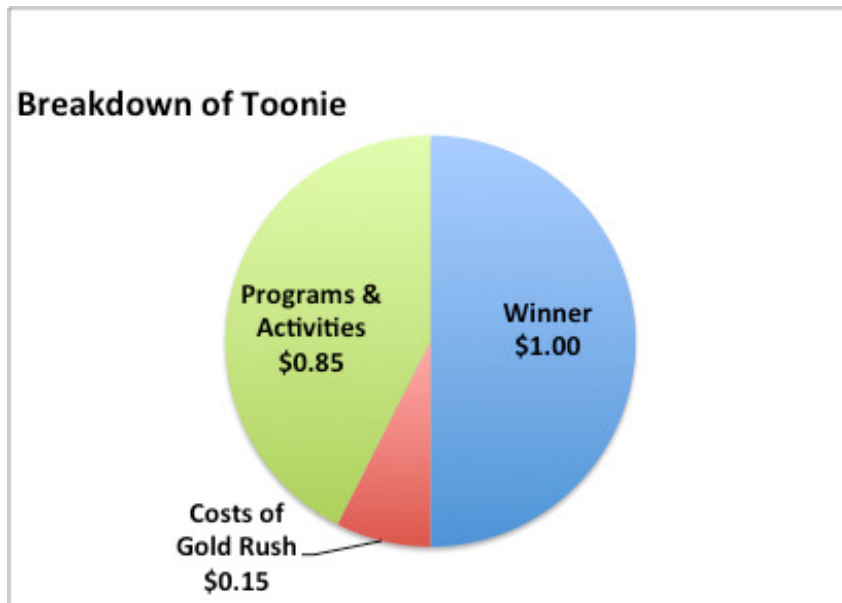


Gold Rush – What is the money used for?

Thanks for asking about Gold Rush and what our organization is doing with the funds.

Here is a visual breakdown of a Toonie. The chart shows 50% of the Toonie goes directly to the **winner** each week and 43% goes directly to support Boys & Girls Club /Big Brothers Big Sisters vital youth programs. (7% is used to run the Gold Rush project)



Winner: gets half of the money in each Gold Rush draw.

Costs of Gold Rush: this includes staffing (130 hours per week); collection of boxes, bank charges, marketing (radio, newspaper, web), office space and supplies.

Program & Activities: see the following list plus more information is available in our Annual Report (paper copies) and our 2012 audited Financial Statement is on our website:

www.BBBSMiramichi.com

Gold Rush has grown beyond expectation. It is a huge success---thanks to all the players, including you! All fundraising initiatives have a life span. The life span of a fundraising project, like Gold Rush, cannot be predicted and remains unknown. Thankfully, Gold Rush is allowing us to plan for the future of our organization and ensure that vital community youth programs are supported beyond the life cycle of Gold Rush.

Currently, our Board is committed to three major projects **in addition to** day-to-day operations:

- **Building Fund:** a building fund has been designated to do two things: renovate existing Boys & Girls Club to keep it in great condition and add a new addition to our facility to enhance program delivery. Cost: \$300,000 - planning underway
- **Bus:** a fund has been designated to purchase a bus to replace our fifteen passenger van. Cost: \$95,000

- **Foundation for the Future:** creating a Foundation to invest funds to operate in the future. Money that is raised above current operating budget will be invested in the Foundation.

Thankfully, Gold Rush is allowing us to plan for the future of the organization and ensure that vital community youth programs are supported beyond the life cycle of Gold Rush. Much like a parent may do, we are saving for our organization's future, while at the same time, providing the best experiences and programs today.

One of the new ventures that we rolled out this year, thanks to Gold Rush, is the **FunZone** mobile unit with four Inflatable Air Castles. We purchased the air castles, the truck, the trailer, the generators, hired staff and then took FunZone to all corners of Miramichi ... free for all kids!

You Play Gold Rush – Gold Rush Supports Children & Youth

When you play Gold Rush, you directly support children and youth in our community. The money raised in Miramichi stays in our community. Our year round programming includes **110** children through Big Brothers Big Sisters and over **400** children through the Boys and Girls Club. Here are some of the programs that Gold Rush makes possible for these children:

- | | |
|--------------------------------------|---------------------------------------|
| • In School Mentoring | • Special Saturdays |
| • Traditional Mentoring | • Summer Camps |
| • KidZone | • FunZone (NEW this year) |
| • Kids 'n Kops | • Youth Leader Program |
| • Junior Fire Camp | • Scholarship Opportunities |
| • Club Connect After School Program | • March Break Camps |
| • Babysitter's Training | • Fun Friends – mental health program |
| • Go Girls/Game On – Group Mentoring | • JumpStart |

Our programs are offered at our facility, 115 Maher St. and we are also in 12 schools delivering programs. The costs to provide these programs are covered by fundraisers, like Gold Rush.

Boys & Girls Club/Big Brothers Big Sisters is not a government funded organization. For over twenty-five years we have developed fundraisers and struggled to raise those funds, year-after-year; but those efforts gave us a strong base of support and now we have Gold Rush which is meeting the needs of today and securing our future.

The Winner's Story: each week we hear stories from the winners; the impact of "winning" and what the "extra money" means to them --- every winner has a story and every winner has been grateful! Plus the economic spinoff has been tremendous; local businesses tell us weekly, the "winner" spends the money on things right here in our community...from buying furniture,

hearing aids, pre-paid funeral, to long overdue home repairs...the money in Gold Rush is felt throughout the community.

We invite you to visit us at any time and see first-hand the work we do! This would be a great chance to answer further questions and share with you all the opportunities we provide for youth as a result of projects like Gold Rush. Thank you for your interest and we look forward to meeting you!

Big Brothers Big Sisters / Boys & Girls Club Miramichi