

# H.E.L.P.P.

*Hospital Equipment Lottery  
Project For **People***

## BREAK OPEN TICKET MANUAL



[WWW.ARROWGAMES.COM/HELPP](http://WWW.ARROWGAMES.COM/HELPP)

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# Introduction

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Since 1989, the Hospital Equipment Lottery Project for People (HELPP) program has successfully supported over 100 local organizations to use the HELPP break open ticket (BOTs) as a fundraising program to support equipment needs for health care facilities across Ontario.

This Break Open Ticket Manual has been designed by Arrow Games/Bazaar & Novelty, the proud supplier of the HELPP break open ticket to the Hospital Auxiliaries Association of Ontario, to support organizations using break open tickets as a fundraising tool.

The Manual has been designed with a series of sections detailing key aspects of selling BOTs including:

- Getting started
- Regulatory and licensing framework
- Information on the two HELPP BOTs available including financial breakdowns
- Forms
- Frequently asked questions (FAQs)
- Selling tips
- 2010 changes to the regulatory and licensing framework

We have developed this Manual to be a living document that can easily be updated as new information becomes available or changes are made to the regulatory framework. The most up-to-date version of the Manual will reside on the HELPP page of the Arrow Games/Bazaar & Novelty website ([www.arrowgames.com/HELPP](http://www.arrowgames.com/HELPP)) in an Adobe PDF format. In this format, organizations will be able to download the Manual to print and share as required. The HELPP page on our website will be the primary distribution tool for the Manual as it allows for the Manual to be updated quickly. Anytime changes have been made to the Manual, the word “NEW” will be prominently displayed beside the link on the website.

We encourage all organizations using BOTs to send us your ideas and suggestions so they may be included in the Manual and we will endeavour to update on a regular basis. Please forward your ideas and suggestions to Terry Jarrell, Ontario Sales Manager, Arrow Games/Bazaar & Novelty by fax at 1-877-983-7301 or via e-mail at [tjarrell@arrowgames.com](mailto:tjarrell@arrowgames.com).

This Manual is intended to be a guide for organizations selling BOTs and it references terms and conditions, regulations, policies and processes from the Alcohol and Gaming Commission of Ontario (AGCO). These terms and conditions, regulations, policies, and processes change from time to time. If at any time this Manual is in conflict with AGCO terms and conditions, regulations, policies and processes, the AGCO version will always apply. If there is any doubt about the applicability of AGCO terms and conditions, regulations, policies and processes, the organization should consult with its lottery licensing officer or the AGCO directly.

We hope you find this Manual to be of assistance.

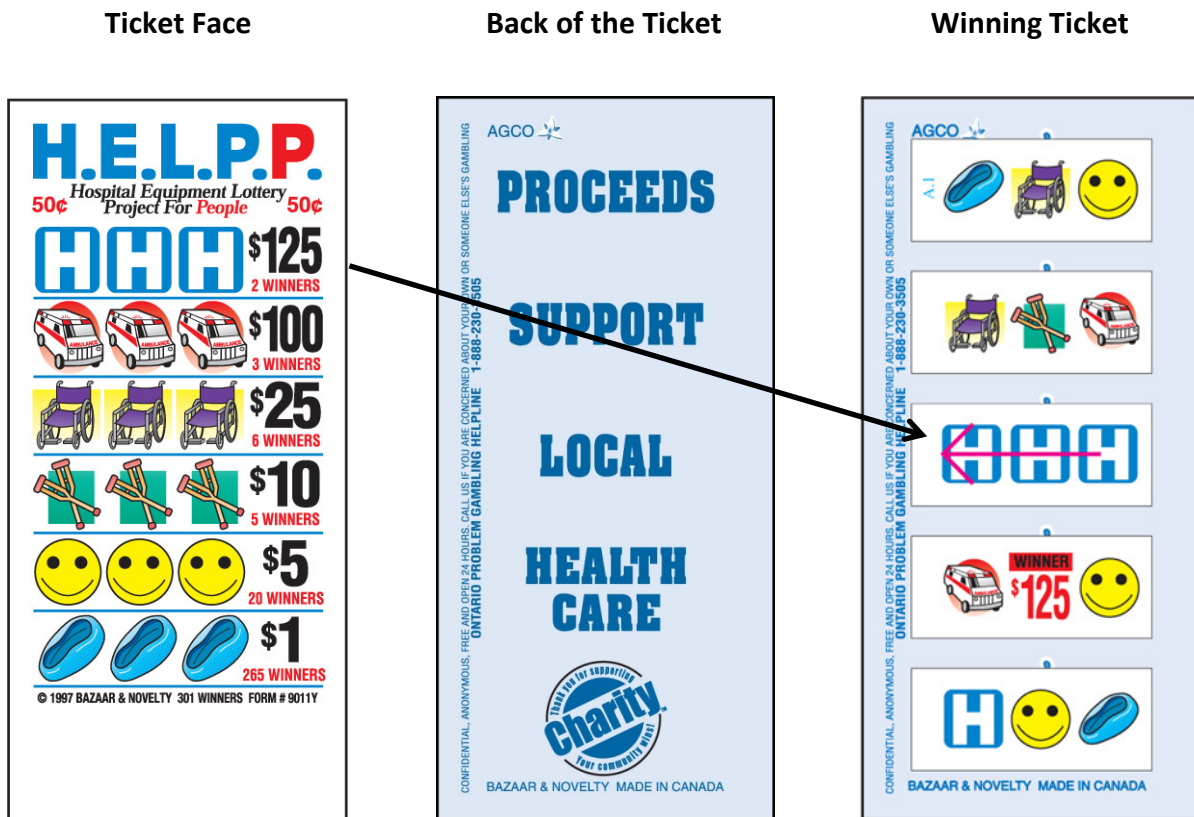
Arrow Games/Bazaar & Novelty

# What is a Break Open Ticket (BOT)?

Break Open Tickets (BOTs) are a fundraising ticket sold by licensed charitable and non-profit organizations in Ontario and other Canadian provinces to raise funds to support their organization's activities.

