

Postcode Lottery Group

Lotteries for a better world

The Netherlands | Sweden | Great Britain | Germany | Norway

Newsletter January 2024

Dear friend,

As we step into 2024, we thank you for your support and partnership which have been instrumental in the success of our lotteries.

Our millions of loyal players across five countries are at the heart of everything we do. Thanks to their loyalty and the success of inspiring campaigns crafted by our talented international team, we achieved a remarkable milestone, with a **turnover of €2.5 billion we exceeded €900 million in funds raised in 2023**. It allows the Postcode Lotteries to annually contribute to the vital work of our charity partners.

Despite the many changes and challenges taking place in the world, **the Postcode Lottery Group continued to flourish with growing revenues of all 6 Lotteries in 2023 and an impressive growth of over 25% in the last four years**.

In total, since the start, we have donated over €13.5 billion to good causes, making a positive impact.

This success demonstrates the power of collaboration, commitment, and creativity.

2023's end-of-year campaigns: Bigger than ever



The Netherlands, Sweden, Germany, Norway

During December, players in one British postcode shared an incredible £17.3 million -- the biggest prize since the launch of People's Postcode Lottery in 2005. **The campaign attracted widespread attention and broke all previous sales records**. The famous Piccadilly Lights installation, the biggest display of its kind in Europe, was used to build excitement and drive sales



The loyalty of People's Postcode Lottery players in Great Britain resulted in **all 98 long-term charity partners receiving a one-off, additional, funding award of £100,000**. This generous contribution amounts to nearly £10 million in total. A spokesperson for War Child said: "These funds will help us deliver life-changing support for children in conflict zones at a time when, sadly, we are needed more than ever before."

Theirworld and Roger Federer Foundation join forces

Two incredible organisations, Theirworld and the Roger Federer Foundation, have individually touched the lives of millions of young children worldwide. This powerful alliance is **dedicated to overcoming the challenges of providing quality education to children**. Roger Federer expressed his gratitude and said: "Thank you Postcode Lotteries for connecting Theirworld and the Roger Federer Foundation so we can help millions of children around the world."

Watch the video of Sarah Brown and Roger Federer:



International ambassadors of the Postcode Lotteries Sarah Brown & Roger Federer at UN General Assembly 2023, New York, thanking the players of the Lotteries

Our Global Ambassador network

Our line-up of ambassadors continues to grow and to champion the impact of the funds our players raise. We're honoured to welcome **Nice Nailantei Leng'ete, a Kenyan human rights activist dedicated to girls' rights and the fight against female genital mutilation.** Thanks to Nice and her team, more than 20,000 Maasai girls in Kenya and Tanzania have been able to continue their schooling, deciding for themselves if and when to marry and start a family.



Nice Nailantei Leng'ete (left) at the opening of the Rescue Centre of Nice Place Foundation. The centre offers temporary relief and shelter to girls at risk. Photo credits: Steve Kagia

Happy winners in streets and neighbourhoods

For the fourth time, in October 2023, a monthly prize from the Deutsche Postcode Lotterie went to the Sauerland: Following Lüdenscheid (April 2022), Lennestadt (Sept 2020) and Sundern (Jan 2020), a total of 487 lucky people were celebrating, holding 642 tickets worth €1.4 million in Olpe. Good causes always win: at the big Postcode party on the market square, the organisation "In Safe Hands" received a funding cheque of €150,000. The organisation promotes the personal development of children through sports and physical activity.



Happy winners celebrating together at the Grannyra in Ronneby, Sweden in October

In the Netherlands and Sweden, the teams successfully introduced additional innovative memberships – Plus and Premium – with an exciting prize plan, and high numbers of players subscribed enthusiastically.

Fighting food poverty

More than 960 food banks in Germany have, for 30 years, been providing food to those experiencing poverty and food insecurity, saving and distributing around 265,000 tons of food annually with the help of 60,000 volunteers. The Deutsche Postcode Lotterie contributed €3.55 million to support all regional food bank associations throughout Germany.



Deutsche Postcode Lotterie team members spent a day volunteering and seeing how funding from players is making a difference to those who rely on food parcels

Sustainable energy solutions



Solar PV system installed at Multipurpose Community Centre in Nyarugusu Refugee Camp in Tanzania. Photo: UNHCR Tanzania

Thanks to a SEK 16.3 million grant from the Svenska Postkodlotteriet, vital healthcare services in Tanzanian refugee camps and communities are receiving a much-needed boost. With the solarization of health facilities by UNHCR Tanzania, doctors and nurses can now count on reliable energy, marking a significant step towards sustainable and accessible healthcare.

Empowering women with 'She Makes Her Safe Choice'

In the Netherlands, this Dream Fund project received a generous €16.7 million contribution from the Postcode Lottery, **including the support for the extension of this initiative to French-speaking West Africa**. Rutgers recently shared positive results: they've prevented 4.8 million unsafe abortions, saved 13,000 maternal lives, and averted 180,000 unplanned pregnancies, surpassing their initial goals.

Music and Community Support

Over 80,000 VriendenLoterij players and their guests were welcomed to the Concertgebouw, Amsterdam for a summer programme of 77 concerts, ranging from classical music to jazz and pop. The Lottery announced an extra **€5.6 million** in funding for 2,400 clubs and associations to help with rising energy costs.



Growing impact

Our safe lotteries co-exist alongside state lotteries and have proved their ability to deliver additional funding for civil society.

By remaining firmly focussed on creating more happy winners and loyal players, we ensure that charities can continue to benefit from our donations to make a positive impact on the lives of millions of people around the world.



We are proud to announce the **opening of our office in Bedford Square, London**, adding to our existing locations in Amsterdam, Stockholm, Edinburgh, Düsseldorf, and Oslo. Our presence is growing, and so is our impact. Our executive board member Imme Rog will be based in our London office for the next two years. This strategic move is pivotal in our efforts to emphasise the importance of our international operations, to further expand internationally and enhance our business network.

On behalf of 1389 colleagues, thank you for being part of our Postcode Lotteries journey!
Looking forward to seeing you soon, warm wishes,

Imme Rog *Michiel Verboven* *Sigrid van Aken*



(Left to right) Executive Board Imme Rog, Michiel Verboven, Sigrid van Aken

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