



SUCCESS STORY

Food Depot Alimentaire

Raffle type

**Weekly
Goldrush**

Total raised

\$100,000

Campaign duration

7 days

Food Depot Alimentaire, the provincial food distribution center for New Brunswick (NB), has run a weekly Goldrush since 2013. Since partnering with Rafflebox in 2020, the draw has expanded its player base throughout southeastern NB and will continue to expand to the rest of the province with online sales now available. Goldrush revenue makes a significant financial contribution to the overall operation of the organization, enabling Food Depot to expand services to all food banks within NB, and to provide regional support to local soup kitchens, crisis centers, school breakfast, lunch and after-school programs.

Goldrush is a weekly 50/50-style draw where players opt in each week by buying "their number" online or at local terminals. Donna Eagles, the 50/50 Coordinator at the Food Depot, attributes much of the success to partnerships with local convenience stores and gas stations. Before ticket sales were available online, terminals were installed in these retail outlets so tickets were available across southeastern NB. "Although most players who support this draw, do so for our cause, "we feed hungry people", accessibility is also a factor," says Eagles. "Without our retail partners, the draw could not have achieved the reach it has today."

Social media, radio ads and local newspaper promotions for the weekly Goldrush all share a common message – the positive impact of the added funds helping the community. Players know the funds raised will put food in the bellies of those who find themselves or their families in a vulnerable situation. "It's not like winning a million dollars," says Eagles. "But with weekly jackpots now surpassing \$100,000, we are also proud of the growing number of families who have been able to make a fresh financial start after winning a draw."

Eager ticket buyers continue to crowd local corner stores and visit the online portal in droves leading up to draw day – and Food Depot Alimentaire doesn't expect it to stop anytime soon!

Keys to success

Partnerships

Organizers maintain strong partnerships with the convenience stores and gas stations where ticket terminals are hosted.

Customer service

Dedicated team members are available to respond quickly and appropriately to inquiries from ticket buyers and terminal partners 24-7.

Invest in advertising

Print, digital and radio advertising is used to help promote the Goldrush draw.



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Goldrush enabled us to be what we are today. We've expanded exponentially, and have raised over \$4.7 million in 2021 alone. Without Goldrush, Food Depot Alimentaire would never be as strong or as financially stable as it is today.

Donna Eagles, 50/50 Coordinator, Food Depot Alimentaire