BOTs are also called Nevada Tickets, pull tabs, cherry bells, pickle cards, instant bingo and bowl games. Arrow Games/Bazaar & Novelty manufactures and sells a host of different BOTs including the very popular HELPP tickets that are sold primarily in health care facilities and some convenience stores, with the proceeds used to support the purchase of medical equipment for health care facilities, volunteer training and other charitable purposes in health care facilities.

The object of the BOT game is to open the perforated windows on the back of the ticket and match the symbols inside the ticket to the winning combinations on the ticket face. The winning ticket is turned in for the corresponding prize.



# HELPP Website

Arrow Games/Bazaar & Novelty has created a dedicated page on its website for the HELPP Program. The page contains a series of resources and links to documents from the Alcohol and Gaming Commission of Ontario. This page will also contain the link to download the Adobe PDF version of this Operating Manual.

The screenshot shows the HELPP website page. At the top, there are logos for Arrow Games Corporation, Bazaar & Novelty, and VZA. The main header includes navigation links: Contact, Catalogues, Regulatory Contacts, Bingo Knowledge, and Get Newsletter. Below the header, there is a navigation menu with categories: BINGO PAPER, TEAR-OPENS, INK, POPP-OPENS, EQUIPMENT, ELECTRONICS, and LOTTERY & PROMOTIONS. The main content area features the HELPP logo and the text "Hospital Equipment Lottery Project For People". Below this, there is a section titled "New Regulatory Changes for Break Open Tickets in Ontario" with a welcome message and information about AGCO's revised Terms and Conditions. A contact information box for Terry Jarrell is also present. On the right side, there is a "SEARCH TICKETS" section with a search bar and a "SHARE THIS PAGE" button. Below that, there are sections for "POPP-OPENS" (Province, More tickets, Promotional Games, Merchandising) and "POPP-OPENS KNOWLEDGE" (What are Popp-Opens?, What is a Seal Card?, What is a Bingo Event Game?, What is a Cashboard Game?, Popp-Opens Security). At the bottom, there are two columns of links: "Download Centre" (Break Open Ticket Terms & Conditions, Break Open Ticket Application, Break Open Ticket Report, BOT Seller Application Form, Break Open Ticket Expense Maximums, AGCO Information Bulletin 060, AGCO Information Bulletin 062, AGCO Information Bulletin 065, AGCO Information Bulletin 073 (BOT Chats), Debit Card Flyer, Debit Card Poster, Lottery Licensing Policy Manual, Lottery Terms & Conditions) and "Ticket Information" (BNI HELPP (Form #9011Y), BND HELPP (Form #90422G), HELPP Audit Sheet (PDF), BOT Revenue and Expense Calculations, BOT FAQs, Break Open Ticket Containers, Ontario Provincial Rebate Request Form). Below these are sections for "DOT Manual" (Version 2, November 2015 \*NEW\*) and "BOT Manual Appendices" (A - BOT & Lottery Terms & Conditions, B - Generic Agreement Between Licensee and BOT Seller, C - Application for Registration as a BOT Seller, D - AGCO Information Bulletin 60, E - Sample Completed BOT Application Form, F - Sample Completed BOT Lottery Report, G - Schedule of Approved Ticket Types, H - Request for Customer Information, I - Break Open Ticket Containers, J - FAQs, K - HELPP Ticket Security Features, L - Audit Sheets & Reconciliation Forms, M - Licence Amendment Request Letter, N - Carrying Unsold Tickets to New Licence, O - Reconciliation Worksheet, P - AGCO Information Bulletins 62 & 65).

## Getting Started

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To help organizations get started selling break open tickets, we've provided a short checklist of items that need to be considered and where you can find the resources to help you in this Manual.

- 1) Your organization has decided that it wants to sell break open tickets to raise funds to support your worthy causes. Is your organization eligible for a lottery licence? Page 8 contains information on how eligibility is determined.
- 2) Does your organization have a location to sell the tickets? There are two possibilities – selling within the health care facility (considered your own premise) or in a convenience store, lottery kiosk or other location outside the health care facility (considered selling from a third party location). There is information on Page 12 that outlines the processes for each option.
- 3) Your organization will require a lottery licence to purchase and sell BOTs. There is information on Page 13 that outlines the application and reporting processes including sample application and report forms.
- 4) Your organization has a lottery licence. What tickets should we sell? Information on the two HELPP tickets can be found on Page 16 including financial information.
- 5) Your organization is ready to order tickets from Arrow Games/Bazaar & Novelty. There is information on Page 21 on the next steps to order your tickets.
- 6) Your organization has received the tickets. How do we sell? How do we reconcile the tickets and proceeds? What are the rules we need to follow? There is a series of Frequently Asked Questions and Answers starting on Page 21 that answer these questions and more.
- 7) Our organization needs assistance. Who do we call? Arrow Games/Bazaar & Novelty is here to assist in any way we can. Full contact information can be found on Page 31.

# Regulatory and Licensing Framework for BOTs

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The sale of BOTs in Ontario is regulated by the Government of Ontario through the Alcohol and Gaming Commission of Ontario (AGCO). Complete information on the AGCO and its role can be found on its website at [www.agco.on.ca](http://www.agco.on.ca).

In order to sell BOTs for fundraising purposes, the organization must have a valid break open ticket lottery licence. Lottery licenses are issued to organizations by one of two licensing authorities:

1) Local Municipality

If you are selling BOTs within the boundaries of an organized municipality in Ontario, the local municipality has the authority to issue a break open ticket lottery licence to eligible charitable or not-for-profit organizations that meet the criteria established by the AGCO. Each municipality has a lottery licensing officer (usually located within the Clerk's Department) who has the authority to accept licence applications, review the applications and issue a break open ticket lottery licence provided the organization is eligible for a lottery licence.

