

Postcode Lottery Group

Lotteries for a better world

The Netherlands | Sweden | Great Britain | Germany | Norway

Summer 2024

Dear friend,

We are excited to share that we managed to continue growing in the first part of 2024. By turning every postcode into a ticket for good, our players, charity partners and dedicated team are helping change lives for the better. This is what we call **the Power of Postcodes!**



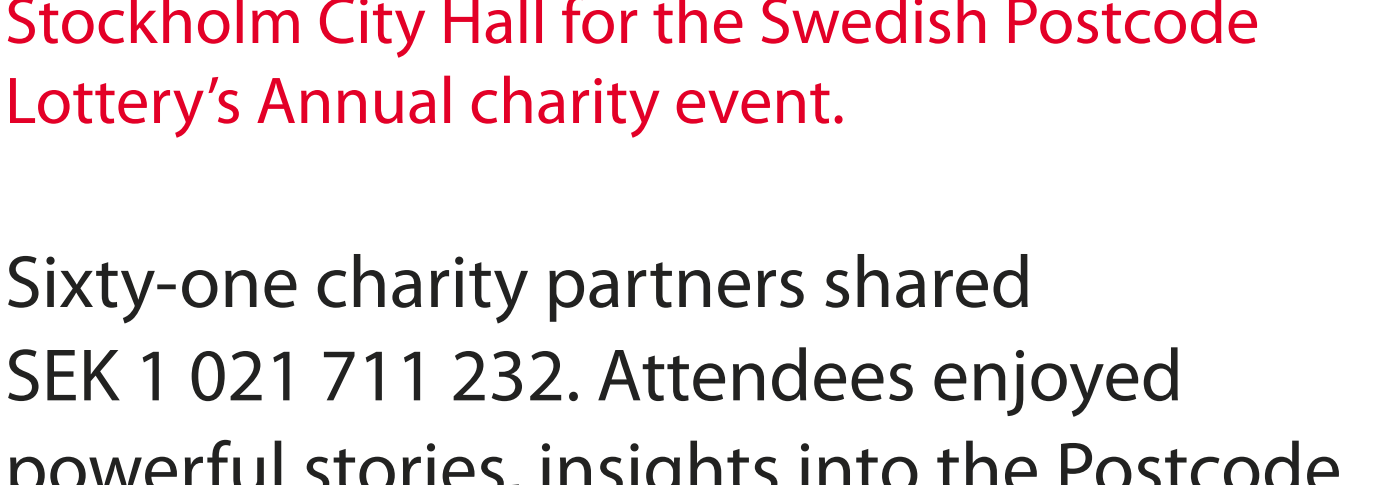
Clockwise: Winners celebrate together in neighbourhoods in Germany, Great Britain, the Netherlands and Sweden.

€2.5 million to charities every day

Our multi-year, unrestricted funding, based on trust, empowers social organisations to use funds when and where needed, and to follow a long-term strategic approach. This flexibility and freedom is essential in today's world.



