

Postcode Lottery Group

Lotteries for a better world



George Clooney, international ambassador interviewed by Kai Pflaume, ambassador Deutsche Postcode Lotterie, May 2023

July 2023

Dear friends,

It is with the unwavering commitment of our millions of loyal players that we have achieved an extraordinary milestone, raising a record-breaking sum of **€854 million**. This funding helps make people's lives better around the world.

Postcode Lottery Group's 2022 Highlights

14 million subscriptions

€854 million to over 1,150 charities and numerous projects, both locally and internationally

€894 million in prizes and gifts

€12.6 billion to good causes in total

... and millions of happy winners, winning together with their neighbours!

[Read the Postcode Lottery Group Annual Report 2022](#)

Annual Charity Events Inspire Positive Change

Thank you for joining our charity events which brought together good causes, players, other strategic partners and our team members.

These events serve as a reminder of the power of joining forces. By highlighting the impact of people who do good, we are all inspired to work towards a better world.



Postcode Lotteries international ambassadors George Clooney and Professor Muhammad Yunus, alongside Yusra Mardini were the special guests at the German charity event

George Clooney, actor and human rights activist:

"What the international Postcode Lotteries do every day is amazing. Because people can not only win together, but they can also help together and support thousands of projects. And with all the terrible things happening in many parts of the world, it is especially important today to focus attention on human rights."

Yusra Mardini, athlete and advocate for refugees, UNHCR Goodwill Ambassador:

"It is important to support people in need. Particularly refugees who have had to leave their homes and now face an uncertain future need solidarity and support. Together, we can make a difference and give them some hope along the way."

Professor Muhammad Yunus, Nobel Peace Prize Laureate, founder of microcredit, and father of social business:

"We must meet challenges with creative solutions. Because only through creative initiatives and the courageous commitment of many people, we will succeed in changing the world sustainably and permanently. Every step, no matter how small, can make a difference."

GOED GELD GALA 2023



Nadia Murad, Nobel Peace laureate, human rights activist and Postcode Lotteries international ambassador is a leading advocate for survivors of genocide and sexual violence. She was interviewed by Postcode Lottery ambassador and TV presenter Humberto Tan at the Dutch Postcode Lottery's charity event.

Nadia Murad, advocate, activist and founder of Nadia's Initiative, a charity focused on rebuilding lives and communities in crisis:

"I have hope that justice will be done. But hope has an expiration date, you have to act and achieve justice. It doesn't happen by itself."



War Child UK CEO and previous Postcode Hero recipient Rob Williams and Postcode Lottery ambassador Judie McCourt presented Forest Whitaker with a cheque for £500,000 at the charity gala in Edinburgh.

Actor, filmmaker and humanitarian **Forest Whitaker:**

"I think it's really important to figure out how you can connect as best you can. And when you do connect you have empathy, and be willing to use empathy as a verb, using that word as something that you actually do, that you will try to help till you see the problem and you go forward to do it."



Tobias Thyberg, Ambassador of Sweden to Ukraine and Andrii Plakhotniuk, Ambassador of Ukraine to Sweden, interviewed by Postcode Lottery TV presenter Rickard Sjöberg about the past year and their hopes for the future.

Andrii Plakhotniuk, Ambassador of Ukraine to Sweden:

"I want to express our profound gratitude to all Swedes and to all international partners for opening their hearts and minds and for making generous donations, since day one. For supporting our physical survival by sending goods, by making field reports and delivering necessary things to Ukrainians. Thank you for embracing Ukraine and for standing with us during the hardest time in our modern history."



Lucas de Man, theater maker, TV presenter, entrepreneur, aims to bring about positive change in the world. During the FriendsLottery charity event he took the audience on a journey through the changing times we live in and the role that the arts, culture, and charitable sectors can play in it.

Lucas de Man, creator: *"The real crisis we are facing is a crisis of values. What do we find important, what do we stand for, and how will we unite? This calls for new networks and collaborations. And that is where we, as charitable organisations and the arts and culture sector, can help. We outline possibilities and offer guidance, provided that we are also willing to critically examine ourselves. It will be an exciting time, if we dare."*

On behalf of all 1,500 Postcode Lottery team members, we would like to take this opportunity to say a special thank you for your support and partnership.

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

Imme Rog, Michiel Verboven and Sigrid van Aken
Executive board of Novamedia/Postcode Lottery Group



Postcode Lottery Group

The Netherlands | Sweden | Great Britain | Germany | Norway