

Break Open Ticket

Program Management Alliance

**1999 Annual Report**

May 12<sup>th</sup>, 1999

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# **Break Open Ticket Program Management Alliance**

## **Mission Statement**

*The Break Open Ticket Program Management Alliance is a professional association of entrepreneurs whose members provide fundraising products, services and leadership for the charitable gaming industry in Ontario.*

Adopted April 22<sup>nd</sup>, 1999

# Ontario's Break Open Ticket Industry

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**F**ounded in 1993, the Break Open Ticket Program Management Alliance (BOTPMA) is one of the key partners in Ontario's Break Open Ticket (BOT) industry. BOTPMA is the professional association that represents the suppliers of Break Open Tickets and services.

Ontario's BOT industry is a unique combination of private sector firms providing quality products and services to charitable and not-for-profit organizations across Ontario. The industry is regulated by municipalities, and the Alcohol and Gaming Commission of Ontario (AGCO), an independent crown agency of the Government of Ontario. The AGCO regulates all aspects of the industry under the authority of the *Gaming Control Act*, 1992, and the Criminal Code of Canada.

Over the past five years, Ontario's BOT industry has grown by leaps and bounds, making it one of the largest charitable gaming jurisdictions in North America. The National Association of Fundraising Ticket Manufacturers estimated that in 1995, sales of BOT's in Ontario reached a record \$1.2 billion and generated in excess of \$120 million for charitable and not-for-profit organizations across Ontario.

Break Open Tickets (BOT's) provide unique benefits in communities across Ontario. BOT's support the work of thousands of charitable and not-for-profit organizations across Ontario. Unlike government sponsored gaming such as casinos, BOT proceeds **remain** in our communities and support worthy charitable and not-for-profit organizations. BOT's also provide employment opportunities, including directly and indirectly supporting some 50,000 jobs across Ontario in manufacturing facilities, suppliers, distributors, municipalities, and retail locations.

BOT's also serve to encourage and foster Ontario's volunteer sector. By providing funding for charitable and not-for-profit organizations, volunteer opportunities are created and enhanced in communities across Ontario. Volunteers across Ontario benefit by providing them with the opportunity to contribute to their community, gain new experience and share fellowship.

Ontario's BOT industry consists of a number of partners who play a significant role in the industry:

- **Charitable / Not-for-profit Organizations**

Under the Criminal Code of Canada, only charitable or not-for-profit organizations can profit from gaming. In Ontario, charitable or not-for-profit organizations are licensed to conduct BOT events, and receive a guaranteed percentage of the gross profits.

## **Ontario's BOT Industry Continued**

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- **Manufacturers of Break Open Tickets**

Currently, two manufacturers are under contract with the Alcohol and Gaming Commission of Ontario (AGCO) to supply BOT's to the Ontario market. At present, Bazaar & Novelty of St. Catharines manufactures BOT's for sale in all third party locations. Specialty Print, also of St. Catharines, manufactures tickets exclusively for sale in bingo halls and charity-owned premises. These firms were selected as a result of a request for proposal issued by the AGCO in August of 1997.

- **Gaming Equipment Suppliers**

Gaming Equipment Suppliers are registered with the AGCO, and are permitted to distribute BOT's to charitable and not-for-profit organizations across Ontario. Gaming Equipment Suppliers purchase unimprinted stock from manufacturers, imprint licence numbers, and track serial numbers of BOT's sold to charitable and not-for-profit organizations. In 1996, the AGCO, in consultation with BOTPMA, established a series of Standards for Gaming Equipment Suppliers that ensure the integrity of the supply of BOT's.

- **Gaming Service Suppliers**

Gaming Service Suppliers are registered with the AGCO, and provide a variety of professional services to charitable and not-for-profit organizations. Gaming Service Suppliers search out potential locations on behalf of charitable and not-for-profit organizations, and provide a series of administrative services. In 1996, the AGCO, in consultation with BOTPMA, established a series of Standards for Gaming Service Suppliers that established minimum standards for reporting, and accountability.

- **Gaming Assistants**

Gaming Assistants are registered with the AGCO, and work with Gaming Service Suppliers and Gaming Equipment Suppliers. Gaming Assistants provide sales services, and undertake the administrative functions on behalf of charitable and not-for-profit organizations. All Gaming Assistants are investigated by the AGCO prior to registration to ensure the integrity of the industry.

