



**Annual report 2017**

**Association of Charity Lotteries in the European Union (ACLEU)**

## Foreword by the President

Lotteries are a form of entertainment since many hundreds of years. Lotteries organised for charitable causes also have a long tradition. In the Middle Ages, for example, lotteries were run to raise funds for orphanages or for victims of the Plague. Nowadays, most lotteries are organised by the state to collect money for the state treasury or for other public benefit purposes. However, the concept of a charity lottery is getting more familiar as a fundraising tool for charity organisations.

Ten years ago a number of these lotteries united in the Association of Charity Lotteries in the EU (ACLEU). ACLEU is a relatively small association, with 11 members from 4 Member States, in the Brussels arena, but we hope to welcome more members in the future.

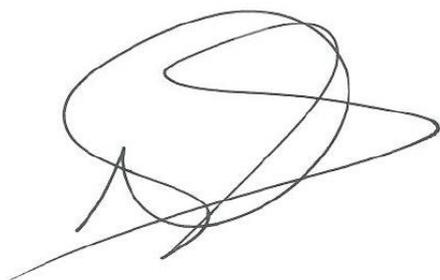
**Fundraising is the objective of these charity lotteries, it's their *raison d'être*, and the lottery is just a tool.**

There are only a handful of other privately-operated charity lotteries that exist in the EU at a national level. Most Member States only allow a state lottery to operate nationally whereas charity lotteries are only permitted to operate at a local or regional level. We believe there is a large potential for growth. More than 10 billion EUR could be raised for NGOs *every year* if all EU Member

States would have private charity lotteries.

The reason why our lotteries have been established was not to run 'just another lottery', but to create sustainable funding for charitable organisations. Fundraising is the objective of these charity lotteries, it's their *raison d'être*, and the lottery is simply a tool. Our members supported more than 600 NGOs, and thousands of projects, in 2017 with more than € 700 million by selling lottery tickets. Funds that would otherwise just lay out there and that are additional to state subsidies and private donations.

The coming years we will continue to raise awareness among politicians, policy makers and NGOs throughout Europe for this unique fundraising tool.



Wim Jacobs

President ACLEU

## Turning chance into change

### What is the Association of Charity Lotteries in the EU (ACLEU)?

In 2007 a number of charity lotteries joined forces and established the *Association of Charity Lotteries in the European Union* (ACLEU). ACLEU is an international non-profit association, registered in Brussels. It promotes the interests and rights - at European level and in the Member States – of:

- Private charity lotteries that are regulated and licensed in (one of) the Member States
- Their beneficiaries: the charity organisations

### What is a charity lottery?

- 1) The **primary aim** of a charity lottery is to **raise funds** for charitable organisations (the charity lottery is a tool). The fundraising efforts are not used as a mere excuse for organising the lottery, but are indeed the main reason. Therefore, **no private profits** should be made.
- 2) Following from 1), a **substantial** part should go to the benefiting organisations. Ideally, the operational costs of the lottery do not exceed 20% of turnover, with the remaining 80% equally divided between donations to charities (40%) and prize money (40%). We have to take into account however that these percentages depend on the maturity of the lottery, the legal national requirements and the market situation.
- 3) A charity lottery provides **institutional support** - beneficiaries can spend the money as they see fit. A charity lottery supports the objectives of an organisation, rather than specific projects or activities.
- 4) A charity lottery should be a reliable partner to the organisations it supports, therefore **funding should be long-term**.
- 5) Following from 4) there is **no political interference** in the allocation and distribution of the funds – funding decisions are made by an **independent board**. The most effective way to achieve long term funding is without political interference in the allocation and distribution of the funds. After all, when politics are involved distribution funds can change, especially after elections, in order to match government policies. In our opinion, charity lotteries can best be private organisations and make their own decisions on allocations and the distribution of the funds to ensure that funding is additional to government subsidies, instead of replacing them.

