

# Lotteries for a better world



May 2022

Dear friends,

We hope you are doing well despite the current worrying times.

The support of our 13.6 million players in each of the five countries where we organise our Postcode Lotteries has remained steadfast, winning with their neighbours and at the same time contributing to the work of good causes and thousands of social initiatives that support our communities.

## Highlights 2021 Postcode Lottery Group

- €825 million for charitable causes: every day €2.2 million!
  - 13.6 million players in 5 countries
  - 8% overall growth
- ..... and many happy players winning with their neighbours!

We retained our position as the 3<sup>rd</sup> biggest private charitable giver on the planet.

## TOP 5 PRIVATE CHARITY DONORS IN THE WORLD

- |  |          |
|--|----------|
| 1. Bill and Melinda Gates Foundation (USA) | \$3.93bn |
| 2. Wellcome Trust (UK)                     | \$1.04bn |

### 3. Postcode Lottery Group

**\$981.3m**

- |                            |          |
|----------------------------|----------|
| 4. Ford Foundation         | \$916.6m |
| 5. Novo Nordisk Foundation | \$913m   |

SOURCE: CITY AM CHARITY INDEX, PUBLISHED DECEMBER 2021. RESEARCH CONDUCTED BY NFPSYNERGY.

The horrific developments in Ukraine demonstrate once again the importance of the work of NGO's. Due to multi-year, unrestricted contributions, charity partners can scale up quickly, do crucial work and provide help to those who need it most. Like Doctors without Borders and the Red Cross, which have been working in Ukraine throughout the conflict in the east of the country since 2014, providing direct medical and humanitarian assistance and providing people with access to basic healthcare, particularly in the Donetsk region.



**Desmond Tutu** (1931 – 2021) is an inspiration and encouragement to our work. His compassion and moral leadership have been crucial to a more just and equal world. Since 2012, Archbishop Desmond Tutu has been international ambassador for the Postcode Lotteries. We are very grateful for his inspiration and wisdom.

## Postcode Lotteries' support for freedom of press

Last month €3,223,200 was [awarded to Media Development Investment Fund](#) (MDIF), based in Prague, on behalf of the players of the Postcode Lotteries in Sweden, Germany, Great Britain and the Netherlands together.

Maria Ressa, Nobel Peace Prize laureate and a well-known free speech advocate in the Philippines, is supported by MDIF. Maria was interviewed by our ambassador Rickard Sjöberg for the Swedish Charity Gala. You can watch this interview [here](#).



Like Maria Ressa states:

*Without facts, you can't have truth. Without truth, you can't have trust. Without trust, we have no shared reality, no democracy, and it becomes impossible to deal with our world's existential problems.*

**In the Netherlands, with the Postcode Loterij and VriendenLoterij we raised €465 million for 243 charity and cultural partners. This April, the Postcode Lottery Neighbourhood Fund supported its 1,000th community project since its launch in October 2020!**



Solidaridad and partners were awarded € 12.7 million from the Dream Fund for a five-year programme that shows that **poverty reduction can go hand in hand with the fight against climate change**. This grant is for 100,000 small-scale farmers and their families in Uganda, Kenya, Colombia and Nicaragua to plant trees and implement other climate-smart farming methods to sequester carbon on their land and in the soil. With this, they can claim payments from international emissions trading via 'carbon credits' and thus contribute to CO2 reduction.



Simon Nzuma (left), coffee farmer with Coffee Nursery in Tala, Machakos County, Kenya.

Our International Postcode Lotteries' Ambassador **Nadia Murad**, Nobel Peace Laureate (2018), founder and president of Nadia's Initiative, visited our headquarters in Amsterdam. The advocate for survivors of genocide and sexual violence during conflict spoke about her efforts to ensure a better and brighter future for the Yazidi community in the Sinjar region and bringing perpetrators to justice.



Interview with Nadia Murad at the headquarters of the Postcode Lottery Group

In Great Britain, **the amount raised for charities and good causes exceeded £173 million in 2021**. That was an increase of £18 million on the year before. The pandemic has led to a sharp increase in demand for the services provided by many of the charities. We are pleased to report that our successful campaign to raise the UK's charity lottery sales limit is already delivering increased funding for good causes. The campaign was backed by many charity leaders and parliamentarians. We are grateful to them for their support.



Neighbours in Clydebank, Scotland, celebrate winning £30,000 each (November 2021)

With the Swedish Postcode Lottery, we were able to generate over 1 billion Swedish krona (more than €101 million) for 59 charity partners.



650 million girls around the world cannot finish their schooling. This number increased further during the pandemic. We awarded seven projects with seven million krona (€675,000) each to **give girls the opportunity to go to school and get an education**. A fund for girls' education was announced, where organisations will work together for girls, promoting equal educational opportunities around the world.

With the Deutsche Postcode Lotterie we achieved the milestone of 1.4 million monthly players and raised €49 million for 936 projects! Since 2016 the Deutsche Postcode Lotterie has been able to support more than 3,300 social and ecological projects with more than €100 million.

The Deutsche Postcode Lotterie supports the WWF project "Lebendige Flüsse" (Living rivers) with the "Traumtaler" (Dream Fund) 2021 with a total of €1,5 million. With the help of this sum, numerous hotspots of biodiversity can be renatured, new life can be breathing new life into many German rivers.



Neighbours winning together the Monthly Prize in Dessau-Roßlau (October 2021)

The Postcode Lottery in Norway achieved the milestone of 100,000 monthly players, which led to increasing funds for WWF and SOS-Children's Villages to protect the most vulnerable people and the environment.

We look forward to seeing you soon. Warm regards from the executive board, on behalf of 1461 colleagues,



Sigrid van Aken

*Sigrid van Aken*



Imme Rog

*Imme Rog*



Michiel Verboven

*Michiel Verboven*

**Novamedia**  
Lotteries for a better world



PS Want to know more? Check out our Annual Report 2021 [here](#).