





Our Funding Philosophy

POSTCODE LOTTERY GROUP

The Netherlands • Sweden • United Kingdom • Germany • Norway

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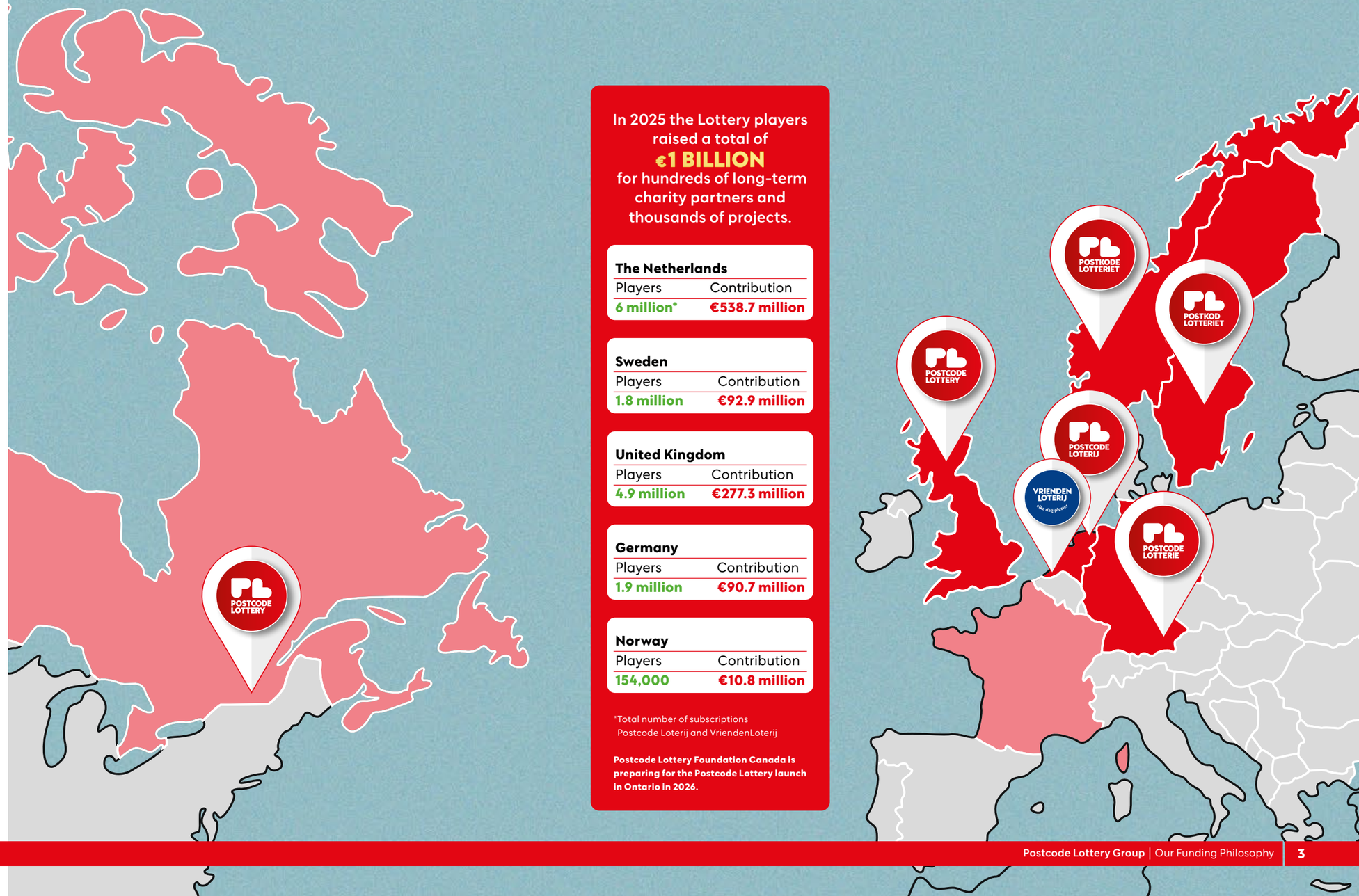
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In 2025 the Lottery players raised a total of **€1 BILLION** for hundreds of long-term charity partners and thousands of projects.

