



Meals on Wheels<sup>TM</sup>  
Queensland

# Play for Purpose Charity Raffle

## Fundraising Made Easy!

Unlock Easy Fundraising: How Play for Purpose Can Help Your Meals on Wheels Service Raise Funds with Every Ticket

**Thursday, 1 May 2025**

Host: Jordan Reimers

More  
than just  
a meal<sup>TM</sup>

YOU CHOOSE A CAUSE TO SUPPORT

Win a **\$250K** FIRST PRIZE PACK

TOYOTA LANDCRUISER SAHARA +

**\$97,000** GOLD BULLION

BUY EXTRA TICKETS

Promoter is 50-50 Foundation Ltd.  
Permits and T&Cs at [playforpurpose.com.au](http://playforpurpose.com.au)

# What Will We Cover

- What is Play For Purpose
- How does it work
- How can a Member Service get involved
- Setting Up a Champions page
- Spreading the word



# What is Play for Purpose



Play for Purpose is an **online charity raffle** managed by the **50-50 Foundation**, with backing from **Tabcorp**.

The platform offers technology and prizes as part of their **corporate responsibility program**. It raises funds for over **130 ACNC-registered charities and sporting clubs**, providing an easy and effective way to support good causes.

Supported over 500 charities and sporting clubs since 2012.

Raised over \$7.8 million for good causes.

Marketing tools are provided for each raffle to support charities and sporting clubs sell tickets.



# How Does it Work?




- **No cost to participate:** It's free for your service to get involved.
- **50% of every ticket sold** goes directly to your Service.
- Your service earns **\$5 from every \$10 ticket sold**.
- Ticket holders have a chance to win from **over 7,500 prizes** with a total prize pool of **\$500,000**.
- Each ticket has a **1 in 34 chance** of winning!
- There are **4 raffles per year**.
- **AutoPlay:** A convenient option for automatically purchasing tickets for every raffle.
- **Eligibility:** All staff and volunteers are eligible to purchase tickets and support your cause.
- The maximum number of tickets sold per raffle is **250,000**.





# Choosing the Chairty

- Purchaser can select your nominated charity or sporting team from over 130 options.
- The best way to ensure donations go to your service is by sharing your direct Champions Page link.
- Share your link via newsletters, social media, and on your website to drive ticket sales and fundraise directly for your Service.




PRIZES

CAUSES

HOW IT WORKS

AUTOPLAY

WINNERS

 SIGN IN

\$10 BUY TICKETS

TICKETS ARE LIMITED!


Closes 26 June

Australia's community raffle

You can win great prizes while supporting your favourite Australian causes!


GET STARTED

How it works




Pick a cause

Select your favourite Australian cause to support



Buy raffle tickets

Tickets are \$10 with at least \$5 going to your chosen cause



Epic prizes

You could win a first prize worth \$250k or hundreds of other goodies!


BUY TICKETS

# MOW Partner Page

- Meals on Wheels Queensland receives \$5 from every ticket sold via this page.
- Direct link does not allow purchaser to browse other Charities
- [www.playforpurpose.com.au/meals-on-wheels-qld](http://www.playforpurpose.com.au/meals-on-wheels-qld)

THE WIN-WIN RAFFLE

## Meals on Wheels Queensland



# MAKE MORE THAN A MEAL, MAKE SOMEONE'S DAY

ABOUT MEALS ON WHEELS QUEENSLAND

### More than Just a Meal

Meals on Wheels Queensland has provided nutritional support, important social contact, peace of mind and monitoring of our clients' wellbeing, health and safety for nearly 70 years. We offer more than just a meal for the most vulnerable in our communities so that they can remain independent in their own homes for as long as possible.

[BUY TICKETS](#)



Support Meals on Wheels  
Queensland and you can win  
hundreds of amazing prizes!

<b>\$10</b>	<b>\$250k</b>	<b>395</b>
<small>per ticket</small>	<small>1st prize pack</small>	<small>prizes</small>

[BUY TICKETS](#)



# How Can Meals on Wheels Services Get Involved?

1. **Become a Champion:** Set up your [own Champions Page](#), linked to the main Meals on Wheels Queensland page.
2. **Earn \$5 per ticket:** For every \$10 ticket sold through your page, \$5 will be awarded to your Service at the end of each raffle.
3. **Track Sales:** The Play for Purpose Dashboard allows us to easily track how many tickets are sold by each Champion.
4. **Monthly Reports:** After each raffle, we'll generate a report showing your ticket sales.
5. **Fund Distribution:** Once we receive the funds from Play for Purpose, we'll distribute them based on the sales data from the report.