2) AGCO

If you are selling BOTs in an unorganized area of Ontario where there is no municipal government, the AGCO has the authority to issue a lottery licence to sell BOTs. Examples could include unorganized townships, Canadian Forces bases and in some cases, First Nations. The AGCO will use the same process as a municipal licensing authority and will determine if the organization is eligible for a lottery licence.

The sale of BOTs by a licensed organization is subject to the [Break Open Ticket Terms and Conditions](#) issued by the AGCO. A copy of the Terms and Conditions can be found in Appendix A.

In the following sections, we outline the necessary regulatory and licensing steps that an organization must go through in order to sell BOTs.



## Determining if the Organization is Eligible for a Lottery Licence

The AGCO has established guidelines to determine eligibility within Chapter 2 of its Lottery Licensing Policy Manual which is available on the AGCO's website in an Adobe PDF format at [www.agco.on.ca/llpm/en/chap2.pdf](http://www.agco.on.ca/llpm/en/chap2.pdf).

To be eligible to receive a lottery licence, an organization must first have charitable purposes and objects that fall within one of the four classifications of charity:

- a) The Relief of Poverty
- b) The Advancement of Education
- c) The Advancement of Religion
- d) Other Charitable Purposes Beneficial to the Community, not falling under a) b) or c)

An organization must also demonstrate that for a minimum of one year it has carried out charitable activities that provide a direct benefit to Ontario residents, which are consistent with its mandate.

An eligible organization must also meet all of the following criteria:

- It must provide a charitable benefit to residents of Ontario.
- It benefits the public at large, not a private group. An organization that is established solely for the benefit of its members is not an eligible organization. It does not have a public benefit.
- It does not restrict access to its benefits. Organizations may direct their charitable works towards specific segments of the community or individuals with a common need, provided that:
  - More than a few individuals benefit.
  - The charitable benefit must be accessible to the public at large.

An organization that otherwise restricts access is not an eligible organization.

Organizations that exist to provide service to individuals with a common need may provide services on an individual basis.

- Its income is not paid to or used for the personal benefit of its members, its members' relatives or anyone who is not at arm's length from the organization. An organization that transfers income or assets to its members for their personal benefit is not an eligible organization.

- Projects with a charitable purpose or object are one of its main aims and normal activities. An organization that does not have a mandate to provide charitable works and does not provide charitable works on a regular basis is not an eligible organization. An organization may have purposes or objects that focus its activities towards a specific segment of the community, for example, Aboriginal persons, senior citizens, or people with physical or developmental handicaps. Such organizations may be eligible if their purposes or objects and activities fall within one of the four charitable classifications. A licensing official must assess the activities of the organization in order to determine if the organization is eligible and, if so, within which of the four charitable classifications it falls.

Most hospital auxiliaries or hospital foundations will fall under category d), Other Charitable Purposes Beneficial to the Community. In order to determine if your organization is eligible for a lottery licence, you may be asked to provide supporting documentation such as:

- A detailed description of your mandate and what you do
- Your organization's constitution and by-laws
- Listing of the members of the Board of Directors
- Previous financial statements and current year's budget

If you are getting involved in the sale of BOTs for the first time, it is advisable to meet with your lottery licensing officer to review what your organization does and determine what information the licensing officer will require to determine if your organization is eligible for a lottery licence.

## **Use of Proceeds from the Sale of BOTs**

Once a licensing officer has decided an organization is eligible to receive a lottery licence, the licensing officer must examine the intended use of the lottery proceeds listed on the licence application (See Section 4, BOT Application, Appendix E).

In order to determine the eligibility of the proposed use of proceeds, a licensing official must review the organization's programs and services.

Eligible uses of proceeds must be:

- In themselves charitable and advance the charitable purposes or objects of the organization;
- Used for the direct delivery of the charitable purposes or objects of the organization; and
- Directed toward specific segments of the Ontario community or residents of Ontario with a common need.

Generally speaking, organizations selling HELPP tickets use the proceeds for two purposes:

- 1) For the purchase of medical equipment used in the hospital.

Section 2.4.1 (a) (iii) of Chapter 2 of the AGCO's Lottery Licensing Policy Manual (see [www.agco.on.ca/llpm/en/chap2.pdf](http://www.agco.on.ca/llpm/en/chap2.pdf)) includes the following information related to the purchase of capital equipment:

*In some cases, an eligible charitable organization that meets the criteria set out in 2.4.1 (a) (i) may purchase or donate funds towards the purchase of a non-core item for another organization. The recipient organization must use the item for a purpose that provides a public, not a private benefit.*

*Prior to the purchase, the donating and recipient organizations must enter into a trust agreement outlining their respective responsibilities. The agreement must include the following information:*

- *who will hold title to the item;*
- *who maintains the item;*
- *the current value of the item;*
- *the item's life span and residual value over a period of time;*
- *who insures the item;*
- *who decides on disposal of the item;*
- *what happens to the item's residual value. This agreement is necessary to ensure:*
  - *that the lottery proceeds are used only for charitable purposes; and*
  - *that the residual value of an item is used to support only those initiatives that have also been approved as eligible.*

2) For volunteer training.

