**House Raffle 2015**

**Media Day Points of Interest**

**…always bring it back to the mission**

**The Facts**

**Tickets:** $150 each, 3-pack $400, 5-pack $550

**Purchase:** PugetSoundRaffle.com

**Grand Prize:** Deadline to purchase tickets is May 1. Grand Prize Drawing is May 15

**General Statement:** Special Olympics Washington is very excited to be in the FINAL 8 days of our 2nd annual Dream House Raffle! This unique fundraiser gives participants a chance to not only support 10,000 Special Olympics Athletes across the state but a 1-50 chance to win cars, vacations to NY, Maui, Alaska, Barbados…1200 other great prizes and perhaps this beautiful Queen Anne House!

**General Prize Statement:** If fewer than 50,000 tickets are sold the Grand Prize becomes a 50/50 split of the net proceeds…right now the winner will be VERY pleased with nearly $500,000. AND everybody wins…the more tickets sold, the larger the grand prize and more money for Special Olympics. No one will be unhappy…that is for sure.

REGARDLESS of the # of tickets sold…on May 15 we will be giving away 1200 other prizes including trips to Alaska, NY, Amsterdam, Barbados and this beautiful Audio Q5 thanks to University Audio!

DVW NOTE: SIMPLE STATEMENT

* To date we’ve sold about 20,000 tickets.  A good amount.  Big enough to fill a basketball stadium, but we have more to go and we are expecting a big push at the end of the raffle.
* If we sell 50,000 tickets by the deadline the grand prize will be this incredible home.
* If we sell below 50,000 tickets then the grand prize will be a life-changing amount of money.

**Athlete Statement:** These funds do a tremendous amount for Special Olympics Washington. Right now we serve 10,000 athletes across the State of Washington. HOWEVER, there are 180,000 people in the state with an intellectual disability…our job is to reach into every corner of the state. From Ocean Shores to Spokane and Blaine to Olympia…we need to make sure EVERYONE is tested like a Champion.

…in a month we’ll be hosting 2500 athletes at JBLM for Summer Games

…in July we’ll be sending five athletes to Special Olympics World Games in Los Angeles

...and in the year ahead we plan to use the funds to expand our leadership, educational and health initiatives to new heights

**Why start a House Raffle?:** Special Olympics Washington spent a tremendous amount of time researching new and unique fundraising opportunities. Something out of the box, something different from a fun run, auction or golf tournament.

Special Olympics Southern California, Boys & Girls Club, Big Brothers & Big Sisters across the country all do this type of fundraiser and we thought…why not Washington. Let’s lead the effort…over $44 million has been raised for non-profits in 34 raffles.

**How much of the money goes back to Special Olympics:** Two completely separate pies here…in general, with any Special Olympics donation 74 cents on every dollar goes back to fundraising. With the house raffle, participants are purchasing a ticket for a “chance to win”…different. For instance if the organization nets 1 million…$500,000 goes to programing and $500,000 to the winner.

**What happened last year???**

Special Olympics Washington worked very hard to clear up any confusion over the GRAND PRIZE. What was misunderstood is that 50,000 tickets need to be sold in order for the house to be awarded. If less than 50,000 tickets are sold the Grand Prize is a 50/50 split of the net proceeds…Right now that would be over $500,000…which is a very sizeable amount of cash.

In the end, the winner walked away very happy and we were able to, among many other great programs, send 30 athletes to compete in Princeton, NJ for Special Olympics National Games. Which was a competition trip of a lifetime and something not possible without the house raffle.

DVW NOTE IF NEEDED: Regardless if we sell two tickets or 50,000 all 1200 other prizes including the trips and vacations are guaranteed. This is an awesome fundraiser with tons of opportunities to win!

DVW NOTE IF NEEDED: It would be foolish to guarantee the house and risk the entire non-profit.