## **Ontario's BOT Industry Continued**

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- **Break Open Ticket Sellers**

Also known as third party locations, break open ticket sellers are retail locations that sell BOT's on behalf of charitable and not-for-profit organizations in Ontario. These sellers are registered with the AGCO, and are investigated prior to being registered to ensure the integrity of sales. There are approximately 13,000 registered locations across Ontario that sell BOT's.

- **Municipalities**

Municipalities provide the first level of regulation of the industry by issuing licenses to charitable and not-for-profit organizations to sell Break Open Tickets within their boundaries. Municipalities determine eligibility of organizations, and are responsible for scrutinizing reports submitted by organizations upon completion of sales. This authority is delegated by the AGCO to municipalities.

- **Alcohol and Gaming Commission of Ontario**

The Alcohol and Gaming Commission of Ontario (AGCO) is an independent crown agency of the Government of Ontario responsible for administering the *Liquor Licence Act*, 1990, and the *Gaming Control Act*, 1992. The AGCO reports to the Government of Ontario through the Minister of Consumer and Commercial Relations. In partnership with BOTPMA, the AGCO establishes the rules and regulations that govern the BOT industry, including registration of suppliers, enforcement of AGCO regulations and policy development.

A key partner in the BOT industry, BOTPMA represents registered Gaming Equipment Suppliers and Gaming Service Suppliers.

# **BOTPMA Membership**

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As of May 12<sup>th</sup>, 1999, the following registered Gaming Equipment Suppliers and registered Gaming Service Suppliers are members of the Break Open Ticket Program Management Alliance:

- AGM Bingo and Nevada, Thunder Bay
- B.D.C. Consulting, Pickering
- Bazaar & Novelty Marketing, St. Catharines
- Bingo Pro, Sudbury
- Callaghan Distribution, Frankford
- Campbell Marketing, Brantford
- Cedar Island Sales and Service, Kingston
- Century Management Group, Brantford
- D & B Consulting, Pickering
- Dr. Nevada, Toronto
- Ferris Beauchamp Inc., Ottawa
- Health Promotion Strategies, Burlington
- HLM Enterprises, Thorold
- Hospital Auxiliaries Association of Ontario, Bracebridge
- I.E.S. Innocent Entertainment, London
- Infoplace Ticket Centres Ltd., North York
- Mister Nevada (Kitchener/Waterloo) Ltd., Kitchener
- Mister Nevada (Niagara), Thorold
- Mister Nevada (North Bay) Ltd., North Bay
- Mister Nevada / Fun Time Games, Strathroy
- Nevada Plus, Timmins
- Nevada Ticket Services Inc., St. Catharines
- Nevada Time, Barrie
- Party Novelties (Sudbury), Sudbury
- Play-All (Ontario), Mt. Bridges
- Pro Nevada Pull Tickets, North Bay
- Service Club Promotions, Lansdowne
- Ticketmania Sudbury, Sudbury

## Board of Directors

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On May 18<sup>th</sup>, 1998, the membership of BOTPMA gathered and elected the following individuals to serve on the BOTPMA Executive for 1998 – 1999:

<b>Name</b>	<b>Position</b>	<b>Firm</b>
Marie Kordos	President	HLM Enterprises
Ken Lilley	Vice-President	Ticketmania
Brenda Custance	Secretary	Play-All Ontario
Bruce Anderson	Treasurer	Bazaar & Novelty
Ron Callaghan	Past-President	Callaghan Distribution
Jack Thomson	Ethics & Education Director	Cedar Island Sales & Service
Terry Jarrell	Membership Director	Mister Nevada (Niagara)
Ron Vanderlip	Industry Standards Director	Nevada Ticket Services
Rick Sleaver <sup>1</sup>	Communications Director	Party Novelties (Sudbury)

<sup>1</sup> Rick Sleaver resigned, effective July 31<sup>st</sup>, 1998, due to a change in employment.

## BOTPMA Presidents

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<b>Name</b>	<b>Term</b>	<b>Firm</b>
Craig Hurst	1994 – 1995	Health Promotion Strategies
Terry Sisson	1995 – 1996	Sisson Marketing
Ron Callaghan	1996 – 1997	Callaghan Distribution
Marie Kordos	1997 – 1999	HLM Enterprises

# President's Report

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I would like to take this opportunity to introduce you to the first BOTPMA Annual Report. It is my hope that this Annual Report will serve as a key component of our communications strategy as we educate other partners in the charitable gaming industry about BOTPMA, and its members.

