



Heart of canal st.

- POTAWATOMI HOTEL & CASINO -

AT THE HEART OF IT ALL

Giving has always been at the heart of who we are, and that heart is in our name: *Heart of Canal Street*. Since its inception in 1994, Potawatomi Hotel & Casino's signature community program has helped improve the lives of children by putting food on tables, helping kids stay safe and by encouraging an appreciation of the arts.

In partnership with the *Heart of Canal Street* charities, Potawatomi is truly helping give the gift of a promising future to area children.



SHARE YOUR HEART

Canal Street bingo games are played during every session from August until mid-December. Half of the funds from the purchase of this game go to the *Heart of Canal Street* campaign and the remaining half goes into the bingo awards prize pool. Additional funds are also generated through various other outlets at the Casino.





HEART OF CANAL STREET FACTS

- When the program began in 1994, benefiting charities each received \$5,000. Last year, 30 charities each received over \$35,000 in funding!
- Last year Potawatomi Hotel & Casino added a Charity of Choice—a partner that receives the first \$100,000 in *Heart of Canal Street* funding to impact change on a pressing community issue. 30 additional charities divide the remaining funds equally.
- In 2015, the program has contributed nearly \$17 million to hundreds of local children's charities.
- Most *Heart of Canal Street* funds are generated through a special bingo game available for purchase during every bingo session from August until mid-December.
- Play bingo and help raise funds for this year's charities and children in our community!

TRIBAL BELIEFS FOCUS ON CHILDREN

The Forest County Potawatomi Community is guided by tribal values and thoughtful preparation for the future. Tribal traditions inspire a devotion to nurture children so they grow to lead healthy, productive lives, which serves as the root of *Heart of Canal Street*. This program works to help improve the quality of life for children in southeastern Wisconsin.



PARTNER CHARITIES

Annually, local non-profit organizations are invited to apply for *Heart of Canal Street* funding. To be eligible, charities must provide direct service to children as a core component of their mission or program.

To learn more about *Heart of Canal Street*, visit paysbig.com/heart.