Annual charity event in Stockholm

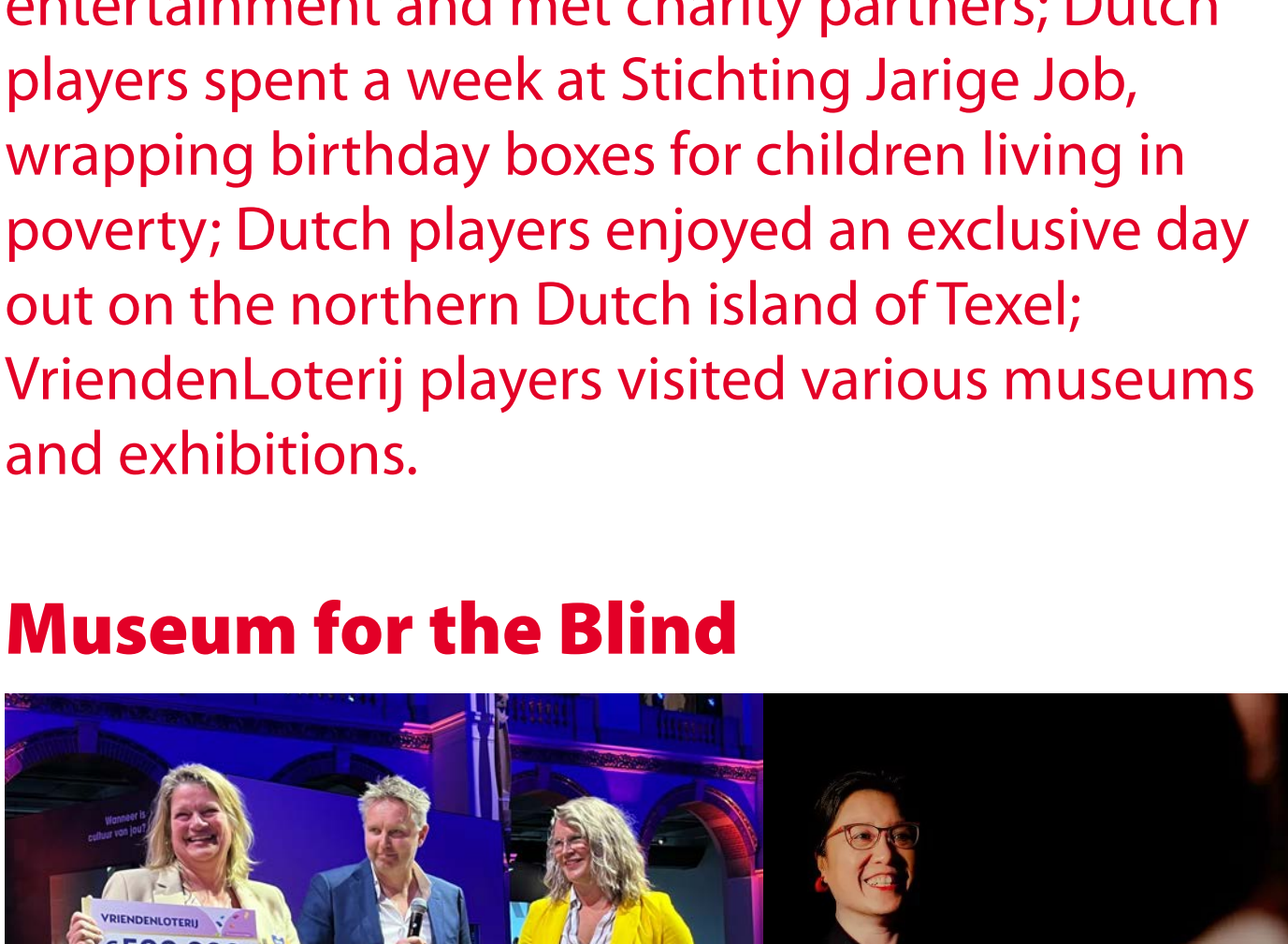


In March, 600 guests gathered at the historic Stockholm City Hall for the Swedish Postcode Lottery's Annual charity event.

Sixty-one charity partners shared SEK 1 021 711 232. Attendees enjoyed powerful stories, insights into the Postcode Lottery, and a keynote speech from Eliot Higgins, the founder of investigative journalism group Bellingcat.

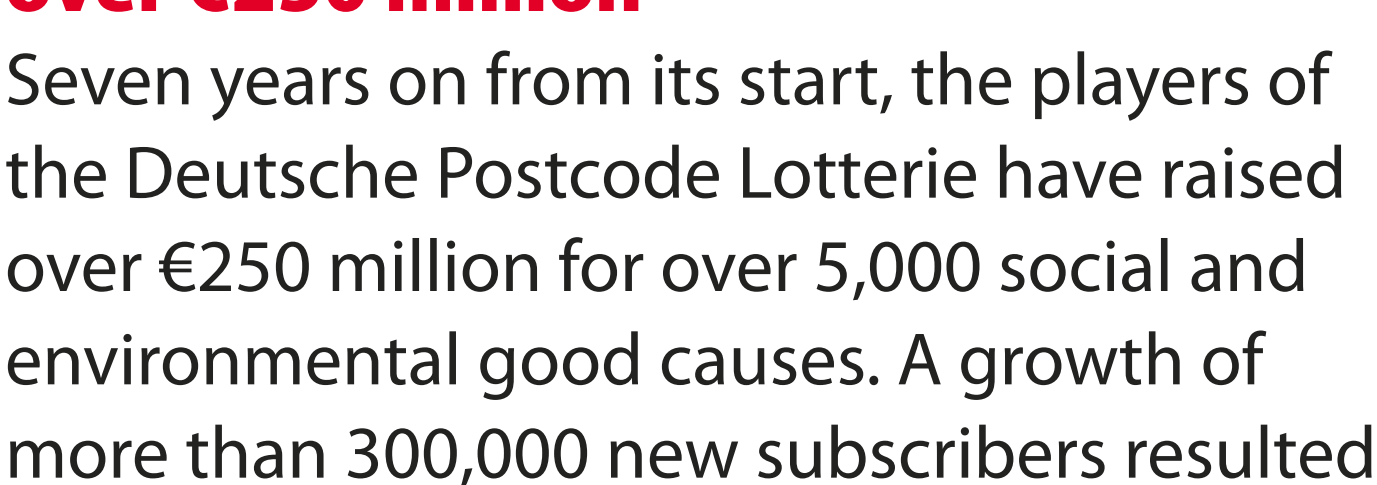
Celebrating with players

Our players get a chance to take part in special events and find out more about the important work of our charity partners.



