

# Postcode Lottery Group

Lotteries for a better world

The Netherlands | Sweden | Great Britain | Germany | Norway

January 2025

Dear Postcode Lottery-Friend,

What a year it has been! 2024 was exceptional for all our Lotteries, showcasing the unifying Power of Postcodes and the incredible contributions of our players to drive positive change. From record-breaking fundraising milestones to welcoming new charity partners and expanding our collective impact, 2024 was a year to remember.

**Thanks to more than 14 million players in 5 countries**



Record turnover of **€ 2.7 BILLION**



**€ 960 MILLION**

raised for good causes

Our winner highlights last year shone a light again on the power of sharing, from special gatherings like Golden Weekend in Stockholm to joyous prizes such as Monatsgewinn in Germany, the weekly Street Prize and Kanjerprizes in The Netherlands, and the much-anticipated Postcode Millions in Great Britain. Each of these moments celebrated the unique role our players and charity partners play in building a better world.



End-of-year campaigns: Bigger than ever.

Clockwise: Great Britain, Sweden, the Netherlands, Germany, Norway.

At their heart, these efforts brought people together. Whether uniting communities through life-changing prizes or fostering a sense of shared purpose, our players demonstrated the incredible impact we can achieve when we join forces.



The unifying Power of Postcodes

## Charity Lotteries: the safest games of chance

A new report from the Association of Charity Lotteries in Europe (ACLEU), [‘Beyond the Jackpot: Analysing the Safety of Charity Lotteries’](#), reaffirms that charity lotteries are among the safest forms of gambling. However, the report cautions against applying "one size fits all" gambling regulations, which could hinder fundraising efforts and limit their impact. As the foreword states:

***“Our message to law-makers and regulators across Europe is to ensure that charity lotteries can continue to raise funds for good causes and are not burdened by regulations and restrictions designed for higher-risk gambling sectors.”***



Everyone’s dedication, creativity, and commitment behind the scenes have been instrumental in making last year a resounding success. Thank you for being part of this remarkable journey, together we can continue to inspire change and create hope – one postcode at a time. We wish you a bright and prosperous start to the new year!

Warm regards,

*Sigrid van Aken Imme Rog Michiel Verboven*

Executive Board, Postcode Lottery Group (left to right Sigrid van Aken, Imme Rog, Michiel Verboven in Oslo, Norsk PostkodLotteri)



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