



**Postcode
Lottery
Group**

The Power of Postcodes

**At the heart of
neighbourhoods and communities**

The Netherlands | Sweden | Great Britain | Germany | Norway

The Power of Postcodes

In 2024 alone, almost 15 million Postcode Lottery players raised €969 million for 500 major charity partners and thousands of grassroots initiatives, locally and globally.

Our community fundraising lotteries are all about people - bringing groups of people together to make a meaningful difference. People playing the Lottery, neighbours winning together and good causes receiving financial backing, both near and far. This booklet focuses on all the good things happening closer to home, in our players' own neighbourhoods.

At the Postcode Lottery Group we have always believed that where you live can help you, your

neighbours and your community. It is why we turned every home's postcode into a ticket for good.

Thanks to loyal players across the Netherlands, Sweden, Great Britain, Germany and Norway, we have been helping communities come together and create lasting, positive change for the past three decades.

We hope you will feel the inspiration these community stories offer. Each page is a testament to what can happen when ordinary people come together to make a difference on their own doorsteps.

Together, we are building stronger, greener, more inclusive communities, one postcode at a time.



Our funding philosophy

The Postcode Lottery Group was founded in 1989 on trust-based philanthropy – a belief that we, the lotteries together with our players, are the fundraisers, and the charities and social organisations are the experts who know best how to use the funds.

We offer flexible and long-term funding, with funding relationships based on trust. Our partners – whether established charities or smaller community initiatives – have the freedom to use funds where they are needed most, whether that means covering core costs, investing in innovation, or responding quickly to emerging challenges. This trust-based approach creates space for innovation and lets them focus on what matters: supporting people and driving change. ►



At Copernikkel's NaaiMeetUp in Den Bosch, the Netherlands, neighbours come together to learn how to repair and give their clothes a new life.



We strive to keep our grant processes simple and “light touch,” listening to what our grantees need and providing them with support that is flexible and respectful. We do not just fund projects, we empower people.

When local change makers have trust and support, they have the power to improve lives in small ways and in big ways.

Our players have fun and win prizes and at the same time help strengthen the communities they are part of. This model of neighbours helping neighbours

has created a unique spirit of shared purpose. Together, we are not only funding projects but also fostering collaboration, joy and hope in neighbourhoods and communities around the world.



Scan to read more about
Our Funding Philosophy.



In Hässelby, Sweden, young residents had the chance to build and race their own soapbox cars thanks to the Lådbilsrally project by Hantverkarslidan Riddersvik. The initiative brought generations together to create, collaborate and celebrate community spirit.



ZUHÖR.Bänke (Listen.Benches) in Düsseldorf, Germany, an initiative from Dialog.Kultur.Dialog, are tackling loneliness and isolation. Benches give people an opportunity to sit down and connect with each other.

Community and neighbourhood funding

At the Postcode Lotteries, we support local initiatives through our major, established charity partners who distribute funds locally, and directly via our own Lottery Foundations, Trusts and Funds.

This way our players see the difference they make - near and far. That is why we have always supported smaller, local initiatives that strengthen communities and bring people together.

Funding areas include strengthening social cohesion, supporting vulnerable people within the community, inclusion, mental wellbeing, improving green spaces and preventing poverty.

The funds support a wide range of good causes: from exercise classes, meet ups to help combat loneliness, domestic abuse support, to money management classes and help for people experiencing homelessness.

A better world starts here

Each of the following examples, highlights the diversity of projects that are made possible thanks to our players.

The numbers represent more than money – they stand for playgrounds rebuilt, community

gardens planted, social clubs formed and lives touched in every corner of our communities. They show the strength of locally led initiatives to find answers to today's challenges, starting small but often expanding and inspiring others to reshape our society.



In Germany, more than 750 neighbourhood projects received funding in 2024, sharing €17.8 million in small grants.

In Germany, free cycling courses for refugees and senior citizens help people find independence and friendship on two wheels.



Sweden's Grannskapsinitiativet (Neighbourhood Initiative), launched in late 2021, has already provided over 23 million SEK to more than 480 local projects across all 21 regions of the country.

Neighbourhood Jazz sessions in Farsta, Sweden, bring neighbours together socially and strengthen the local sense of community.



In Great Britain, over 2,500 local good causes were funded in 2024, totalling more than £32 million in support.

Stranraer Water Sports Association in Scotland was able to expand their activities, giving their community an opportunity to try sailing, paddlesports, rowing, open water swimming, and enabling young people to become instructors.



In the Netherlands, the Postcode Loterij Buurtfonds (Neighbourhood Fund) backed 775 grassroots projects in 2024 with €5.5 million.

Neighbours of Droste in Haarlem, the Netherlands, are helping transform their local streets with plants and community gardens for all to enjoy. Their efforts will help boost biodiversity and members can meet new people.