Section 2.4.1 (c) of Chapter 2 of the AGCO's Lottery Licensing Policy Manual (see [www.agco.on.ca/llpm/en/chap2.pdf](http://www.agco.on.ca/llpm/en/chap2.pdf)) includes the following information related to the use of lottery funds for volunteer/staff training:

*Volunteer and/or staff training may be an eligible use of lottery proceeds. Generally, lottery proceeds may not be used to pay expenses associated with attending, organizing or running conferences or workshops. However, in certain circumstances conferences or workshops may constitute a charitable purpose.*

*In order to use lottery funds to attend, organize or run a training session, the organization must demonstrate that the training provides a significant charitable and community benefit related to an educational program. The following types of training or workshops may qualify:*

- *programs or workshops that directly provide education for youth, such as:*
  - *summer French programs; and*
  - *youth leadership courses;*
- *conferences or workshops that train volunteers to fulfill an organization's charitable mandate, for example:*
  - *training volunteers for Big Brothers, halfway houses and to be counselors at rape crisis centres; or*
  - *training volunteers for community safety programs.*

*If the conference or workshop is only for personal development or if it only benefits the membership of the organization, it does not constitute community benefit and cannot be funded with lottery proceeds.*

Both of these uses are considered an acceptable use of funds, subject to the approval of the lottery licensing officer.

The application form for a BOT lottery licence requires that the organization identify how it intends to use the proceeds from the sale of the BOTs. This is critical information as the lottery licensing officer will need to determine if the use of proceeds is allowable. As a result, be sure to provide as much detail as possible on the application form and if need be, attach additional

supporting documentation. If you are not sure about the proposed use of proceeds, consult with the licensing officer prior to submitting the application.

Once the licensing officer has approved the use of proceeds by issuing a lottery licence, you may only use the proceeds for this purpose(s). If the lottery licence has been issued and mid-way through the licence, your organization decides that it wishes to use the proceeds for another purpose, immediately notify the licensing officer and request an amendment to your use of proceeds. The licensing officer may or may not approve the amendment.

## **BOT Sales Locations**

There are two potential locations where organizations may wish to sell BOTs.

### 1) Within the health care facility

This is the most common location for organizations in the HELPP Program to sell their tickets. Once a lottery licence has been issued, the organization will sell the tickets from a location within the health care facility. Locations include setting up a table or kiosk in a high traffic area where volunteers will sell the tickets or selling them from a gift or tuck shop.

In the case of a hospital auxiliary or a hospital foundation, this is generally considered to be “selling from the organization’s own premises”.

### 2) Within a convenience store, lottery kiosk or other external location

Some organizations have an agreement with a convenience store, lottery kiosk or other location outside the health care facility whereby the owner of the establishment sells the HELPP tickets on behalf of the organization and provides the proceeds to the organization.

In this case, this type of arrangement is referred to as “selling from a third party location”.

If you are selling from a third party location, you may pay a commission to the location to sell the tickets on your behalf. The AGCO has established a maximum amount that is payable to such locations. See the financial details on Page 19 for a breakdown of the

amounts that may be paid. The AGCO requires that the organization have a written agreement with the third party location that outlines the conditions under which the location will sell the tickets and the commissions to be paid. A sample agreement can be found in Appendix B.

Prior to selling tickets on behalf of the organization, the third party location must be registered as a BOT (Break Open Ticket) Seller by the AGCO. If the location is already selling Ontario Lottery & Gaming products such as scratch tickets or Lotto Max tickets, the location is already registered to sell BOTs. The AGCO issues a Certificate of Registration (on green paper) to the location. The organization must obtain a copy of the certificate and submit with its licence application.

If the location is not already registered, it must complete the Application for Registration as a [Break Open Ticket Seller and/or Lottery Retailer](#) (see Appendix C). There is no fee to obtain this registration from the AGCO. It may take 6 to 8 weeks to process the application. Once the location has received its certificate of registration, the organization may apply for the BOT lottery licence to sell tickets at this location. Information from the certificate of registration is required for Section 6. a) of the BOT Application Form (see Appendix E).

An organization may have the opportunity to sell tickets from both within the health care facility and from a third party location. The AGCO has provided municipalities with the flexibility to allow organizations to sell from multiple locations within the same municipality subject to the approval of the lottery licensing officer (See Appendix D for the AGCO's Information Bulletin 60 which outlines this flexibility). A separate lottery licence is required for each selling location with a different address.

## **The Application Process**

Once the organization has determined that it is eligible for a lottery licence, has determined its use of proceeds and where it will sell the tickets, it is time to submit a Break Open Ticket Licence Application ([BOT Application Form](#)). The application will be submitted to either the local municipality (if the organization sells the tickets from a location within an organized municipality) or the AGCO (if the location is in an unorganized area).

A sample completed BOT Application Form with details for each of the two HELPP tickets – the 2,380 count game (BN3) and the 3,360 count game (BN1) – can be found in Appendix E.

Starting in July 2010, the AGCO permits organizations to apply for a lottery licence which allows the organization to sell both of the HELPP tickets on the same licence (this was previously not allowed and the organization would need a separate licence for the BN3 and BN1 tickets).

The BOT Application Form must be completed in full, signed by two authorized signing officers who accept the responsibility for the operation of the BOT sales and accompanied by the licence fee that is payable to the municipality. The AGCO has established that the licence fee can be no more than 3% of the value of all prizes awarded in a BOT game (see Pages 19 and 20 for the details).

If the BOT Application is approved, the licensing authority will issue a lottery licence to the organization specifying the following information:

- The name and address of the organization.
- The specific name and municipal address (ie Anytown Hospital, 123 Main Street, Anytown, ON) from where the tickets will be sold (the organization may only sell the tickets at this location and address unless a new license is issued for an additional location).
- The number of deals (or boxes) of BOTs that the organization is licensed to sell by ticket type. The ticket type is the designation given by the AGCO to BOTs. For example, the HELPP ticket that has 2,380 tickets in a deal (or box) has the designation "BN3". The HELPP ticket that has 3,360 tickets in a deal (or box) has the designation "BN1".
- The start and the end dates of the licence.
- The licensing officer's signature.

The lottery licence must be posted at all times at the location where the tickets are being sold. A copy must be sent to Arrow Games/Bazaar & Novelty at the time of the first order of tickets on the licence. Once the licence has been sent, it does not have to be sent with all subsequent orders on the same licence as Arrow Games/Bazaar & Novelty maintains a copy on file.

