



Annual report 2018

Association of Charity Lotteries in Europe (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.

Over a decade ago a number of these lotteries united in the Association of Charity Lotteries in the EU. In 2018 we changed the name into Association of Charity Lotteries *in Europe*, because we want to anticipate to the effects of Brexit, but more importantly because we welcomed two new members from

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non-EU member state Norway. ACLEU is still a relatively small association, with 14 members from 5 European countries but we hope to welcome more members in the future.

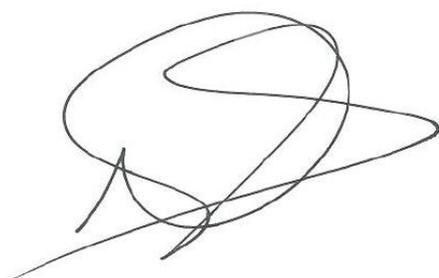
There are only a handful of other privately-operated charity lotteries that operate at a national level in Europe. Most countries only allow a state lottery to operate nationally whereas charity lotteries are only

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 European countries 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 with more than € 700 million by selling lottery tickets in 2018. Funds that would otherwise just lay out there and that are additional to state subsidies and private donations.

In 2018, we moved our registered office from Brussels to Amsterdam, welcomed our new executive director Jonne Arnoldussen. Also three new members have joined us: Raffld from the Netherlands, UNICEF lotteriet and Norsk Postkode Lotteri, both from Norway.

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 Europe (ACLEU)?

In 2007 a number of charity lotteries joined forces and ACLEU. We are a non-profit association, registered in Amsterdam. ACLEU promotes the interests and rights - at Brussels level and in the individual European countries – of:

- Private charity lotteries that are regulated and licensed in (one of) the European countries
- 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 2018 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 2018, 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, Norway, the Netherlands, Germany, Denmark and Spain (marked in green).



Almost every country in Europe 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 Europe and a level playing field is required.

ACLEU members believe that NGOs in every European country 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 Europe if all countries would have private charity lotteries.

More than 10 billion EUR could be raised for NGOs every year if all European countries 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 Acade Accountants. The full account and explanation are available upon request at Acade or at ACLEU.

	<u>2018</u>	<u>2017</u>
	€	€
5. <u>Net turnover</u>		
Contribution member	-	400
	<u> </u>	<u> </u>
<u>Staff</u>		
During the 2018 financial year the company had no employees.		
6. <u>Other operating expenses</u>		
Office expenses	2,689	-
General expenses	10,165	17,780
	<u>12,854</u>	<u>17,780</u>
<u>Office expenses</u>		
Contributions and subscriptions	<u>2,689</u>	<u>-</u>
<u>General expenses</u>		
Audit costs	7,832	17,780
Notarial charges	2,333	-
	<u>10,165</u>	<u>17,780</u>
7. <u>Financial income and expenses</u>		
Interest and similar income	36	-
Interest and similar expenses	-128	-132
	<u>-92</u>	<u>-132</u>
<u>Interest and similar income</u>		
Interest income	<u>36</u>	<u>-</u>
<u>Interest and similar expenses</u>		
Bank charges	<u>-128</u>	<u>-132</u>

About us

Board



Mr Wim Jacobs
President



Mrs Eva Struving
Member of the Board



Mrs Marie Wilén
Member of the board

Secretariat

Mr Jonne Arnoldussen – executive director – jonne@acleu.eu

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Contact details individual members

BankGiro Loterij

P.O. Box 75025
1070 AA Amsterdam, The Netherlands
www.bankgiroloterij.nl

BankGiroLoterij

The Health Lottery

Northern & Shell Building,
10 Lower Thames Street,
London, EC3R 6EN, United Kingdom
www.healthlottery.co.uk



Jantje Beton Loterij

P.O. Box 85233
3508 AE Utrecht, The Netherlands
www.jantjebeton.nl



Nationale Postcode Loterij

P.O. Box 75025
1070 AA Amsterdam, The Netherlands
www.postcodeloterij.nl



People's Postcode Lottery

76 George Street
Edinburgh
EH2 3BU, United Kingdom
www.postcodelottery.co.uk



VriendenLoterij

P.O. Box 75025
1070 AA Amsterdam, The Netherlands
www.vriendenloterij.nl



Scouting Loterij

P.O. Box 210
3830 AE Leusden, The Netherlands
www.scouting.nl



Svenska PostkodLotteriet

P.O. Box 24297
104 51 Stockholm, Sweden
www.postkodlotteriet.se



Zonnebloem Loterij

P.O. Box 2100
4800 CC Breda, The Netherlands
www.zonnebloem.nl



Grote Clubactie

P.O. Box 440
5000 AK Tilburg, The Netherlands
www.clubactie.nl



Deutsche Postcode Lotterie

Martin-Luther-Platz 28
40212 Düsseldorf, Germany
www.postcode-lotterie.de



UNICEF lotteriet

p/a Lottovate Ltd.
One New Change
London EC4M 9AF, United Kingdom
www.uniceflotteriet.no



Norsk Postkode Lotteri

p/a WWF Verdens Naturfond
PO Box 6784 St Olavs Plass
0130 Oslo, Norway
www.postkodelotteriet.no



Raffld

p/a Lottovate Ltd.
One New Change
London EC4M 9AF, United Kingdom
www.raffld.nl



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 117 NGOs in the fields of human rights, nature & environment, social cohesion in the Netherlands, and international cooperation
- The **BankGiro Loterij** supports 65 cultural heritage organisations and museums in the Netherlands
- The **VriendenLoterij** supports 53 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
- **Raffld** supports 4 charities: KNGF guide dogs, Ronald McDonald Children's Fund, Conservation International and CliniClowns

Norway

- **Norsk Postkode Lotteri** supports WWF and SOS Children's Villages
- **UNICEF lotteriet** supports UNICEF Norway

Sweden

The **Svenska PostkodLotteriet** supports 56 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 30 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