VRIENDENLOTERIJ

€5.000

UIT TE REIKEN AAN

MNC DORDRECHT

Daan Peters

Directievoorzitter

Geert Fritsch

Directievoorzitter

**VRIENDEN
LOTERIJ**

elke dag plezier

VRIENDEN LOTERIJ

elke dag plezier

The VriendenLoterij supports over 4,300 local charities, clubs and associations. Supported good causes received funding of €6.3 million in 2024.

MNC Dordrecht, a small swimming club in the Netherlands, received €5,000 to buy new equipment so even more children can take part in activities.

A shared vision with a local touch

The Postcode Lotteries believe in empowering ordinary people to improve their own communities.

Each Lottery has developed its own approach to community and neighbourhood funding. From small grants for community initiatives to strategic partnerships with local charities. Each country's programme aims to open the door to funding. Be it through a quick online application in Sweden, a simple form for a community association in the Netherlands, or feedback for all applicants in Great Britain.

The similarities are evident: small grant sizes (often several thousand euros, kronor or pounds) aimed at local impact, fast decisions and an emphasis on projects that build social ties or address neighbourhood needs. In every country, players are reminded what their support is making possible – a neighbour playing the Lottery means the neighbourhood wins too. ►



Making it Out, a charity in Great Britain, works with people coming out of prison and those experiencing homelessness, addiction or poor mental health to build back their life.



Each Lottery also tailors its approach to community funding to meet local needs.

In the Netherlands, the Postcode Lottery Neighbourhood Fund is operated by the DOEN Foundation.

The fund provides small grants to local neighbourhood initiatives that improve local surroundings and foster connection and collaboration among residents. It also offers long-term, flexible funding to innovative community initiatives, with an often more entrepreneurial focus and aims for broader and sustainable impact. These include efforts like neighbourhood-run enterprises that boost local economies and create lasting change beyond the neighbourhood level.

The VriendenLoterij engages supporters of sports and culture clubs in the Netherlands, effectively turning fundraising into a fun team effort at the grassroots level.

Sweden's approach reflects the country's strong tradition of social cohesion and access for all. Projects are funded that allow neighbours to meet and new connections made. Projects are spread across the country, ensuring that even the smallest communities feel seen and supported.

In Great Britain, the Postcode Lottery operates in a highly developed charity sector. It stands out by trusting the good causes it funds, offering multi-year funding and combining community grants with a sense that charities win too - not just our players.

In Germany, the Deutsche Postcode Lotterie has Postcode Partners - organisations that receive long-term funding that is not tied to specific projects. At the same time, it also funds thousands of smaller organisations, community and volunteer initiatives which make up the majority of the approximately 6,500 organisations that the Lottery has supported with more than €330 million since 2016.



MOES, a neighbourhood cafe and community hub in Arnhem, the Netherlands, provides a space for people of all ages to come together. With a cafe, shared workspaces, workshops and initiatives, MOES connects people and tackles loneliness and isolation in the local community.

Winning together

Community funding programmes have become an important part of what we do at the Postcode Lotteries.

With the Postcode Lottery, it is not just our players that win, charities and communities win too.

Thousands of local, community initiatives are winning and transforming neighbourhoods and people's lives in postcodes near and far thanks to the almost 15 million people who play the Postcode Lottery.

That's the Power of Postcodes.

A person wearing a yellow sweater is holding a white sign with black text that reads 'MILLIONAIRE STREET'. The sign is partially obscured by a green metal fence. The background shows a residential area with brick buildings and a wooden fence.

Social Life Opportunities (SOLO), near Coleshill in Great Britain, were awarded £95,000 as part of the Millionaire Street prize. They support people with learning disabilities to learn new skills, become more independent and have fun together.

Embracing disability.
Empowering lives.

people with learning
look afresh at their true
learn new skills, become
ndent – and have fun
together.

LIONAIRE
STREET



over
you
ne loves

Contact



Scan to read more about
the Postcode Lottery Group

or contact:

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Information about our community funding, can be found at the following websites:

The Netherlands

postcodeloterijbuurtfonds.nl

vriendenloterij.nl

Sweden

postkodlotterietsstiftelse.se

Germany

postcode-lotterie.de

Great Britain

Scotland

postcodetrust.org.uk

Wales (and across Great Britain for Millionaire Street)

postcodecommunitytrust.org.uk

West England

postcodelocaltrust.org.uk

North England

postcodeneighbourhoodtrust.org.uk

East England

postcodeplacetrust.org.uk

South England

postcodesocietytrust.org.uk





In Bristol, Great Britain, Paul's Place supports physically disabled adults by fostering connections, reducing isolation, and boosting skills and wellbeing.

The Power of Postcodes

We use postcodes as a force to make people's
everyday life better and to raise funds for
a healthier, fairer, greener world.

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