## **The Reporting Process**

At the end of the licence period, the organization is required to provide the lottery licensing officer with a report on the sales during the licence period.

The report will include key information such as:

- The total number of deals sold and the total prizes paid out to players for each ticket type licensed.
- The total expenses and fees incurred in the sale of tickets.
- The use of the net proceeds from the sale of tickets. This information must match what was submitted on the BOT Application Form.
- Copies of bank statements and cancelled cheques.

A sample completed [BOT Lottery Report](#) can be found in Appendix F.



## HELPP Ticket Information and Financial Details

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There are two HELPP tickets currently available:

1) Form # 9042ZG HELPP

This game has the following characteristics:

- BN3 ticket type
- 2,380 tickets per deal (includes 140 free tickets)
- \$0.50 per ticket
- Top prize of 3 x \$100 and 2 x \$50 winners

2) Form # 9011Y HELPP

This game has the following characteristics:

- BN1 ticket type
- 3,360 tickets per deal
- \$0.50 per ticket
- Top prize of 2 x \$125 and 3 x \$100 winners



Each of the HELPP tickets has the unique “Proceeds Support Local Health Care” messaging on the window-side of the ticket to remind the players that they are supporting your health care facility.

The following pages contain a flyer which illustrates the graphics for each ticket and the payout information. Also included is a more detailed financial breakdown for each of the two games. The financial breakdown has been developed based on where the tickets are being sold. The AGCO allows for different levels of expenses if the organization is:

- 1) Selling from its own premises (ie within the health care facility)
- 2) Selling from a third party location (ie convenience store, lottery kiosk)

The expense information guidelines can be found in the AGCO’s [Schedule of Approved Break Open Ticket Types and Associated Expense Maximums](#) (see Appendix G for a copy).

# H.E.L.P.P.

Hospital Equipment Lottery  
Project for *People*



**HHH** \$100  
3 WINNERS

\$50  
2 WINNERS

\$10  
6 WINNERS

\$5  
20 WINNERS

\$1  
184 WINNERS

50¢ 215 WINNERS FORM# 9042ZG 50¢

AGCO

**PROCEEDS  
SUPPORT  
LOCAL**

CONFIDENTIAL, ANONYMOUS, FREE AND OPEN 24 HOURS. CALL US IF YOU ARE CONCERNED ABOUT YOUR OWN OR SOMEONE ELSE'S GAMBLING  
ONTARIO PROBLEM GAMBLING HELPLINE 1-888-230-3505

AGCO

**WINNER**  
**\$100**

NOVELTY MADE IN CANADA

**HELPP™ 9042ZG**

Takes in 2,240 @ 50¢ \$1120.00  
+ 140 FREE PLAYS

3 winners	@	\$100.00	\$300.00
2 winners	@	\$ 50.00	\$100.00
6 winners	@	\$ 10.00	\$ 60.00
20 winners	@	\$ 5.00	\$100.00
184 winners	@	\$ 1.00	\$184.00

215 TOTAL WINNER PAYOUT \$744.00  
GROSS PROFIT \$376.00  
66.4% Payout • Win Ratio 6.7 • 4 deals/case




# H.E.L.P.P.

50¢ Hospital Equipment Lottery Project For People 50¢

**HHH** \$125  
2 WINNERS

 \$100  
3 WINNERS

 \$25  
6 WINNERS

 \$10  
5 WINNERS

 \$5  
20 WINNERS

 \$1  
265 WINNERS

© 1997 BAZAAR & NOVELTY 301 WINNERS FORM # 9011Y

**BN1**

CONFIDENTIAL, ANONYMOUS, FREE AND OPEN 24 HOURS, CALL US IF YOU ARE CONCERNED ABOUT YOUR OWN OR SOMEONE ELSE'S GAMBLING  
ONTARIO PROBLEM GAMBLING HELPLINE 1-888-230-3505



AGCO  **PROCEEDS**

**SUPPORT**

**LOCAL**

AGCO  A.1   

1234  

 **WINNER**  
\$125 

NOVELTY MADE IN CANADA



**HELPP™ 9011Y**  
Takes in 3,360 @ 50¢ \$1680.00

2 winners	@	\$125.00	\$250.00
3 winners	@	\$100.00	\$300.00
6 winners	@	\$ 25.00	\$150.00
5 winners	@	\$ 10.00	\$ 50.00
20 winners	@	\$ 5.00	\$100.00
265 winners	@	\$ 1.00	\$265.00

301 TOTAL WINNER PAYOUT \$1,115.00  
GROSS PROFIT \$565.00  
66.4% Payout • Win Ratio 11.2 • 3 deals/case



<b>For Tickets Sold in Third Party Locations</b>		
	<b>Ticket Type</b>	
	<b>BN1</b>	<b>BN3</b>
Ticket Count	3360	2380
Price Per Ticket	\$ 0.50	\$ 0.50
Gross Revenue <small>(BN3 figure accounts for 140 free tickets)</small>	\$ 1,680.00	\$ 1,120.00
Prizes	\$ 1,115.00	\$ 744.00
Win	\$ 565.00	\$ 376.00
<b>Maximum Administrative Expenses <sup>1</sup></b>		
Break Open Ticket Cost @ 14% of Win	\$ 79.10	\$ 52.64
Commission for Third Party Location @ 20.75% of Win	\$ 117.24	\$ 78.02
Charity Administration Fee @ 0.75% of Win	\$ 4.24	\$ 2.82
<b>Fees</b>		
Licence Fee <sup>2</sup> @ Maximum 3% of Prizes	\$ 33.45	\$ 22.32
Provincial Fee @ 4.46% of Gross Revenue	\$ 74.93	\$ 49.95
<b>Maximum Total Expenses and Fees</b>	\$ 308.95	\$ 205.75
<b>Minimum Net Profit<sup>3</sup> to Organization</b>	\$ 256.05	\$ 170.25
<b>Notes</b>		
<sup>1</sup> Assumes tickets sold in a Break Open Ticket Seller (such as an external convenience store).		
<sup>2</sup> Licence Fees may be a maximum of 3% payable to the municipality. The municipality may charge less and if so, the difference flows to the Minimum Net Profit.		
<sup>3</sup> Minimum Net Profit assumes the maximum levels of Expenses and Licence Fees are paid.		
Effective September 8, 2010		
E.&O.E.		