# How Play for Purpose Can Help Your Service Thrive

-  **No Upfront Costs**
-  **Easy Fundraising**
-  **Tangible Impact**
-  **Chance to Win Big**
-  **Attract More Supporters**
-  **Increased Engagement with Volunteers and Staff**
-  **Multiple Opportunities to Fundraise**
-  **No Need for Extra Resources**
-  **Convenience for Supporters**
-  **Proven Success**




More  
than just  
a meal<sup>™</sup>



# Setting up your Champion Page

- 1. Scroll down and click on the red **START FUNDRAISING** button




PRIZES

**CHAMPIONS**

HOW IT WORKS


AUTOPLAY

WINNERS

 SIGN IN

**\$10 BUY TICKETS**


TICKETS ARE LIMITED!  
Closes 26 June



THE WIN-WIN RAFFLE

Meals on Wheels Queensland

MAKE MORE THAN  
A MEAL, MAKE  
SOMEONE'S DAY




ABOUT MEALS ON WHEELS QUEENSLAND

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BUY TICKETS

# Setting up your Champion Page

2. Scroll down and click on the red **START FUNDRAISING** button




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\$10 BUY TICKETS

TICKETS ARE LIMITED!

Closes 26 June

Our amazing fundraising champions

Think you've got what it takes to become a Champion? See below how you sign-up and make a difference!




Holland Park Meals on Wheels

Supporter, Holland Park Meals on Wheels

\$1,110

OF \$1,000 GOAL

Raised by supporters in 1880 days




Meals on Wheels Pine Rivers & District

Meals on Wheels Queensland, Meals on Wheels Pine Rivers & District

\$700

OF \$10,000 GOAL

Raised by supporters in 1769 days




Dalby Meals on Wheels

Supporter, Dalby Meals on Wheels

\$440

OF \$2,000 GOAL

Raised by supporters in 1881 days




Gympie Meals on Wheels

Supporter, Gympie Meals on Wheels

\$200

OF \$2,000 GOAL

Raised by supporters in 1419 days




Meals on Wheels Fraser Community

Supporter, Meals on Wheels Fraser Community

\$110

OF \$500 GOAL

Raised by supporters in 1412 days




Ipswich Meals on Wheels

Supporter, Ipswich Meals on Wheels

\$40

OF \$1,000 GOAL

Raised by supporters in 1083 days




Nambour Meals on Wheels

Manager, Nambour Meals on Wheels

\$40

OF \$10,000 GOAL


Raised by supporters in 2001 days



Become a Champion!

Join the Queensland's league of fundraising champions!

START FUNDRAISING



Meals on Wheels<sup>TM</sup>  
Queensland

More than just a meal<sup>TM</sup>



# Setting up your Champion Page

3. Click on the **START APPLICATION** button and follow the step-by-step prompts

Thanks for offering to raise funds for Meals on Wheels Queensland by setting up a Play For Purpose Champions page. Play For Purpose is an online not-for-profit raffle.

Tickets are just \$10, with a minimum of \$5 from every ticket purchased supporting your chosen Charity. With a chance to win hundreds of prizes - including a \$250,000 first prize - all while supporting a good cause, Play For Purpose is the ultimate Win-Win Raffle!

Simply complete the following steps to get started.

**Start Application**

press Enter ↵



# Setting up your Champion Page



## 4. Complete the Contact Details Section

- Provide your contact information to ensure smooth communication.

## 5. Set a Ticket Goal

- Choose a **ticket goal** (e.g., 20–100 tickets is a great starting point).

## 6. Service Name

- Select the **preferred name** for your Service (e.g., Stafford Meals on Wheels).

## 7. Company Name

- Choose the **name** you want displayed on the Play for Purpose website (e.g., Stafford & District Meals on Wheels).

## 8. Insert Your Position

- Add your **position** (e.g., Service Coordinator) so it appears on the Champion Page for contact purposes.