As your President, I have represented you at meetings and functions with the Charitable Gaming Federation of Ontario, Third Party Management Council, the AGCO, Ontario Bingo Conference, Gaming Secretariat's Office, Charities First and BOTPMA Executive and General Meetings. In total, forty-three meetings for 1998-99.

As we completed the first full year with the direct involvement of the AGCO and two manufacturers, we witnessed several changes to the BOT industry. The most prominent was a 28% decrease in sales and charity / not-for-profit profits, which has had significant impact on all of us. This decrease is in large part due to an administration fee imposed on the sale of tickets by the AGCO, and competition from other forms of gaming such as casinos.

A Third Party Management Council was established in June of 1998, with representatives from AGCO, Bazaar & Novelty, Charities First, retailers, and BOTPMA.

The mission of this Council is to promote and advertise new products, to resolve issues that hamper the efficiency of the industry and to maximize profitability for each stakeholder in the charitable gaming industry.

The Council will undertake a review of the profitability for stakeholders in the BOT industry, and once completed, the findings of the study will be discussed with the Minister of Consumer and Commercial Relations.

Adjustments to the \$200 BOT Seller's Registration and the 30 day grace period for Provincial licenses will be forthcoming.

We saw a new \$0.25 game introduced into the market place, and approval has been given for a new \$0.50 game with a 2,380 ticket count and free tickets. We expect this ticket to be launched in June. Progress has also been made for a new \$1.00 game.

The past year saw the exchange of concerns and sharing of future goals between Charities First and BOTPMA.

A committee was formed to spearhead a marketing survey on the BOT industry. The survey questions have been completed, and the work is in progress across Ontario.

BOTPMA was pleased to engage Rick Sleaver of The Panache Group Inc. as a Communication Specialist. Our first combined project was a Strategic Planning Session held on April 22<sup>nd</sup> with membership participation. Our Mission Statement was revised, and BOTPMA took its first step towards preparing for the submission of a position paper on BOTPMA's vision for the future of the BOT industry. A copy of the Strategic Plan is included in this Report.

With a provincial election called for June 3rd, BOTPMA took the liberty of sending a letter to the three provincial party leaders asking for their position on the future of charitable gaming in Ontario. We are anxiously awaiting the responses of the leaders.

BOTPMA will be investing in the development of its own web site in order to create exposure for BOTPMA within the charitable gaming industry, and to provide resources to our members.

I wish to thank most sincerely all BOTPMA members and in particular, my executive, for their support during this year of changes and challenges. It has been an honour to represent BOTPMA on your behalf.

Marie Kordos  
President

# Treasurer's Report

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<b>B.O.T.P.M.A. STATEMENT OF INCOME &amp; EXPENSES</b>	
<b>For the Period April 1, 1998 to March 31, 1999</b>	
<b>REVENUE</b>	
<b>SALES</b>	
Membership Dues	<b>14,500.00</b>
Advertising	<b>0.00</b>
FRP Fight Dues	<b>0.00</b>
<b>TOTAL SALES</b>	<b>14,500.00</b>
<b>TOTAL REVENUE</b>	<b>14,500.00</b>
<b>EXPENSES</b>	
<b>OPERATING EXPENSES</b>	
Photocopies	<b>71.38</b>
Telephone	<b>451.43</b>
Fax	<b>362.40</b>
Mileage	<b>7,853.06</b>
Postage	<b>57.36</b>
Hotel	<b>4,668.20</b>
Donations	<b>500.00</b>
Bank Charges	<b>187.35</b>
<b>TOTAL OPERATING EXPENSES</b>	<b>14,151.18</b>
<b>TOTAL EXPENSE</b>	<b>14,151.18</b>
<b>NET INCOME</b>	<b>348.82</b>
<b>Bank Balance as of March 1, 1999</b>	21,500.77
Deposits	3,180.00
Payments (Expenses)	3,596.11
<b>Bank Balance End of Month</b>	<b>21,084.66</b>