### Who benefits from charity lotteries?

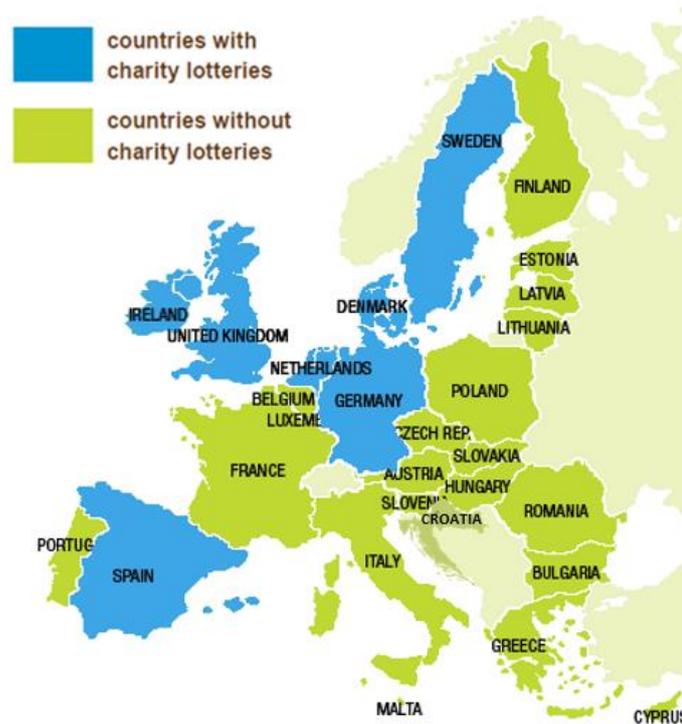
ACLEU members support a wide range of NGOs; from the well-known brands as Amnesty International, WWF and Unicef, to smaller local good causes.

In 2017 ACLEU members supported more than 600 organisations and thousands of projects in the fields of development cooperation, social cohesion, nature & environment, human rights, health & well-being and culture with more than € 700 million.

**In 2017, ACLEU members supported more than 600 civil society organisations with more than € 700 million**

## Where can we find charity lotteries?

As you can see on the map charity lotteries only exist in the United Kingdom, Ireland, Sweden, the Netherlands, Germany, Denmark and Spain (marked in blue).



Almost every country in the EU has small-scale charity lotteries, frequently organised by clubs and associations themselves. Unfortunately, charity lotteries on a national scale are often not able to operate because:

- States tend to protect national lotteries as national monopolies;
- Domestic legislation tends to prevent charity lotteries from “competing” with national lotteries;

The degree of discrimination is very variable across the EU and a level playing field is required.

**More than 10 billion EUR  
could be raised for NGOs  
every year if all EU  
Member States would  
have private charity  
lotteries.**

ACLEU members believe that NGOs in every EU Member State should be enabled to use (national) charity lotteries as a fundraising tool. According to rough estimates, more than € 10 billion could be raised every year to support the irreplaceable work done by NGOs in the EU if all Member States would have private charity lotteries.

That is why ACLEU has committed itself to promote the model of a charity lottery and its benefits for civil society and we will continue to do so in the coming years.

## Financial account

The following information is derived from the balance and income statement drafted by PwC Tax Consultants Belgium. The full account and explanation are available upon request at PwC or at ACLEU.

<b>Income statement 2017</b>		
	<b>Result</b>	<b>Budget</b>
<b>Income</b>		
Contribution members	400	19.000
Interest	0	0
	400	19.000
<b>Costs</b>		
Housing, subscription, administration	15.590	12.500
Travel, subsistence & communication	2.323	6.500
	<b>17.913</b>	<b>19.000</b>
<b>Deficit</b>	<b>17.513</b>	

## About us

### Board



Mr Wim Jacobs  
President



Mrs Eva Struving  
Member of the Board



Mrs Sofia Krigsman  
Member of the board

### Secretariat

Ms Laura Santacreu - executive director (interim) – [laura@acleu.eu](mailto:laura@acleu.eu)  
Mr Vincent de Haan - policy & communications – [vincent@acleu.eu](mailto:vincent@acleu.eu)

