



Raffle Type

**Bi-Weekly 50/50**

Current Bi-Weekly Jackpot

**\$ 103K+**

Annual Run Rate

**\$2.7M Raffle Sales**

The Health Sciences Centre (HSC) Foundation is a leading philanthropic organization dedicated to advancing patient care, research, and medical innovation at HSC Winnipeg. By funding vital initiatives, equipment, and programs, the Foundation plays a crucial role in enhancing healthcare services for the community.

## The Challenge

HSC Foundation sought innovative ways to expand its fundraising efforts beyond its signature events and existing donor base. The organization aimed to establish a recurring revenue stream that could provide consistent financial support while engaging a broader audience—particularly those connected to the hospital, such as staff, volunteers, and students.

## The Solution

To meet this challenge, HSC Foundation partnered with Funding Change to launch an engaging, automated, and scalable fundraising initiative. The **Health Care Payroll 50/50** was designed to appeal to the HSC community, including Shared Health employees, HSC Campus staff, and University of Manitoba students/faculty.

This innovative program allows participants to enroll in a **bi-weekly 50/50 raffle**, seamlessly integrating through employer payroll deductions or a simple credit card subscription. Every two weeks, participants are automatically entered into the draw, with one winner taking home 50% of the total jackpot.

## The Results

The impact of the Health Care Payroll 50/50 has exceeded expectations, quickly becoming a transformative fundraising mechanism for HSC Foundation:

- With over **16,000 eligible participants**, the program has seen remarkable engagement.
- The initial bi-weekly jackpot of **\$35,340** has skyrocketed to over **\$103,000** in just 18 months.
- The raffle now generates over **\$2.7 million in annual raffle sales**, with winners now receiving **\$50,000 payouts** every two weeks, making it one of the largest health care payroll 50/50 in Canada.
- Most importantly, HSC Foundation has successfully created a **multi-million dollar annual recurring revenue stream**.
- These unrestricted funds provide **critical flexibility**, enabling the foundation to support essential initiatives that typically struggle to secure donor funding.

Through its partnership with Funding Change, HSC Foundation has not only diversified its revenue streams but also fostered **long-term sustainability for its mission**. The success of the Health Care Payroll 50/50 highlights the power of innovative fundraising strategies in engaging new audiences and creating lasting impact. As participation continues to grow, the Foundation is well-positioned to expand its support for healthcare advancements and community well-being.

## Healthcare Payroll 50/50 Performance



\*Growth trend is consistent for Raffles with 10K eligible participants

### CUSTOMER QUOTE

The buzz increases with each raffle, and every month, more people join in on the fun!