<i>B.O.T.P.M.A.</i>	
<b>BALANCE SHEET At March 31, 1999</b>	
<b>ASSETS</b>	
<b>Petty Cash</b>	0.00
<b>Bank - Scotiabank</b>	21,084.66
<b>Accounts Receivable</b>	11,320.00
<b>TOTAL CURRENT ASSETS</b>	32,404.66
<b>TOTAL ASSETS</b>	32,404.66
<b>LIABILITIES</b>	
<b>Accounts Payable</b>	0.00
<b>GST Payable</b>	0.00
<b>PST Payable</b>	0.00
<b>TOTAL CURRENT LIABILITIES</b>	0.00
<b>TOTAL LIABILITIES</b>	
<b>EQUITY</b>	
<b>Retained Earnings</b>	32,404.66
<b>TOTAL BOTPMA EQUITY</b>	32,404.66
<b>TOTAL EQUITY</b>	32,404.66
<b>LIABILITIES &amp; EQUITY</b>	32,404.66

Bruce Anderson  
Treasurer

# Ethics & Education Report

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## **ETHICS**

**T**he membership unanimously approved the document "Guidelines for Making Ethical Decisions" and in addition, incorporated "The Bill of Ethics" in our constitution.

The adoption of the "Guidelines as well as The Bill of Ethics" demonstrates that our association has entered into a commitment that Ethics will play an expanding role in the daily business relationships we have with our charities and suppliers. Furthermore, good ethical business practices will contribute to effective procurement and business success. We will treat our charities and suppliers fairly and honestly. If it comes down to a choice between profit and doing it right, we don't have a choice. We'll do it right! We realize that we must do it right. It is agreed that expedient compromises or shortcuts or near-term gains are not acceptable. The message is clear. Our membership chooses to build the break open ticket industry based on ethics, integrity, loyalty, honesty, courage, diligence, fairness, candour and responsibility. The "Principals" provide the guidelines in order to:

- a. achieve charity and customer satisfaction through quality of effort;
- b. be reputable leaders in our industry;
- c. achieve continuous improvement with measurable progress; and
- d. always be a member in good standing.

We expect the highest level of performance and integrity from our membership.

## **EDUCATION**

A personal self-assessment evaluation program was tabled and approved for all level of gaming suppliers. This self-assessment evaluation assists gaming suppliers in evaluating themselves when dealing with industry conflicts, issues and awareness.

Some members have established community break open ticket seminars in order to assist local charities and not-for-profit organizations to better understand the intent of the Terms and Conditions, policies and regulations governing our industry.

A gaming supplier educational program is presently under development. The program will include all of the essential components that a member must know. It is our goal to have certification as a requirement prior to the AGCO issuing a gaming registration. The certification program is one of the goals established in our BOTPMA Strategic Plan. The certification requirement will promote BOTPMA in obtaining more self-governance over our domain within the BOT industry.

Our members form the backbone of this industry! They must remain energetically involved in the development of our educational program. It is to our benefit to establish high performance levels. This course will secure BOTPMA's stability as well as respectability in our industry. We must demonstrate strong leadership! We must strive to achieve acceptable and undivided direction. We must continue to be a partner in good standing!

Excellent communications channels are now in place with the Alcohol and Gaming Commission, Investigation Branch. The interchange of "factual information" is enhancing our capability to identify and solve problems from within. This relationship demonstrates BOTPMA's willingness to be more energetically involved in industry compliance.

Members must endeavor to remain knowledgeable about our polymorphous industry. We must always do what is right! These credentials will sustain us, as the leaders within the industry.

Jack Thomson  
Chair  
Ethics & Education

# Membership Report

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**A**t the annual general meeting on May 18<sup>th</sup>, 1998, we welcomed three new members to BOTPMA. Century Management Group from Brantford, I.E.S. from London, and Hospital Auxiliaries Association from Thorold joined BOTPMA for the 1998/1999 membership year. Arrow Games and Pollard Banknote did not renew their membership due to the manufacturing contracts being awarded to Bazaar & Novelty and Specialty Print. Valley Bingo, Imprimerie Serge Printing, G.E.J. Consulting, Mister Nevada Ltd. (St. Catharines), and Nevada Enterprises also did not renew in for the 1998/1999 term.

During the year, an information package was sent to all eligible registered Gaming Suppliers explaining BOTPMA as an organization, BOTPMA's Code of Ethics, a letter from the president, and a 1998/1999 membership form.

As of May 5, 1999, notice not to renew for the 1999/2000 term has been received from Nevada People and Fundraiser Products.

As of May 5, 1999, BOTPMA has 28 members.

