



SUCCESS STORY

Food Depot Alimentaire

Raffle type

Goldrush

Highest pot to date

\$415,000

Campaign length

Weekly



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 expand to the rest of the province when online sales become available. Goldrush revenue now funds around 65 per cent of the Food Depot's operational budget. The draw has enabled the centre 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 or out each week by buying "their number" at local ticket terminals. Donna Eagles, the 50/50 Coordinator at the Food Depot, attributes much of the success to the relationships built with local convenience stores and gas stations. For tickets to be widely available, ticket terminals were installed in these retail outlets across southeastern NB. Without the support of these partners, the draw could not have achieved the same 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. Lineups of eager ticket buyers continue to crowd local corner stores leading up to draw day and, with weekly jackpots surpassing \$80,000, 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, just as this draw has. 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