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Charity lotteries in practice

experience from the netherlands

HAZARD PRO PUBLICO BONO

Lotteries as a source of Funding Civic Initiatives

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Charity Lotteries in the European Union



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Name	Raising funds for	Raised for beneficiary in million Euro (2008)	Percentage of turnover allocated to beneficiary (as defined by law)
State Lottery	Treasury	142	15%
Toto/Lotto	Mostly sports	56	18%
Postcode Lottery	People and planet	245	50%
BankGiro Lottery	Culture and cultural heritage	58	50%
Sponsor Bingo Lottery	Health and wellbeing	47	50%



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Nationale Postcode Loterij

- Established in 1989
- Group of fundraisers, looking for a money machine
- Raising funds for people and planet
- Over 2,5 billion since the start
- 4.367.110 tickets sold each month
- Turnover 2009: 513 million Euro
- Raised for charity in 2009: 256 million Euro
- Number of beneficiaries year to date: 75



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How does it work?

- Participants play with their postcode number, eg. **1016 BZ -001**
- Therefore: prizes are shared in streets and neighbourhoods
- Subscription based; direct debit
- Cooperation with mass media (DM, television): winners are shown on television
- If you don't win, the charities win!



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Criteria for beneficiaries

- Active in the fields of the lottery
- Broad social base and public appreciation
- Coming from civil society
- National reach
- Own fundraising of at least double the amount
- Additional to the existing beneficiaries
- Driven by passion, in combination with a professional implementation



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Application for funding



Charity department advices



Board of directors advices



Supervisory board decides



Lottery beneficiary for 5 years!





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15 million Euro



SOS-KINDERDORPEN
bouwt voor weeskinderen een toekomst

900.000 Euro



Support our fight for human rights

3,6 million

unicef  15 million



25 million



1,65 million





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What does it mean to be a lottery beneficiary?

- Long term funding
- Institutional support
- Platform to raise brand awareness





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Charity lottery potential in Poland?





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Feasibility factors

1. Regulatory situation
2. Market conditions
3. Lottery operator
4. Charities



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European markets?

Lack of level playing field

But: charity lotteries can perfectly operate next to state lotteries, as proven in the Netherlands, Sweden, Spain and UK





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**10 billion could be raised
every year if all European
member states would
establish charity lotteries!**