## 9. Profile Statement

- Write a **50-100 word profile statement**. Here's an example:
- *"Meals on Wheels Queensland has provided nutritional support, vital social contact, and peace of mind to our clients for nearly 70 years. We offer more than just a meal, empowering vulnerable individuals to remain independent in their homes and stay connected to their communities."*





# Ready to Fundraise!

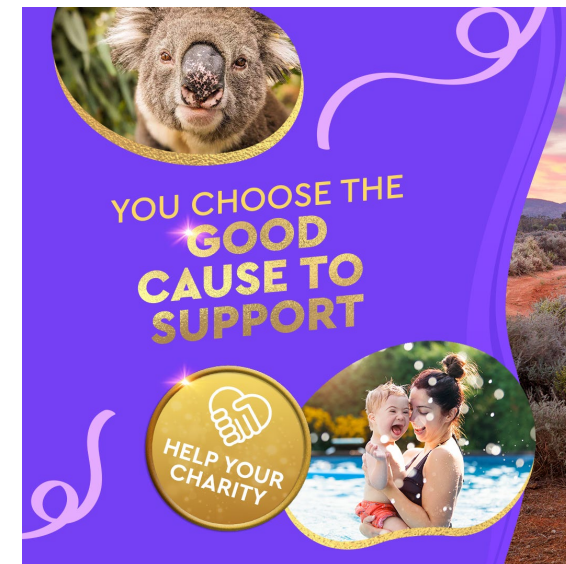
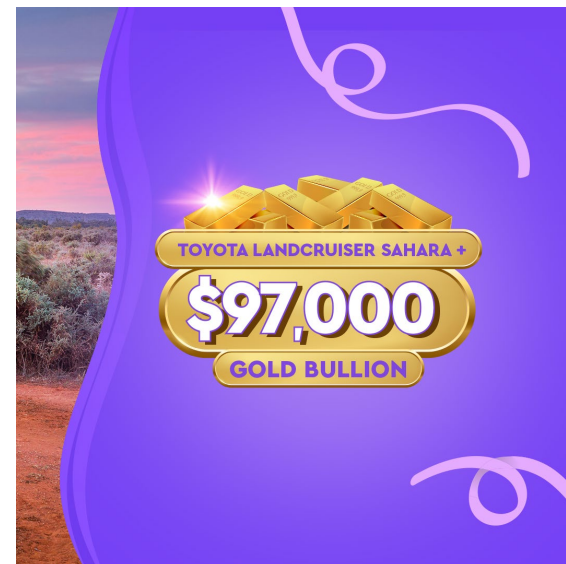
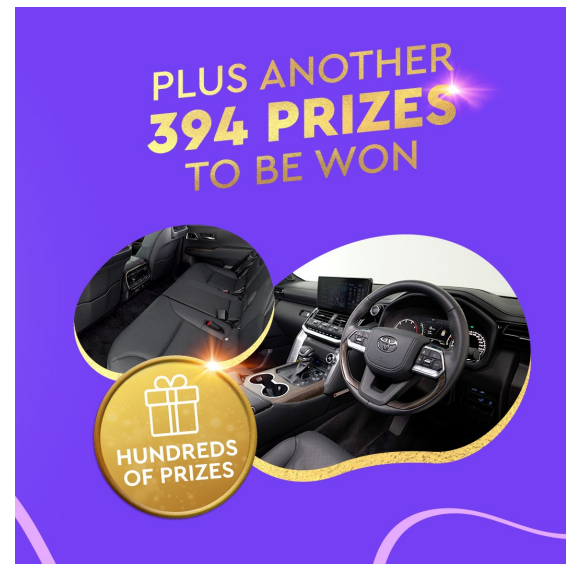


## Once Set Up:

- \$5 from each \$10 ticket sold through your page will be allocated to your Service after each raffle ends.
- The **Play for Purpose system** automatically tracks the number of tickets sold through your page, making the reporting process seamless.
- You can easily **monitor ticket sales** through your **Champions Page** to see how many tickets have been sold in real time.

# Fundraise with Purpose!

- The **more you share your link** (via social media, email, etc.), the more tickets you'll sell and the more funds you'll raise!
- **Play for Purpose** provides excellent **assets and templates** for promoting the raffle through social media and email.
- Refer to Play for Purpose's **support documents** for helpful resources via [the Member's Page](#):
  - **Play for Purpose Refreshed Brand Guidelines**
  - **Raffle 27 Fundraising & Promotion Guide**





# Contact Us

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Meals on Wheels<sup>™</sup>  
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# Thank You

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