The Netherlands	
Players	Contribution
6 million*	**€538.7 million**

Sweden	
Players	Contribution
1.8 million	**€92.9 million**

United Kingdom	
Players	Contribution
4.9 million	**€277.3 million**

Germany	
Players	Contribution
1.9 million	**€90.7 million**

Norway	
Players	Contribution
154,000	**€10.8 million**

*Total number of subscriptions Postcode Loterij and VriendenLoterij

Postcode Lottery Foundation Canada is preparing for the Postcode Lottery launch in Ontario in 2026.

The Power of Postcodes

The Postcode Lottery Group is an international foundation-owned private company that combines business and ideals, working on the basis that together we can be a force for good.

We turn every postcode into a ticket for good: everyone has the chance to win prizes with their neighbours while contributing to a fairer, greener, healthier world.

That is what we call the Power of Postcodes.

With the support of almost 15 million players across five countries, our unique Lotteries serve as a fun, safe and impactful form of community fundraising.

We are dedicated to establishing and operating Postcode Lotteries with the aim of raising long-term, unrestricted funding and increasing awareness for global and local charity partners working in the fields of culture, nature, climate, health, human rights, poverty alleviation and community projects.

The power of bringing groups of people together to make a meaningful difference: to spread joy, brighten days and change lives near and far.

Since 1989, our Funding Philosophy has had its roots in trust-based philanthropy. **Our way of giving is that we are the fundraisers and our charity partners are the experts and know how best to use the funds**.
We provide flexible, unrestricted long-term funding, with the relationships based on trust, to hundreds of local and international charity partners. This approach gives our partners the freedom, creating space for innovation, infrastructure investment, strategic planning and, importantly, allowing them to respond and adapt to changing situations quickly.

From the beginning, it was not only our Lottery format which was seen as innovative. Our funding model was too. It is promising to see that more donors are now moving towards this model and there is more and more academic research demonstrating that multi-year unrestricted funding is making a very positive and long-term impact. This is exactly what we envision with our Funding Philosophy.

Charity organisations deliver support and solutions; they are drivers of change.

We are committed to supporting organisations working to build a better world.

Sigrid van Aken *CEO*

Imme Rog *CMO*

Michiel Verboven *CCO*

Executive Board, Postcode Lottery Group

Winners celebrate together in neighbourhoods



“You put the *fun* in fundraising!”

George Clooney

Through engaging entertainment and attractive prizes, we aim to attract as many players as possible. This enables us to maximise the funds we raise annually to benefit small local charities and large international NGOs alike.



George Clooney at the Postcode Lottery charity partner gathering in Dusseldorf in 2023.



Activists participating in the Pride Walk in Amsterdam. Amnesty International.

Lotteries with a purpose

We establish and operate Postcode Lotteries to raise long-term funding and awareness for local and global charity partners. Postcode Lottery Group raises more than €1 billion for charities each year and over €15 billion has been raised since the first Postcode Lottery was launched, in the Netherlands, in 1989. This makes the Postcode Lottery Group one of the world's largest private charity donors.

We share the impact of this funding and the stories behind it with our players and potential players. Demonstrating the positive difference we make together.

Why

Strong communities and charities play an important role in creating a healthier, fairer, greener world.

How

By running our Lotteries, we raise long-term funding for our local and global charity partners and increase awareness of their work.

What

Our fun Lotteries are a unique way of community fundraising. Neighbours win together and communities locally and globally benefit from charity funding.



Tommy Trenchard / Greenpeace

The Global Ocean Treaty, to protect the world's oceans and marine life, came into force in 2026. Made possible after 20 years of global action by organisations, also supported by Postcode Lottery players.

Long-term partnerships

We provide long-term and unrestricted funding, giving our charity partners the freedom to use these funds where they will be most effective. It enables charities to meet their strategic goals faster without the need to adjust plans to meet donor interests. Long-term partnerships give our charity partners the flexibility to address the most pertinent and pressing issues. It allows them to formulate long-term strategies, adapt rapidly and redirect funds to meet changing needs and evolving situations. Our trust-based philanthropic approach enables our charity partners to maximise their positive impact.

Research increasingly shows that multi-year unrestricted funding:

- Makes social initiatives financially stronger, because the funds serve as a catalyst to secure other sources of financial support.
- Allows nonprofits the time to develop, evaluate, and improve programmes which address systemic and complex social issues.
- Enables grantees to re-allocate money in response to changing needs.
- Encourages innovation.
- Supports investment in research and development.

