

# Lotteries for a better world



December 2021

Dear friends,

We hope you are doing well in these special times. We are happy to let you know that the Postcode Lotteries continue to go very well! We have managed to increase our player base again. This results in a donation of more than €800 million to a wide range of charities and good causes. Also, we are happy to announce that we maintained our 3<sup>rd</sup> ranking on the list of largest private donors in the world.

## THE WORLD'S TOP PRIVATE CHARITY DONORS IN 2020

RANK	ORGANISATION (COUNTRY)	AMOUNT GIVEN
1	Bill and Melinda Gates Foundation (USA)	\$3.93bn
2	Wellcome Trust (UK)	\$1.04bn
3	Novamedia/Postcode Lotteries (Netherlands*)	\$981.3m
4	Ford Foundation	\$916.6m
5	Novo Nordisk Foundation	\$93m

SOURCE: CITY A.M CHARITY INDEX, PUBLISHED DECEMBER 2021. RESEARCH CONDUCTED BY NFPSYNERGY.  
\*CHARITY LOTTERIES IN THE NETHERLANDS, SWEDEN, GREAT BRITAIN, GERMANY AND NORWAY.

The nationwide, multichannel end of the year campaigns are running in every Postcode Lottery country. With the biggest prize pots and Millions prizes ever!



We have set ambitious goals, to stay competitive and fun to play with. We want to amaze our millions of players and potential players every day!

### Thanks to our now 13 million loyal players in five countries:

In the Netherlands we witnessed the completion of Dream Fund project 'Marker Wadden'. With a lottery contribution of €22 million, the Dutch Society for Nature Conservation has restored one of the largest freshwater lakes in western Europe by constructing islands, marshes and mud flats from the sediments that have accumulated in the lake in recent decades. These 'Marker Wadden' form a unique ecosystem that will boost biodiversity in the Netherlands.



Recently we created The Postcode Lottery **Neighbourhood Fund** (Buurtfonds). Many residents have ideas on how to make their neighbourhood and community more connected and liveable. Since the start last fall, 775 community projects were realized.

**VriendenLoterij** (FriendsLottery) has become the most important lottery for culture and welfare. It initiated the Cultural Emergency Fund in the Netherlands during the pandemic.

The Dream Fund of the **Svenska Postkodlotteriet** contributed to a specialist program in plastic surgery called 'Operation Smile' that has been set up to increase the capacity in Rwanda.



Mid November **Postkodstiftelsen** launched a new initiative called Granskapsinitiativet, also a Neighbourhood Fund. Many local initiatives will be made possible in Sweden.

Thanks to the players of **People's Postcode Lottery**, Young Asian Voices received an award from the Postcode Neighbourhood Trust to hire staff in charge of supporting women and girls who are victims of domestic abuse in Great Britain.

People's Postcode Lottery players and team members have helped WWF and British Antarctic Survey to conduct a walrus count in the Arctic, via thousands of satellite images. With their home in the Arctic warming almost three times faster than the rest of the world, this massive study is needed to understand what we can do to **safeguard the future of the walrus**.



In October, exactly five years after the first draw in 2016, the total amount raised by the **Deutsche Postcode Lotterie** reached **more than €100 million**, which is benefitting over 3,300 projects across Germany thanks to the 1 million players. To **help those affected by the flood disaster** in Germany we granted emergency donations to the "RTL - We Help Children e.V." foundation and "Aktion Deutschland Hilft e.V.", an alliance of German aid organisations. Singer Peter Maffay presented the cheque at the ARD charity gala on German TV.



Three years after its launch, the **Norsk Postkodelotteri** continues its growth. SOS Children's Villages and WWF **received more than 109 million kroner (€11 million)** in total. A special moment that was shared and watched by the viewers of TV2 (the biggest commercial TV-channel) on their six o'clock news.



We have been welcomed as a member of the umbrella organisation the European Lotteries, which promotes the lottery model 'for the benefit of society'. We will join forces to safeguard our support for good causes. **It is therefore vital that governments keep the distinction between the regulation of safe lotteries and those of the riskier practices of online gaming and betting companies.** In a digitizing world, with increasing international competition, increasing advertising, and privacy restrictions that put our traditional sales channels under pressure, **we are joining forces as an international group of Postcode Lotteries.**

On behalf of 1461 colleagues, we hope you and your loved ones manage to stay healthy. Thank you for your continuing support and for being part of our Postcode Lotteries journey!

We look forward to seeing you soon in person, best wishes,



Sigrid van Aken



Imme Rog



Michiel Verboven

Executive board Novamedia/Postcode Lotteries

**Novamedia**  
Lotteries for a better world