<b>For Tickets Sold in Own Premises</b>		
	<b>Ticket Type</b>	
	<b>BN1</b>	<b>BN3</b>
Ticket Count	3360	2380
Price Per Ticket	\$ 0.50	\$ 0.50
Gross Revenue (BN3 figure accounts for 140 free tickets)	\$ 1,680.00	\$ 1,120.00
Prizes	\$ 1,115.00	\$ 744.00
Win	\$ 565.00	\$ 376.00
<b>Maximum Administrative Expenses <sup>1</sup></b>		
Expenses <sup>2</sup> @ Maximum 31.25% of Win	\$ 176.56	\$ 117.50
<b>Fees</b>		
Licence Fee <sup>3</sup> @ Maximum 3% of Prizes	\$ 33.45	\$ 22.32
Provincial Fee @ 4.46% of Gross Revenue	\$ 74.93	\$ 49.95
<b>Maximum Total Expenses and Fees</b>	\$ 284.94	\$ 189.77
<b>Minimum Net Profit to Organization<sup>4</sup></b>	\$ 280.06	\$ 186.23
<b>Notes</b>		
<sup>1</sup> Assumes tickets are sold in your Own Premises .		
<sup>2</sup> This is the maximum that can be spent on expenses including the cost of the break open tickets. If you do not use all of the expense maximum, the balance increases your Minimum Net Profit.		
This amount includes any applicable taxes.		
<sup>3</sup> Licence Fees may be a maximum of 3% payable to the municipality. The municipality may charge less and if so, the difference flows to the Minimum Net Profit.		
<sup>4</sup> Minimum Net Profit assumes the maximum levels of Expenses and Licence Fees are paid.		
Effective September 8, 2010		
E.&O.E.		

## Selling HELPP Break Open Tickets - FAQs

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In order to effectively assist organizations sell HELPP Break Open Tickets, we developed a series of questions and answers relating to all aspects of ticket sales.

Q1: Our organization has received our Break Open Ticket Lottery Licence. What do we do now? How do we order tickets?

A: In order for Arrow Games/Bazaar & Novelty to supply tickets to your organization, we will need to do the following:

- 1) Setup an account for your organization. To do this, simply complete the Request for Customer Information (see Appendix H) and fax it to Kathleen Abbruscato, HELPP Customer Service Representative, Arrow Games/Bazaar & Novelty, toll-free at 1-877-983-7301. It will take 2 business days to setup your account.
- 2) Send a copy of your lottery licence via fax to Kathleen Abbruscato toll-free at 1-877-983-7301. Once you have sent the lottery licence, call Kathleen at 1-877-983-7300 to advise Kathleen how many deals you wish to order and where you want the tickets shipped.

Once all is in order, Kathleen will process your order and your tickets will be shipped via Courier.

Q2: Are there minimum quantities of tickets that we must purchase?

A: We would appreciate it if organizations could order at least one case of tickets, however, if requested, we can ship a single deal (also called a box) of tickets. For the 2,380 count game, one case includes 4 deals. For the 3,360 count game, one case includes 3 deals.

Q3: How long does it take for tickets to be shipped?

A: If your account is setup, you have a valid lottery licence and the order is placed by 10:00 A.M., your tickets will be shipped the same day and will arrive on the next business day that our Courier delivers in your area. For the most part, it is next business day service with the exception of some areas of Northwestern Ontario or other remote locations where it may take more than one business day.

Q4: What do we use to sell the BOTs?

A: The AGCO requires that BOTs are sold from a transparent container. Arrow Games/Bazaar & Novelty can supply the clear plastic container with your first order of tickets. The cost for the container that you order depends on the model you choose. The dimensions and illustrations of the available containers can be found in Appendix I.

Q5: What do we do with the lottery licence?

A: The lottery licence must be prominently posted at the location where you are selling tickets so that players and inspectors can see that you have a licence. Be sure the licence is posted in a secure area so that it cannot be stolen. Always keep a copy on file.

Q6: The tickets have arrived in our facility. Is there anything special that we need to do before selling the tickets?

A: Carefully inspect the package that arrives looking for any signs of tampering or damage. When you open the case, the individual deal(s) of tickets will be sealed with a security tape. If the seal is broken or the cardboard box is damaged and it appears tickets may be missing, put the deal aside, do not use it and call Kathleen Abbruscato immediately at 1-877-983-7300 to arrange for the damaged deal to be picked up and replaced.

There will be a packing slip attached to your shipment. Check to ensure that you have the correct number of deals and that the serial numbers on the individual deals match your packing slip. If there are any discrepancies, call Kathleen immediately.

Q7: If we are selling from the health care facility, how many volunteers will we need?

A: This will depend upon how busy you think your sales will be and how often you will sell. It is a good idea to have at least 2 volunteers selling the tickets at all times to deal with a rush from customers and to help with the payouts. You should review the key information on selling tickets with the volunteers. See Appendix J.

Q8: What payment forms are acceptable for BOTs?

A: Break Open Tickets may only be sold through cash or debit card transaction and prizes must be paid in cash only. Credit card transactions are not permitted.

Q9: Can we redeem winning tickets from another BOT sales location?

A: No. You may only redeem the tickets that are sold at your location. Each deal of tickets has a serial number as well as your unique licence number printed on the face of the ticket and you must only redeem your tickets.