"Unrestricted funding is far from the status quo in funding practices. Many funders aim to achieve large societal change (eradicate poverty, stop climate change, create gender equity) or even systems change. However, their funding philosophy often includes a focus on many small and short-term project grants. This does not align. The Postcode Lottery has a mission to contribute to a healthier, fairer, greener world, and through their funding philosophy of long-term, unrestricted funding, provided with trust in their partners, they are actually able to achieve substantial change on these important topics. Moreover, it allows them to flexibly shift priorities when circumstances change."

Prof. Dr. Pamala Wiepking, 2024
Professor of Societal Significance of Charity Lotteries

"We're beginning to see evidence of a shift from a culture of compliance and philanthropic control toward collaboration and grantmaking practices that recognise nonprofit leadership and expertise."

The Trust-Based Philanthropy Conundrum: Towards Donor-Doer Relationships That Drive Impact, April 2024

The Postcode Lottery is different from foundations or donors as funds are raised by players.
A key element in selecting charities for trust-based partnerships is broad public support, reflected in number of volunteers, private donations and other indicators.

15 million people play the Postcode Lottery in five countries, and growing. With such a large player base and 500 long-term charity partners, we ensure there is a good cause that resonates with our players.

We support social initiatives committed to creating a healthier, fairer, greener world. **We are not a charity or NGO ourselves and we do not have a political or funding agenda.**

We stay neutral as an organisation while supporting civil society and engaging with different views. This approach enables the Postcode Lottery Group to achieve its long-term goal: setting up and running successful Lotteries all over the world, to raise as much funding as possible for charity.

The Postcode Lottery Group brings charities together, facilitating impactful collaborations aimed at tackling global and local issues. We go beyond funding: by providing informal opportunities for charities to connect for peer learning and support. We organise multiple events every year where our partners and leaders can meet and connect. We foster a network for collective action in which organisations join forces to maximise their reach and effectiveness.
We encourage charities and good causes to collaborate and work together to develop and deliver impactful solutions.



Theirworld and the Roger Federer Foundation reach millions of children. Brought together by the Postcode Lottery Group, they now advance global education through the Act For Early Years campaign.

Types of grants

Most of our support is through long-term unrestricted funding grants.
In addition, we provide one-off support to initiatives demonstrating a clear goal, innovation, or in case of emergency support.

Lottery grants:

- Multi-year (mostly five years) unrestricted funding.
- Additional (project) donations to existing partners, including Dream Fund projects.
- One-off donations to organisations, complementary to the existing portfolio.

The Postcode Lottery Foundations offer these types of grants:

- Community and small grants.
- Other project funding.
- Other funding mechanisms like investments or loans.

Annually, the Postcode Lottery Group supports about 500 long-term partners; about 150 receive additional grants, and over 5,000 organisations and community projects receive one-off donations or project funding.



Dream Fund: 'A Diagnosis Revolution'

The UK's leading dementia charities Alzheimer's Society and Alzheimer's Research UK are coming together to transform the way dementia is diagnosed in healthcare settings by developing a new blood biomarker test for the NHS that can detect dementia in its earliest stages.



Dream Fund: 'Marker Wadden'

The Dutch Society for Nature Conservation works on restoring a large freshwater lake by constructing islands and marshes from the sediments that have accumulated in the lake. This forms a unique ecosystem with new habitats for plants, birds and fish.

The power of trust-based funding

Long-term partnerships

Unrestricted funding

Based on trust









500
Long-term charity partners

€16
Billion (since 1989)

