



CASE STUDY

FOOD DEPOT ALIMENTAIRE

ROI

Recouped investment and
reached profitability in
6 MONTHS



“ **50/50 Central** **GOLDRUSH** is without question the most effective and efficient method I have seen. ”

Dale Hicks, President - Food Depot Alimentaire



FEED THY NEIGHBOUR

The Food Depot Alimentaire's mission is to collect & distribute food to – and advocate for – the less fortunate. The non-profit is united by a passion to assist those facing financial challenges in the community. It is powered by dedicated volunteers who believe in the cause, but at the end of the day, it relies on fundraising to keep the food flowing to those most in need.

KEY RESULTS

- Non-profit gained an urgently needed and steady stream of revenue
- Extremely streamlined technology meant no extra workload for busy staff
- Powerful reporting tools provided transparency and accurate reporting to local gaming authorities
- Successful weekly raffle created buzz and garnered local media attention, further raising awareness of their raffle and their cause
- Distributed nature of 5050 Central GoldRush allowed multiple selling stations to collect proceeds over many days into one central jackpot, with larger pots fueling more sales
- Recouped investment and reached profitability in *6 months*

THE SITUATION

The Food DEPOT, a non-profit dedicated to feeding and protecting the less fortunate in the city of Moncton, New Brunswick, needed a new way of raising funds. Instead of hitting up the same businesses and individuals for more cash to help fund their cause, the board of directors wanted something less intrusive, even entertaining, to attract a broader base of supporters.

“Hitting up the usual folks with the usual fundraising pitch was simply not going to get the results we needed” said Dale Hicks, President, “And a new, ongoing revenue stream was desperately needed to help fund our mission to help those in our community cope with hard times.”

THE SOLUTION

After seeing a new type of fundraising being successfully used in another province, Mr. Hicks, a retired federal public servant, had the idea to bring the new technology to Moncton.

“We were brainstorming at the food bank about ways to raise cash and someone mentioned a new type of 50/50 raffle” said Mr. Hicks, “And then the light just came on. We were directed to 5050 Central and we immediately knew that it was the way to go.”

50/50 Central BUILDING EXCITEMENT & COMMUNITIES... ONE RAFFLE AT A TIME

Typical

TOTAL \$2,500 POOL

50/50 Central

- Single venue
- Single day
- Sold via roving sellers & fixed kiosks
- Customer not known
- Always a winner

"Goldrush"

Jackpot \$15,000

\$5,000 \$5,000 \$5,000

50/50 Central **50/50 Central** **50/50 Central**

- Multiple venues networked together
- Spans several days
- Sold via fixed POS
- Collect customer data
- Always a winner **OR** carry over if no winner

2:13 / 4:59

WHAT IS GOLDRUSH?

Go to bitly.com/pointstreak5050goldrush to learn about the distributed nature of this unique raffle system.

Specifically, the Food DEPOT was interested in a brand-new flavor of 5050 Central’s standard electronic raffle system called “GoldRush”. GoldRush is a special version of 5050 Central that securely networks together many small pots gathered from many venues over many days into one centralized big pot. Bigger pots are known to fuel raffle sales and holding a draw over many days and venues simply gives you more places and more time to sell tickets.

ROAD TO RAFFLE

After contacting 5050 Central, the Food DEPOT decided to install 10 selling stations at 10 convenience stores in the city of Moncton. There were several meetings between the involved parties in an effort to understand how this would all come together to provide a successful venture. The locations were chosen and an implementation plan mapped out. An important piece of the puzzle was the need to aggressively promote the launch of this new raffle to members of the local community.

“We agreed amongst ourselves that raising \$500 in the first week would be a good start” said Mr. Hicks, “The first week we hit \$478 and we were pleased. The second week we raised \$637 and then next, \$1,092. By the fourth week, we had tripled our first week and hit \$1,425. We were over the moon.”

GROWTH POTENTIAL

Since 5050 Central GoldRush distributes selling stations throughout the community, the potential for growth expands with every new selling point and every new group you bring on board. The food depot is exploring the potential to add more terminals and growing the raffle in the future.

ACCOUNTABILTY

The 5050 Central system has the capability of precisely tracking each sale by selling station, by operator, by date and time. With this information, the accounting and reporting of the proceeds raised is tightly controlled and transparent to the Food DEPOT’s administrators. When it comes time to collect the proceeds from the selling stations, Food DEPOT staff are able to have a penny-perfect report printed off that indicates the amount of sales from each terminal in a given period of time. The powerful reporting built into 5050 Central also allows the raffle administrators to prepare and submit accurate reports to the local gaming branch at the touch of a button.

GETTING THE WORD OUT

Large 22” TV monitors are attached to the selling stations to advertise the growing pot amount as well as local information pertinent to that location and organization, for example, in-house specials or a local ball game happening that night.

These eye-catching displays also give the food bank additional marketing capabilities not easily implemented under a traditional raffle. For example, last season they teamed up with the Moncton WildCats to give away flex passes as a secondary prize.

In support of the cause, the WildCats also promoted the Food DEPOT’s 50/50 raffle during their games in front of roughly 4,500 raffle-loving hockey fans.



GOOD NEWS TRAVELS FAST: The Food DEPOT's runaway success with its raffle created such a buzz that a local TV station profiled their efforts. The final pot profiled in this story hit an amazing \$39,700! Watch the full news segment at : http://bit.ly/pointstreak5050_foodbank

Credit: CTV Atlantic

WORKLOAD

Compared to traditional paper-based raffles, the workload of an electronic GoldRush raffle is extremely streamlined, helping busy volunteers focus on what’s important. There’s no need to stop sales in order to tally the pot, re-stock paper raffle tickets or manually audit serial numbers on tiny tickets. The entire 5050 Central system has been designed to be transparent and user-friendly, allowing people to concentrate on operating the organization as opposed to operating the system.

‘NO BRAINER’ ROI

Mr. Hicks concludes with a comment on the soundness of the investment in 5050 Central: “When we were researching the business end of [5050 Central GoldRush], if someone had told me that we could invest \$40,000 and get that money back and be in a profitable position in about six months, I would have thought that was a salesman talking and not reality. Business plans like this do not come along very often and when they do, you better have the foresight as a business person to see it and grab onto it. I would do this business deal all day, every day.”

WHAT DOES IT MEAN TO YOU PERSONALLY?

“ It means we’re able to secure a financially viable organization, and that ultimately means less people going to bed hungry in our own hometown ”

Dale Hicks



HUMAN ROI: Efficient, effective fundraising helps non-profits like the Food DEPOT help those less fortunate in their own backyard.