

Daily Cash Lottery / Community Calendar Rotary Club of Barrie Huronia

- Has been running for over 30 years, previously known as “Cash Calendar”
- Calendar serves as a physical prize board for everyone who purchases a ticket, and also lists various events in the community
- \$20 purchases a lottery ticket and calendar
- Tickets are sold prior to beginning of year, between October and mid-December
- Draws start January 1 with daily prizes ranging from \$25 to \$5000
- Draws occur once per week, and winners are announced each month with cheques mailed each month
- Social media used for promotion, as well as advertising large winners
- 6250 lottery tickets and 5000 calendars are printed

Event Date: Daily through
2022

Location: Barrie

Financial Summary:

Revenue: \$84,000

Expenses: \$32,000

-Prize pool (\$25,000), postage of cheques,
bank fees, lottery application fees

Profit: \$52,000 distributed to community
beneficiaries

Partnerships:

- Rotary, Rotaract, and community partners sell tickets, paid for each ticket sold
- Calendar sponsors: Platinum, Gold, Silver, and Bronze

Volunteer need:

- Committee: co-chairs, and 20-25 people in other key roles
- 14 people who meet bi-weekly all year
- All club members are expected to participate in selling tickets

Lessons Learned / Critical Success Factors:

- Separate the prize board (calendar) from the lottery
- Cannot run any other lottery events throughout the year (eg. car draws) as lottery license runs for the duration of the year
- All unsold tickets need to be accounted for, which can be a challenge with multiple partners
- Is very complex due to lottery license restrictions, and a lot of work is required

Additional Information:

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- [About Daily Cash and Community Calendar](#)
- [2021 Calendar](#)
- [Event Website](#)