Terry Jarrell  
Director of Membership

# Industry Standards Report

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Over this past year, Industry Standards has re-focused and reviewed the “Wish Lists” and “Recommendations for Positive Change” of the past to determine the components which were still relevant in today’s market and political environment. Key areas of progress have been accomplished, as the latest terms and conditions issued by the AGCO now permit new Break Open Ticket types to be developed and approved through the AGCO’s issuance of a Bulletin instead of a complete re-write of the Terms and Conditions. Furthermore, BOTPMA has opened the dialogue on the allowance to have a thirty day grace or overlap period occur for provincial licensees and third party seller registration fees.

Industry Standards will continue to remain focussed on the goals as established by the membership. These goals include reviewing Terms and Conditions and regulations in an effort to identify areas of excessive “Red Tape” imposed on partners. We hope to find solutions, which will bring efficiencies to our operations and benefit to our charity clients. A re-design of licence applications and lottery reports to facilitate multiple types of BOT’s should be a priority, and will allow BOTPMA members to launch new ticket types for the benefit of all partners.

We must remain creative and determined for our long term success.

Ron Vanderlip  
Director of Industry Standards

# Break Open Tickets At Work Across Ontario

Across Ontario, thousands of charitable and not-for-profit organizations raise funds through the sale of break open tickets to support their work in our communities.

Here are some of the great news stories about the sale of break open tickets across Ontario.

*Quinte West* - The **Trent Port Historical Society** has used the proceeds of BOT sales to restore and renovate the local town hall.

*Belleville* - The **Quinte Adult Day School** uses the proceeds from BOT sales to rent space for its programs, offer life programs and offer enrichment to its clients.

*Brighton* - The **Rotary Club of Brighton** has been involved in the sale of BOT's for many years and has supported organizations such as the Brighton Food Bank, Christmas Baskets for the needy, Coats for Kids, the Salvation Army, St. John's Ambulance, The Terry Fox Run, Trenton Memorial Hospital and a host of other organizations.

*Delaware* - **Delaware Mount Bridges Minor Baseball** uses the proceeds of BOT sales to purchase equipment, purchase uniforms, provide umpires, maintenance of their diamonds, etc. "Without these proceeds [BOT's], our association would have to raise registration fees, which we refuse to do because we believe all kids, rich or poor, deserve the right to play sports" stated their Fund Raising Chair.

*Oxford County* - The **Alzheimer Society** uses BOT funds to educate the public, assist in the development of new programs and services and assist in the continuation of current services. The services include Adult Resource Centres to provide information, the Sensory Stimulation Centre which purchases articles that provide activity and stimulation for the person with Alzheimer Disease, monthly support meetings for families dealing with Alzheimer Disease, and many more programs and services.

*Westover* - The **Westover Treatment Centre** is a co-educational residential alcohol treatment centre for addictive people and their families. Through the sale of BOT's, the centre financed a \$350,000 expansion to the centre's kitchen and dining room.

*Toronto* - The **Canadian Breast Cancer Foundation** sells BOT's in communities across Ontario to support leading-edge research into breast cancer.

*Ontario* – BOT's have become an important fundraiser for **hospital auxiliaries** across Ontario, with patients in each community as the major benefactor. Over the past ten years, hospital auxiliaries have netted in excess of \$25 million, which has provided substantial donations for hospital equipment (not funded by government) as well as medical research and volunteer education.

*Sudbury* - The **Sudbury Arts Council** raises funds to support its programs and services including the Arts and Crafts program of the Elizabeth Fry Society; the Prison Arts program of the John Howard Society; Earthdancers, a group of youth who create and perform their own dance compositions, which in turn raises money for worthwhile local causes; Open Minds Quarterly, a creative writing and artistic journal for people who are dealing with or recovering from a mental illness and the Bell Park Gazebo Concert Series, 14 free Sunday evening concerts in the park which introduce people to a variety of music genres and which promotes local musicians.

*Toronto* – **ProAction** raises funds to promote community relations by funding activities and events between Metro Toronto's Community Relations Police Officers and the youth of Metro Toronto.

*Sault Ste. Marie* - Parents and children alike have benefited from the sale of BOT's by an organization called **KidsHope** of Sault Ste. Marie. KidsHope offers a variety of programs for young children throughout the Algoma district.