Q10: What security features are available to help our organization ensure we don't redeem a ticket from another location?

A: There are five security features built-in to all BOTs supplied by Arrow Games/Bazaar & Novelty:

- 1) There is a unique serial number printed in the white space on the face of the ticket below the prize amounts.
- 2) Your organization's lottery licence number is printed in the white space on the face of the ticket, below the serial number.
- 3) There is a short code identifying your organization printed below the licence number in the white space on the face of the ticket.
- 4) A winning ticket will always show the exact amount to be paid out.
- 5) The Checkmate security feature is available for the larger prizes in each game.

See Appendix K for an illustration of the security features.

Q11: What happens if a player buys a ticket, leaves the hospital and comes back to redeem it?

A: AGCO requires that players open all tickets immediately and redeem any winners immediately. This information must be posted on the clear plastic container.

Q12: How old must customers be to purchase BOTs?

A: Customers must be 18 years of age to purchase tickets.

Q13: Do my staff or volunteers have to be 18 years of age or over to sell the tickets?

A: No. Staff or volunteers do not have to over 18 years to sell the tickets.

Q14: Can customers remove the tickets from the container?

A: No. Only your staff or volunteers may remove the tickets from the container.

Q15: Customers may ask how many of the top prize winners (ie \$100, \$50, etc.) remain in the container. Are we allowed to reveal this information?

A: No. The AGCO prohibits the sharing of such information.

Q16: Can staff or volunteers purchase the tickets?

A: The AGCO requires that the licensee (the organization that holds the lottery licence) shall ensure that no person directly involved in or responsible for the conduct of the lottery event or involved in the sale of break open tickets shall purchase any break open tickets or participate in the game which he or she is assisting to conduct.



Q17: We have started selling our first deal of tickets and the tickets are selling well. When do we add more tickets to the container?

A: The AGCO requires that when the container is approximately ½ full, you should add another deal of tickets. Not only is this a regulatory requirement, it is also good business practice as players are more likely to buy tickets when the container is full and there are lots of winners available.

Q18: What do the sellers do with the winning tickets?

A: The player must turn in the winning ticket in order to redeem the prize. The seller should examine the ticket carefully looking at the security features and if satisfied, pay the prize. All winning tickets must be defaced by punching a hole through the winning combination of symbols. The winning tickets must be retained by the seller for reconciliation purposes. Once the reconciliation has been completed, the \$1 winning tickets may be destroyed by tearing them in half. All other winning tickets must be held for 90 days after the end of the licence reporting period.

Q19: Does our organization require a separate bank account for the proceeds from the BOT sales?

A: Yes. You must have a designated, separate account for BOT proceeds. All monies from the sale of the tickets must be deposited into the account and all expenses must be paid from the account. You will need to provide a copy of all cancelled cheques and bank statements with your lottery report. Ensure that you have an account where your organization gets the cancelled cheques returned or can receive an electronic copy of the cheques.

Q20: Our organization is just getting started with BOTs and we have no money in our BOT account to pay the licence fees or pay for the tickets and the container. What do we do?

A: Your organization may use funds from your general account to pay for these initial expenses. Once there are sufficient funds in the BOT account, you must re-imburse the general account by cheque for whatever funds were advanced.

Q21: How should we manage the sales of tickets?

A: First, the two individuals who signed the BOT Application Form are ultimately responsible for all aspects of the management and conduct of the BOT sales. Generally, the application should be signed by the President or Treasurer and the individual who will have day-to-day responsibility for the sales, often called the HELPP Convenor.

Second, the Convenor should establish internal processes to ensure that the sellers have a float and tickets for each day they are selling, reconcile the funds daily (there are forms included in Appendix L that can be used – the forms are available in Microsoft Excel formats at [www.arrowgames.com/HELPP](http://www.arrowgames.com/HELPP)), ensure the funds are deposited promptly into the BOT account and prepare the final report. The Treasurer should also be involved and familiar with all of these procedures.

Q22: How often should we reconcile the proceeds?

A: Proceeds should be reconciled on a daily basis with the funds and redeemed tickets turned over to the HELPP Convenor for verification. If there are any issues with the funds not balancing on a daily basis, resolve immediately and do not allow it to carry forward. In the event you have shortages from the sale of BOTs, the shortages should be recorded and reported on the next lottery report.

Q23: How often does the organization report to the lottery licensing officer?

A: A final report is required on all sales within 30 days of the end of the licence. Some licensing officers may require more frequent reporting or interim reports and then a final report on all sales.

Q24: When does a break open ticket lottery licence expire?

A: There are two triggers for the expiry of a break open ticket lottery licence:

- 1) All the deals that were identified on the licence have been sold. At this point, the organization will need to apply for a new licence to continue sales. The organization may apply for the new licence even if the expiry date has not been reached.
- 2) The expiry date is reached on the licence. Generally, BOT lottery licenses are issued for 6 months or 1 year. The AGCO allows for a municipality to extend a licence up to five years. In the event that at the end of the licence period, the organization has not sold all of the tickets that were licensed, the organization may request an amendment from the lottery licensing officer to extend the expiry date and allow all remaining tickets to be sold. The amendment request must be made in writing before the expiry date on the licence. See a sample amendment request letter in Appendix M.

Q25: We are at the end of our licence, it cannot be extended any further and we have 500 tickets remaining in the container. What do we do with the 500 tickets?

A: As of July 1, 2010, the AGCO allows an organization to carry over the remaining 500 tickets to the new licence and sell them. The organization must count all remaining tickets, will report that it did not sell these tickets on its current lottery report and will

report the sales on its next lottery report. See Appendix N for a description of how to complete this process and complete the lottery report.

Q26: In addition to the HELPP tickets, are there other seasonal BOTs that we could sell alongside our HELPP tickets to provide more variety for our players?