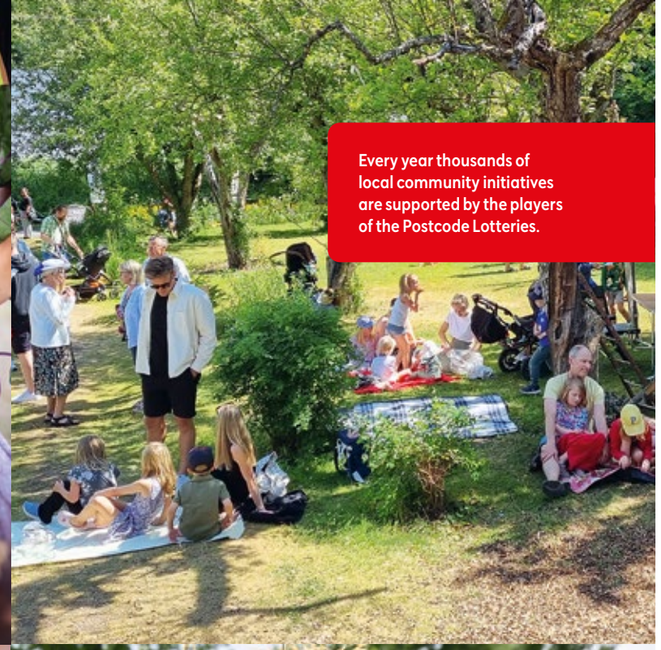
6 Lotteries

5 Countries

POSTCODE LOTTERY GROUP

More detailed information about recent allocations per country can be found here:





Every year thousands of local community initiatives are supported by the players of the Postcode Lotteries.





Postcode Lottery Foundations and Neighbourhood Funds

For more information on Postcode Lottery Foundations and Neighbourhood Funds, scan here:

The Postcode Lottery Group has set up local Lottery Foundations to offer funding opportunities to smaller, local and grassroots community-led initiatives.

Some initiatives do not qualify to become a direct grantee and can benefit from the expertise of the Lottery Foundations' teams in developing their organisation. Following this, they could qualify for a long-term Lottery partnership.

The Lottery Foundations have one source of income, a yearly grant from the Lottery and are responsible for the allocations to smaller initiatives with subsidies, loans and in some cases with shares in social enterprises. This is based on the principle of 'participate where possible and subsidise where necessary'.

The Dutch Postcode Lottery Foundation for example, has grown with its DOEN Participaties, into the largest impact investor in sustainable and social startups in the Netherlands and takes the lead in the implementation of the same principle at the other Postcode Lotteries.

To increase the connection between players and local communities, the Postcode Lotteries have always focused on supporting - often small - local initiatives, benefitting neighbourhoods everywhere. These funds are called 'Postcode Lottery Neighbourhood or Community Funds'. Funding areas include mental wellbeing, improving green spaces and preventing poverty. The funds support a range of good causes from exercise classes, domestic abuse support, money management advice and supporting people experiencing homelessness.

"We know supporting local good causes is important to our players, it's what they often tell us when we ask what made them start playing. Alongside larger charities, smaller organisations play a key role in supporting those in need in their local area."

Katie Tweedie
Community Programmes Advisor, UK



Gottsunda Teater and their project"Slow Fashion i Orten" address sustainable clothing consumption among youth in a disadvantaged area in Sweden.

Credit: Gottsunda Teater

Application and evaluation

In every Postcode Lottery, the Charities department team manages the long-term partnerships and new applications. Selection is based on clear criteria, with one or more allocation rounds each year.

We promote open communication, personal contact, and minimal bureaucracy.

We champion diversity, human rights and promote inclusion, fairness, and opportunities for all. We strive for a broad portfolio of charity partners where everyone can see themselves represented in the work our players support.

Before providing financial donations and entering into multi-year partnerships, we assess organisations based on their track record and future plans for societal support, national reach, financial diversity, self-fundraising efforts, governance, and professionalism.

In addition, we look for innovative and courageous organisations.

And we are open to working with organisations which disrupt and challenge the status quo, taking risks, trying new approaches and speaking out about change needed to enable a better world.

It is a prerequisite that our partner organisations can already count on broad support in society as funds are raised by the players.
New and less well-known initiatives that can bring positive change can apply to our Lottery Foundations.

Once due diligence is successfully completed, we tend to enter multi-year partnerships. One or more times a year, the Lottery's board and charities team share the proposals for funding with the local Grants Councils for consistency to approve the distribution of proceeds to charitable causes in each country.

Annual evaluations are conducted, with comprehensive reassessments after several years. A new multi-year agreement is initiated once due diligence has been successfully repeated and ticket sales allow.

Funding may be discontinued if there is a lack of innovation, excessive financial dependency, and/or insufficient diversity of funding sources.

In the case of project funding, we welcome progress reports and the final results will be communicated to our players who made the specific impact possible.

Grants Councils

Local Grants Councils are responsible for evaluating and approving the distribution of funds to charitable causes in each Postcode Lottery country. Each local council has representatives from various backgrounds, representing diverse areas of expertise relevant to the allocation process. This approach strengthens local ties and ensures decisions are tailored to each country's context.