*Dorset* – **Camp Dorset** is a one of a kind children's camp for those who must use dialysis machines and regulated equipment due to kidney failure. The Camp allows children to experience summer vacations with their family, which would otherwise be unavailable without the fully equipped facility. Break Open Ticket proceeds have been used to purchase dialysis equipment.

*Huntsville* – Eight years ago, the **HLS Foundation** established a BOT-only sales booth in the Huntsville Place Mall. The Foundation was created to own, operate and split the proceeds of BOT's sales for the following types of organizations: Hospital and healthcare, library and culture, and sports and recreation. Approximately \$700,000 in profits has been distributed amongst the membership.

*Sudbury* – The **John Howard Society** uses BOT proceeds to assist people recently released from incarceration to find employment, housing and clothing; to develop and implement crime prevention programs for youth ages 8 to 16 by teaching them healthy lifestyles; and to provide group programming for young offenders ages 12 to 15 to assist them in redirecting their lives in a positive way before becoming entrenched in criminal behaviour.

*North Bay* – BOT funds are used by the **Canadian Centre for Social Justice** to sponsor International Day for the Elimination of Racial Discrimination. This event includes workshops in area schools leading up to the International Day, as well as an "Evening of Applause" which involves students from area schools offering dramatical and musical presentations featuring anti-discriminatory themes.

*Barrie* – **Huronia Symphony Inc.** uses the proceeds from BOT's to support symphony groups in the city and throughout the local area.

*Cornwall* – Without BOT's, the **Victorian Order of Nurses**, Eastern Counties Branch, would not be able to offer all of the services it currently does. These services include free nurse visits to those in need over and above amounts funded by government and the administration of a Cancer Support Network, which matches patients now going through treatment with individuals who are cancer survivors.

*Sturgeon Falls* – The **West Nipissing General Hospital** is able to support important hospital directives such as purchasing operating equipment and supplies for the intensive care unit as a result of BOT sales.

*Sharon* – Thanks to BOT's, the **Association for Differently Abled People Together** (ADAPT) was able to purchase a new van for the transportation of the differently disabled.

*Kingston* - The **Rotary Club of Kingston** has supported various organizations such as the Easter Seals Campaign, the Polio Plus Campaign, the Boys' and Girls' Club of Kingston, the Queens International Centre and other Youth projects.

*County of Prescott-Russell* - **Le Centre d'Alphabetisation Moi, J'Apprends.** L'agent amasse au moyen de la vente de billets Nevada servira a continuer les activites d'alphabetisation des adultes francophones du comte de Russell et a organiser des activites de prevention de l'analphabetisme aupres de jeunes.

*Marmora* - **The Friends of the Library** uses the proceeds of BOT sales to aid in the operation of the local library and to increase library services in Marmora.

*Tamworth* - The **Tamworth Community Fundraising Committee** has raised funds with BOT's to help with Sheffield's part to raise funds for the Sheffield Community Centre.

*Kingston* - **Sunnyside Children's Foundation** uses proceeds to enhance and contribute to the well being of children, families and communities by supporting the development and delivery of high quality, innovative mental health services and programs.

*United Counties of Stormont / Dundas / Glengarry* - The **Stormont-Dundas-Glengarry Cornwall Shrine Club** has been raising funds through the sale of BOT's in order to assist and provide care and transportation to the Shriners' Hospital.

*Cambridge* - **Slovenski Park** has used BOT funds to support their Youth programs, such as their dance groups, and also to promote education and heritage of the Slovenian Community.

*Township of North Glengarry* - The **Kenyon Township Fire Department** use the proceeds of BOT's to purchase new fire fighting equipment for the fire department.

*Cornwall* - The **Kinette Club of Cornwall** uses monies raised to manufacture baby layettes for the Hotel Dieu Hospital, as well as other community needs.

*County of Frontenac* - In order to promote safe skiing and to administer first aid to injured alpine and nordic skiers in the county, as well as supporting other charitable community programs in need, the **Canadian Ski Patrol System**, Frontenac Zone. has been raising funds through the sale of BOT's.

*Eastern Ontario* - The **Ottawa Children's Treatment Centre** has been using BOT funds to provide integrated rehabilitation and education services to physically handicapped children in Eastern Ontario, from infancy to nineteen (19) years of age.

*Sharbot Lake* - Students at both **Sharbot Lake Public School** and **Sharbot Lake High School** have benefited from the sale of BOT's. The Sharbot Lake High School Council and the Sharbot Lake Public School, Parent Advisory Committee, have used funds to support co-curriculum activities at the schools.