Clockwise: During the Golden Weekend in Stockholm, players enjoyed an evening of entertainment and met charity partners; Dutch players spent a week at Stichting Jarige Job, wrapping birthday boxes for children living in poverty; Dutch players enjoyed an exclusive day out on the northern Dutch island of Texel; VriendenLoterij players visited various museums and exhibitions.

Museum for the Blind



muZIEum: guided tours led by individuals who are blind or visually impaired provide visitors with a true experience.

The VriendenLoterij is the largest donor for culture and welfare in the Netherlands and surprised the muZIEum for the Blind with a cheque during the annual charity event VriendenFestijn.

Deutsche Postcode Lotterie raised over €250 million

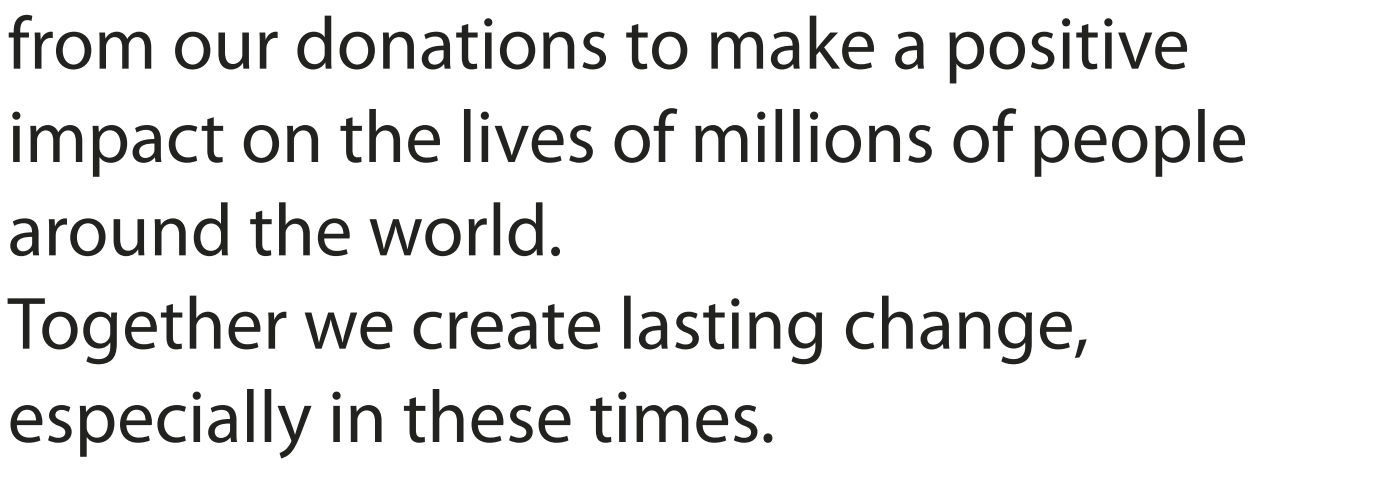
Seven years on from its start, the players of the Deutsche Postcode Lotterie have raised over €250 million for over 5,000 social and environmental good causes. A growth of more than 300,000 new subscribers resulted in an impressive 19% rise in revenue last year.



Kalker, Germany, April 2024. 308 winners celebrated sharing the Monthly Prize of €1.4 million. Local charity Hilfreich, an initiative that supports people affected by or threatened by poverty, was also awarded €24,500.

One horse saves ancient forest

Efforts to restore an ancient forest in the Scottish Highlands, funded by People's Postcode Lottery players, made headlines across Britain.



The project in Loch Arkaig aims to remove invasive trees and let native pine trees thrive. Using a logging horse, timber is extracted without creating new forest tracks, preserving native species.

Creating lasting change

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

Together we create lasting change, especially in these times.

Best wishes and we look forward to reconnecting with you soon,



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

PS Read more about how every postcode changed lives in 2023.