The councils focus entirely on the allocation of funds, evaluation of long-term partners, decisions regarding the extension of partnerships, evaluation of new long-term partners, one-time contributions, and addressing societal issues.



Collected cigarette butts during the Beach Cleanup Tour, an initiative by Stichting de Noordzee.



Swedish charity partners celebrating the annual Lottery contribution, Stockholm 2026

The funder-grantee relationship

As one of the largest private donors in the world, we are committed to being a responsible and responsive funder. We realise how uneven power dynamics can be between applicants and the lotteries. Our teams are trained to be open and friendly and provide realistic expectations about the proposal process and timing. We also value equality and transparency in all relationships.

The Postcode Lotteries are committed to establishing and maintaining effective relationships with all charity partners. Our teams live by the following principles:

- **We respect the expertise and time** of all partner organisations that apply for funding.
- **We engage in open, two-way dialogue** with all charity organisations and encourage feedback to improve our partnerships.
- **We only ask for the information, data, and content needed for our decision-making.** Because we believe in unrestricted funding, we focus on information to perform due diligence about the organisation's public support, (financial) robustness and professionalism. We remain neutral on where and what programmes should be part of charity's strategy.
- **We give clear information** on our criteria, decision processes and timelines.
- **We respond to all questions** as soon as possible and can be reached in person during working hours.
- **We invest time to understand** the work of our charity partners, looking for opportunities to provide more than financial support.

Beyond funding: We recognise that long-term impact requires more than funding alone. Building on our trust-based approach, we aim to support the strength and resilience of civil society by bringing partners together, growing impact and engaging players with the work they make possible. Through light-touch, collaborative initiatives with expert partners, we seek to enable learning, leadership and connection across the sectors in ways that reduce burden, remain voluntary and complement, rather than duplicate, existing support. In doing so, we position ourselves as a purpose-led partner that helps organisations thrive, while maintaining a clear focus on our core role as a funder.

Trust-based funding requires openness, shared responsibility and strong communications when things do not go as planned. We recognise that working on complex social challenges involves risk. Rather than avoiding this, we aim to manage it transparently and proportionately, with clear expectations, dialogue and learning at the core.

We expect our charity partners to keep us informed, not only about the positive developments that we can celebrate together but also about the challenges and unexpected events they face.

We manage delicate situations which may occur during the partnership carefully, recognising that, just as in the business world, government, and everywhere people work, issues may arise with charity organisations, particularly those operating in challenging contexts involving complex political dynamics or vulnerable populations.

Procedures to prevent and address problems effectively, taking the needs of all stakeholders into account, should be in place. In challenging times, it is vital to review the effectiveness of these procedures after they have been implemented. It is also crucial that the teams working for our charity partners, including their boards and supervisory boards, manage such situations effectively and take measures to learn, improve, and whenever possible, prevent any recurrence.



Pets as Therapy visits bring smiles and joy to patients in hospitals, care homes and schools.



The Southern Dunlin is under threat in Sweden. Charity partners Nordens Ark and Birdlife Sweden are working together to save this species.

Credit: Berra Breife

Growth and expansion opportunities

As the Postcode Lottery Group strives to be a leading and trusted funding partner within civil society, our goal is to generate more funding for charities. This requires continuous innovation and investment in our brand and format and further growth in all lottery operations. As our format is in demand, we are exploring opportunities to obtain lottery licences in other countries to establish Postcode Lotteries and raise more funds for charitable causes.

A 2025 report* highlights the need for and potential of charity lottery fundraising across Europe. With less restrictive legislation, it could generate up to €10 billion annually in Europe.

ACLEU, Supporting Civil Society Under Pressure: How charity lotteries can help reshape the funding landscape in Europe

Contact

If you would like to know more about the Postcode Lottery Group and Our Funding Philosophy contact:

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For more information on the Postcode Lottery Group and the Postcode Lotteries, visit:

postcodelotterygroup.com
postcodeloterij.nl
postcodelottery.co.uk
postkodlotteriet.se
postcode-lotterie.de
postkodelotteriet.no
postcodelottery.ca

POSTCODE LOTTERY GROUP

MIX
Paper | Supporting responsible forestry
FSC® C021795



Rise Up Girls programme empowers schoolgirls by teaching them entrepreneurship, finance and leadership skills.

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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