*Ontario* - The **Crohns & Colitis Foundation of Canada** sell BOT's to help fund research and education.

*Township of South Dundas* - The **Brewers' RA Club** has used funds to help support youth sports and recreation, such as hockey, figure skating, Camp Kamaga, Scouts, Cubs and other recreation committees in Morrisburg and South Dundas.

*Ontario* - The **Learning Disabilities Association** has helped promote further education opportunities for children and adults with learning disabilities. The Association's mandate includes promoting awareness and education of parents, teachers and other professionals, to support counseling and awareness activities, and to help enable those persons with learning disabilities to realize their full potential.

*Kingston and the Islands* - **Association canadienne-française de l'Ontario**. Revendiquer la création de nouveaux services, maintenir et améliorer les services existants en français. Sensibiliser la population de la région des Mille-Iles à la vie francophone sur son territoire. Assurer la visibilité de l'ACFO Mille-Iles.

*Napanee* - Funds from the sale of BOT's make it possible for the **Lenadco Care Association** to provide aid and comfort for the residents, as well as to actively support the residents during their transition and to assist with their well being and ever changing needs.

*Kingston* - The **Navy League of Canada**, Kingston Branch, has been raising funds to promote, organize, sponsor, support and encourage the education of Youth in Youth activities including a high standard of fitness in sailing, navigation of all kinds, alertness and discipline with particular emphasis on matters of a maritime nature, whether naval or commercial.

*Prescott* - Monies raised through the sale of BOT's by the **Prescott Figure Skating Club** have been used to help pay for ice rental fees and costs associated with the ice shows.

*Iroquois* - The **Iroquois Recreation Committee** use BOT funds to operate their recreation programs, (swimming, minor ball, tennis, basket ball, recreational hockey) and to operate and maintain recreational facilities, (playgrounds, ball park, beach, nature trail, bike paths).

*Thunder Bay* - BOT funds raised by the **Thunder Bay Symphony Orchestra** have been used for artist fees, accommodations, travel, music rentals/purchases, hall rentals and advertising/promotion of the Orchestra.

*Eastern Ontario* - To support Kidney Disease and Urinary Tract Infection research the **Kidney Foundation of Canada**, Eastern Ontario Branch, raises funds through the sale of BOT's.

*Kingston Region* - To enable **HIV / AIDS Regional Services** to assist those living with HIV / AIDS, they have been raising funds through BOT's.

*Wolfe Island* - The **Wolfe Island Volunteer Fire Department** raise funds through BOT's to make it possible to purchase new fire fighting equipment.

*Township of North Frontenac* - The **North Frontenac Community Services Corporation** have been selling BOT's in order to support, promote and provide social services including child welfare, adult support services, counseling services, education services, and community development consultations services.

*Morrisburg* - The purpose of the **Morrisburg Recreation Committee** is to promote recreational activities and facilities for all age groups in the Village of Morrisburg. The committee encourages and coordinates the development of recreational programs that will meet the needs and interest of the residents of Morrisburg. The proceeds from selling BOT's has helped them achieve their goals.

*Township of Northern Frontenac* - Supporting recreation committees, providing for senior citizens' busing and to help sustain the Northern Frontenac Rescue Unit by the **Sharbot Lake and District Lions Club** is made possible through the sale of BOT's.

*Township of South Glengarry* - The **Knights of Columbus** #11243 use the proceeds from BOT's to help support various organizations such as Pro-Life, Birth Rights, the Arthritis Society and other community work.

*Selby* - Monies raised from the BOT's help the **Selby Public School**, Parent Advisory Council, support student activities at Selby Public School.

*Ontario* - **Aboutface** has used sales from BOT's to provide information, emotional support, educational programs and to build awareness for children and their families affected by facial disfigurements free of charge.

*Ontario* - The **Hospice Association of Ontario** uses proceeds raised from BOT's to assist them in meeting their goals of providing hospice services to all those who live with a life-threatening or terminal illness across Ontario.

*Cornwall* - Funds raised through BOT's by the **Rotary Club of Cornwall** are used to help various charities in the City of Cornwall and surrounding areas.

*Township of South Dundas* - The **South Dundas Snowmobile Club** use proceeds from the sale of BOT's for the maintenance and sometimes construction of bushing, levelling, signs and bridges in order to make snowmobile trails safe for everyone. They also donate part of the funds to various local charities and events.