### Contact details

*Registered office (until May 2018)*  
Schumanplein 6, box 5  
1040 Brussels  
Belgium

*Correspondence address*  
PO Box 75025  
1070 AA Amsterdam  
The Netherlands

E-mail: [info@acleu.eu](mailto:info@acleu.eu)  
Website: [www.acleu.eu](http://www.acleu.eu)

## Contact details individual members

### **BankGiro Loterij**

P.O. Box 75969  
1070 AZ Amsterdam, The Netherlands  
[www.bankgiroloterij.nl](http://www.bankgiroloterij.nl)

**BankGiroLoterij**



### **The Health Lottery**

Northern & Shell Building,  
10 Lower Thames Street,  
London, EC3R 6EN, United Kingdom  
[www.healthlottery.co.uk](http://www.healthlottery.co.uk)



### **Jantje Beton Loterij**

P.O. Box 85233  
3508 AE Utrecht, The Netherlands  
[www.jantjebeton.nl](http://www.jantjebeton.nl)



### **Nationale Postcode Loterij**

P.O. Box 75025  
1070 AA Amsterdam, The Netherlands  
[www.postcodeloterij.nl](http://www.postcodeloterij.nl)



### **People's Postcode Lottery**

76 George Street  
Edinburgh  
EH2 3BU, United Kingdom  
[www.postcodelottery.co.uk](http://www.postcodelottery.co.uk)

### **VriendenLoterij**

P.O. Box 75092  
1070 AB Amsterdam, The Netherlands  
[www.vriendenloterij.nl](http://www.vriendenloterij.nl)



### **Scouting Loterij**

P.O. Box 210  
3830 AE Leusden, The Netherlands  
[www.scouting.nl](http://www.scouting.nl)



### **Svenska PostkodLotteriet**

P.O. Box 24297  
104 51 Stockholm, Sweden  
[www.postkodlotteriet.se](http://www.postkodlotteriet.se)



### **Zonnebloem Loterij**

P.O. Box 2100  
4800 CC Breda, The Netherlands  
[www.zonnebloem.nl](http://www.zonnebloem.nl)



### **Grote Clubactie**

P.O. Box 440  
5000 AK Tilburg, The Netherlands  
[www.clubactie.nl](http://www.clubactie.nl)



### **Deutsche Postcode Lotterie**

Martin-Luther-Platz 28  
40212 Düsseldorf  
[www.postcode-lotterie.de](http://www.postcode-lotterie.de)



## Beneficiaries of ACLEU members

### Germany

The **Deutsche Postcode Lotterie** supports hundreds of local organisations across Germany active in social and humanitarian areas and environmental protection.

### The Netherlands

- The **Dutch Postcode Lottery** supports 103 NGOs in the fields of human rights, nature & environment, social cohesion in the Netherlands and international cooperation
- The **BankGiro Loterij** supports 59 cultural heritage organisations and museums in the Netherlands
- The **VriendenLoterij** supports 45 health & wellbeing organisations and 3,300 (sport)clubs and associations
- The **Zonnebloem Lottery** supports De Zonnebloem, the largest volunteer organisation in the Netherlands that adds positive value to the lives of people with physical limitations because of illness, handicap or age
- The **Jantje Beton Lottery** supports Jantje Beton that stands up for the chance to play for all children in the Netherlands
- The **Scouting Lottery** supports Scout groups in the Netherlands
- The **Grote Clubactie** supports thousands of (sports)clubs and associations in the Netherlands

### Sweden

The **Svenska PostkodLotteriet** supports 55 NGOs in the fields of health and well-being, development cooperation, children & human rights and nature & wildlife conservation

### United Kingdom

- The **People's Postcode Lottery** promotes lotteries on behalf of 18 Trusts. These trusts in turn provide grants to a range of charities and community projects. In addition, some 20 British NGOs are supported directly by the lottery.
- The **Health Lottery** distributes funds across Great Britain to health related good causes, through 12 different local societies.