



June 2021

Dear friends,

At this time of year, we usually come together for the charity galas and hand out the annual cheques. Inspiring, joyful moments. We are happy to share some highlights with you.

**Highlights 2020 Novamedia/Postcode Lotteries**

**€800.000.000 for charitable causes:  
€2.2 million every day of the year!**

**13 million players in 5 countries**

**7% growth in subscriptions and revenue**

**3rd largest private donor in the world**

**..... and many happy players winning with their neighbours!**

Our long-term, unrestricted funding currently supports the work of 1,065 organisations and thousands of social and green initiatives. The Postcode Lotteries are committed to **supporting initiatives that drive positive change** for those who have less opportunity or chance in life. And to creating a world where we understand that the health of our planet is linked to our own wellbeing and future survival.

In the Netherlands, the Postcode Loterij, VriendenLoterij and BankGiro Loterij raised €486 million for a strong civil society. The Tuberculosis Foundation received an €11 million Dream Fund donation for the worldwide introduction of an all-in-one testing method that diagnoses all infectious diseases and identifies drug resistance in one process. People worldwide will have access to such a test. In addition to preventing a new pandemic, the test is a real game-changer for the detection of resistances in existing infectious diseases such as tuberculosis.

Players of People’s Postcode lottery raised £155 million for charities and good causes in Britain and beyond during 2020. From July, the percentage of lottery proceeds going to charities and good causes will increase to 33 per cent. That really is something to celebrate! Thanks to the lottery’s continuing growth, more winners than ever now have a chance to celebrate too – over four million people have signed up to play. The launch of a special Recovery Fund has benefited charities working to help communities recover from the impact of Covid-19. These projects are focussed on improving first aid skills, protecting those affected by domestic abuse and strengthening equality of opportunity for young people of colour. The winners were revealed at a special online celebration called “Community Matters”, where regular beneficiaries including Dementia Adventure, Alzheimer’s Society and National Trust also received their cheques.



A voice that achieves the extraordinary, is **Nadia Murad**. She is a Nobel Peace Laureate (2018), founder and president of Nadia's Initiative, advocate for survivors of genocide and sexual violence. Nadia's ancestral homeland in Sinjar, Iraq, was attacked and destroyed by ISIS, to ethnically cleanse Iraq of all Yazidis.

Her aim is to ensure a better and brighter future for the Yazidi community in the Sinjar region. We support her work and feel deeply honoured that she recently became one of our **International Postcode Lotteries' Ambassadors**.



Nadia Murad

The Swedish Postcode Lottery was able to generate over **1 billion Swedish krona** (more than €100 million) to good causes. The annual charity gala turned into an "online charity event" where more than a thousand viewers could share the joy of giving. Organisations were awarded additional funding to nine Dream Fund projects, including ECPAT Sweden, a children's rights organisation that works against the sexual exploitation of children, Operation Smile for the project 'Speech on Wheels' in Ghana, and UNHCR/Amnesty International, to help women and LGBTQI-refugees from Venezuela.



Monatsgewinn, Postleitzahl 52477, Alsdorf, Germany

The Deutsche Postcode Lotterie passed the milestone of **1 million monthly players** and raised **€34 million** for almost 900 projects! The Dream Fund 2020 donation of 1 million euro was awarded to the nature protection project Rewilding Oder-Delta. The unique border region in north eastern Germany will be transformed into a protected area, in which nature and the population of threatened animal species can recover and live as undisturbed as possible. Wild nature will regain a foothold in an otherwise human dominated landscape. At the same time, the local population benefits from a developing eco-tourism sector.



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The Postcode Lottery in Norway passed 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. Our lottery permit in Norway has a cap, so we started a lobbying campaign to get rid of this limit and make sure that we can raise more funds for charities in the future.

Thank you for your continuing support and for being part of our Postcode Lottery journey. We bring positivity, for players and for charities. Together we join forces in making this world a better place.

As Amanda Gorman put it:

*For there is always light,  
if only we're brave enough to see it.  
If only we're brave enough to be it.*

Best wishes, on behalf of 1426 colleagues, we feel confident that also 2021 will be a successful year for our fundraising lotteries. We look forward to seeing you soon!



Sigrid van Aken

A handwritten signature in cursive script that reads "Sigrid van Aken".



Imme Rog

A handwritten signature in cursive script that reads "Imme Rog".



Michiel Verboven

A handwritten signature in cursive script that reads "Michiel Verboven".

Executive board Novamedia/Postcode Lotteries