*Tamworth* - Each year on Canada Day, the Village of Tamworth puts on a spectacular fireworks show, games, clowns, ponies, a parade, etc., for the whole community to enjoy. This is possible because of BOT sales by **Tamworth Canada Day Committee**.

*Ottawa* - The **Maronite Association of Ottawa** is able to provide financial support for needy Lebanese/Canadian families, senior citizens' social activities, and cultural and educational activities for youth partly due to BOT sales.

*Iroquois* - The **Iroquois Minor Ball Association** uses the money raised from the sale of BOT's to buy and maintain baseball and softball equipment, and to help augment Little League Canada fees in regard to travel and accommodation.

*Inverary* - The **Storrington Minor Soccer Association** uses the proceeds from BOT's to provide uniforms and equipment to players, as well as to enhance the soccer facilities, (ie. nets, turf, etc.).

*City of Clarence - Rockland* - **La Fondation de l'aide a L'enfance**, Prescott-Russell. Venir en aide aux enfants dans le besoin.

*Prescott - Russell* - **Association pour l'Intergration Communautaire de Prescott-Russell** uses funds raised from BOT's to enhance a better quality of life for the mentally ill so that they are able to live within the community.

*Ontario* - Funds raised by the **Ontario March of Dimes** through the sale of BOT's are used for services which include assistive devices, post-polio services, public education, conductive education, recreation and leisure services, literacy training and Design-Ability.

*Ottawa* - To raise funds for research into viruses of retro viruses responsible for certain immune deficiencies, **Univirus Research of Canada** raises money through the sale of BOT's.

**Break Open Tickets at work across Ontario!!!**

Break Open Ticket

Program Management Alliance

***Leadership for the 21<sup>st</sup> Century***

A Strategic Plan for

Ontario's Break Open Ticket  
Industry

April 22<sup>nd</sup>, 1999

# Introduction

On April 22<sup>nd</sup>, 1999, members of the Break Open Ticket Program Management Alliance (BOTPMA) gathered in Toronto to discuss the future of Ontario's Break Open Ticket (BOT) industry.

Ever mindful of the challenges and threats to the future of the industry, the members examined themselves, drafted a new mission statement, and established a series of Goals and Objectives that will guide BOTPMA and its members into the 21<sup>st</sup> century.

BOTPMA's new mission statement is reflection of the new-found maturity of Ontario's BOT industry, and of an ability to think long-term about the future of the industry and the role that BOTPMA sees itself playing within the industry.

Through the development of this document, entitled *Leadership for the 21<sup>st</sup> Century*, BOTPMA has established itself as one of the leading partners in the industry and has recognized that this industry has a long and prosperous future ahead of itself.

The development of *Leadership for the 21<sup>st</sup> Century* is but one step in the process. The difficult task now begins of prioritizing, and then implementing the Goals and Objectives that have been set. As the entrepreneurs who turned Ontario into the largest charitable BOT market in North America, BOTPMA is clearly up to the challenge.

My thanks to all those who participated in the development of *the Leadership for the 21<sup>st</sup> Century*, and to Rick Sleaver of The Panache Group Inc. for facilitating our planning session.

I look forward to working with all members of BOTPMA to achieve our Goals and Objectives, and to building a long-term future for Ontario's BOT industry.

Sincerely,

Marie Kordos  
President  
BOTPMA

April 22<sup>nd</sup>, 1999

# Mission Statement

*The Break Open Ticket Program Management Alliance is a professional association of entrepreneurs whose members provide fundraising products, services and leadership for the charitable gaming industry in Ontario.*

## ***BOTPMA Goals***

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In order to fulfill its Mission Statement, BOTPMA established the following Goals:

### **Goal I**

*To improve communications within the charitable gaming industry*

### **Goal II**

*Study worldwide trends in gaming as a source of new products and knowledge for the Ontario market*

### **Goal III**

*Increase BOTPMA membership to include all Gaming Equipment Suppliers and Gaming Service Suppliers*

### **Goal IV**

*BOTPMA to provide leadership in the BOT industry and the broader charitable gaming industry*

### **Goal V**

*Reduce the amount of "Red Tape" that exists within the industry*

### **Goal VI**

*Improved accountability through better enforcement of industry regulations*

### **Goal VII**

*Improve the overall image of the BOT industry through education and certification*