A: Arrow Games/Bazaar & Novelty has close to 50 different styles of BOTs that may be sold alongside the HELPP tickets. Visit our website at [www.arrowgames.com/popp](http://www.arrowgames.com/popp) and follow the links to Ontario tickets to see all of the variety available.

The most popular seasonal tickets are the holiday seasonal tickets including Jackpot Jingles, Tinsel Town and Christmas Bonus.



Q27: Our organization decided to use one of the seasonal holiday games. After the holiday, we had some seasonal tickets that we were unable to sell as the players aren't interested in buying the tickets any longer. What do we do?

A: You will need to remove the seasonal tickets from sale and do a complete accounting of the sales on the seasonal game only. The procedures for completing a final accounting of the sales can be found in Appendix O. The forms in Appendix O are available in a Microsoft Excel format and can be downloaded from [www.arrowgames.com/HELPP](http://www.arrowgames.com/HELPP).

Q28: What expenses and fees will be invoiced by Arrow Games/Bazaar & Novelty?

A: For each order of tickets, your organization will receive an invoice for the following items:

- 1) The BOTs plus applicable HST.
- 2) The Ontario Provincial Fee. This is a Government of Ontario fee levied on the sale of all BOTs. The Fee amounts to \$49.95 for each deal of the 2,380 count and \$74.93 for each deal of the 3,360 count (see the financial breakdowns on Pages 19 and 20) for full details. Arrow Games/Bazaar & Novelty is responsible for collecting this Fee and remitting to the Government of Ontario.

Q29: What do we do if we have questions about how we can use the proceeds from the sale of BOTs?

A: The lottery licensing officer who issued the licence has the final approval over the use of proceeds. Any questions should be directed to the licensing officer.

Q30: Our organization is selling tickets in a third party location. How do we collect the proceeds?

A: Your organization will need to establish a process with the third party location to collect the proceeds on a timely basis. Here are some points and best practices to consider:

- 1) According to AGCO BOT Standards, once a deal of tickets has been accepted by a third party location, the location is responsible to sell the tickets and pay the net proceeds (the “win”) to the organization. Issues such as employee theft or slow sales are the responsibility of the location and not your organization’s responsibility.
- 2) Establish a process where once the location has sold one deal of tickets and requires another deal of tickets, the organization collects the proceeds from the first deal of tickets. **Do not continue to provide deals of tickets to a location without collecting the proceeds.** If you have issues collecting the proceeds, consult with your lottery licensing officer.
- 3) Organizations may wish to have the deals delivered to their office and deliver one deal at a time to the location and collect the proceeds at the same time.
- 4) When you deliver a deal of tickets to the location, obtain a receipt signed by the location noting the serial number delivered. If the tickets are being delivered by Courier directly from Arrow Games/Bazaar & Novelty to the location, you can also trace the shipment and get a signature confirmation from the courier’s web site. The Courier tracking number for each shipment is included on your invoice.

- 5) There is a maximum commission that may be paid to a third party location to sell the tickets. The amounts are outlined in the financial breakdown “For Tickets Sold in Third Party Locations” on Page 19. The organization may deduct the commission from the net proceeds collected from the location to avoid having to issue a cheque for the commission to the location. For example, for the BN1 ticket type, the net proceeds (or “win”) after all tickets are sold and prizes are paid out is \$565.00. The maximum commission is \$117.24 per deal. The organization may accept \$447.76 from the third party location ( $\$565.00 - \$117.24$ ).
- 6) Always issue a receipt to the third party location for the proceeds collected noting the serial number that you are collecting. If the commission is being deducted as noted in 5), get a receipt from the location for the amount of the commission.

## Effective Sales Tips

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Like all other consumer products, organizations selling BOTs must promote the product.

Here are some effective sales tips:

- Location – location – location! Try to setup your sales in a high traffic area for both potential players and staff at the health care facility. If your facility has a restaurant or other fast food outlet, these are prime locations.
- Ask the health care facility to promote the sales to its staff who will respond positively to the message that the proceeds benefit the facility.
- Promote the charity aspect with lines such as “Help support this health care facility by purchasing our tickets”. Players feel good about supporting a good cause, even if they don’t win.
- Make sure your sales container is clear, uncluttered and prominently displayed so players can see the tickets.
- Consider selling a HELPP ticket and another seasonal ticket – players like variety.
- Use the point of sale materials to advertise both at your sales location and in other high traffic areas in your facility.
- If a player has a winner, always ask them if they want more tickets. There are plenty of \$1 winners in each deal and offering players two more tickets is an effective way to increase your sales.

## **Regulatory Changes – July 2010 / September 2010**

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In July 2010, the Alcohol and Gaming Commission of Ontario enacted the most significant regulatory changes to the sale of BOTs in Ontario in over 20 years as part of its Modernization of Charitable Gaming initiative, followed by additional changes in September 2010 to the expense models.

This Manual was developed based on the July and September 2010 changes.

A copy of [AGCO Information Bulletin 62](#) and [AGCO Information Bulletin 65](#), which detail both sets of changes, can be found in Appendix P.

# Assistance

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## Orders

To place an order for HELPP tickets or other BOTs, contact:

Kathleen Abbruscato  
HELPP Customer Service Representative  
Arrow Games/Bazaar & Novelty  
(877) 983 7300 (toll-free)  
(877) 983 7301 (toll-free fax)  
[kabbruscato@arrowgames.com](mailto:kabbruscato@arrowgames.com)

## Licensing and Regulatory Questions

For assistance for licensing and regulatory questions or issues, contact:

Terry Jarrell  
Ontario Sales Manager  
Arrow Games/Bazaar & Novelty  
(877) 983 7300 (toll-free)  
[tjarrell@arrowgames.com](mailto:tjarrell@arrowgames.com)





[WWW.ARROWGAMES.COM/HELPP](http://WWW.ARROWGAMES.COM/HELPP)