

Her Worship Tracey Bailey
Mayor, Town of Lakeshore
419 Notre Dame St. Belle River, Ontario, N0R 1A0
tbailey@lakeshore.ca

November 14, 2024

Dear Mayor Bailey,

I am writing to thank you and your council for the ongoing support of the Charitable Bingo and Gaming (cGaming) initiative in your community. This provincial partnership between the Ontario Charitable Gaming Association (which represents the participating charities and non-profits), Ontario Lottery and Gaming (OLG), the private sector and municipalities has been very successful in raising over \$80M for the 2,200 participating charities in the last year alone.

In your surrounding community, the 24 charities and non-profits raising funds at your local charitable gaming centre (Power Play Gaming Centre) are providing important services and programs for Tecumseh and the Town of Lakeshore. Organizations such as Rose City Community Athletic Fund and Tilbury Rotary Club have benefited greatly and their commitment to improving the lives of residents and enhancing community well-being cannot be overstated. Last fiscal year, the participating charities and non-profits contributed over \$625 thousand to Tecumseh and the Lakeshore community through cGaming. We are greatly appreciative of the work of your municipal staff who are now supporting the organizations through the permitting process.

The Ontario Charitable Gaming Association (OCGA) plays a vital role in fostering stronger, more connected communities by supporting the participating charitable organizations in the 37 charitable gaming sites across the province. Charities and non-profits are crucial partners in addressing the social, economic, and cultural needs of Ontario communities.

Here are some key community benefits of the cGaming initiative.

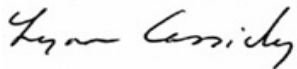
1. These local charities raise essential funds to address critical issues such as poverty, homelessness, healthcare, education, and mental health. The funds go far beyond just the participating charities and non-profits with donations from services clubs going out to numerous other community organizations.
2. The charitable gaming centres contribute to the local economy through employment, the purchase of local goods and services and taxes.

3. Charitable gaming centres are a hub for social interaction and community engagement; a place where people from diverse backgrounds come together for entertainment and build stronger social bonds.
4. This initiative is built on volunteerism. The OCGA takes the lead role in training and supporting the 28,000 volunteers that are key to the success. This cultivates a spirit of giving back; inspiring community members to get involved and contribute positively to our communities.

I am very appreciative of your continued support for this important initiative that contributes so much to your local community. Your endorsement ensures the continued success of this fundraising opportunity for your local charities and non-profits.

If you have any questions or would like further information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Lynn Cassidy".

Lynn Cassidy
Executive Director
Ontario Charitable Gaming Association

www.charitablegaming.com
www.charitablegaming.ca
905-824-5478

cc. Cindy Lanoue Licensing, Town of Lakeshore
clanoue@lakeshore.ca