.

## *National Volunteer Week April 19 to 25*

National Volunteer Week is approaching. If you would like information on how to start planning your volunteer week campaign, please click [here](#).

## *Charitable Giving Drops in Canada*

According to a Fraser Institute report, charitable donations by Canadians (as a percentage of income claimed on income taxes) hits a 20-year low. This highlights the importance of charitable gaming as a fundraising tool. For more information, please read [Generosity in Canada and the United States: The 2019 Generosity Index](#).

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