

# The Impact of 10 Charity Lotteries of ACLEU: The Ripple Effect



## The Ripple Effect: Impact for civil society

The ten members of ACLEU, the Association for Charity Lotteries in the EU, have a mission to generate funds for civil society organisations. They do so by means of a lottery either for their own organisation or for multiple charities.

The 319 beneficiaries of ACLEU members, a wide variety of NGOs operating nationally or in far away places, receive a total amount of €560 million a year (figures 2012). With this unrestricted, reliable source of income, charities are able to substantially increase their own impact, coming closer to realising their goals and mission.

The ten charity lotteries of ACLEU together generate a turnover of €1,338 million. They provide jobs to 781 employees. Their economic activity results in an estimated 133,000 related jobs in their economic sphere of influence. Indirect employment is calculated on the basis of an estimation of what part of donations and operational costs are spent on employee costs. Of their turnover, €441 million goes to players who have the lucky ticket, in the form of prizes (both monetary prizes and prizes in kind).

The graphic to the right shows the impact of ACLEU charity lotteries, and highlights, by way of example, impact in the sports, youth projects, and culture and heritage sectors. The charities supported by the lotteries of ACLEU are active in nearly every charitable area: from disaster relief to green-tech innovation, from state-of-the-art cancer research to helping disabled persons participate more fully in society. If charity lotteries were allowed in all European countries, more than €12 billion could be raised for charities every year!



### **Why the lottery as a fundraising tool?**

Charity lotteries are private organisations making no private gain. Their primary aim is to raise funds for NGOs. These funds are given without political interference, on a long-term basis, and provide unrestricted support, trusting NGOs to determine how best to achieve their mission.

The importance of a lottery for charities is not merely of a financial nature, but also lies in its ability to reach a new and broader audience for charities and in providing unrestricted funding. The latter means the charity does not have to adjust to additional requirements and can spend the received funds as best they see fit. While people play a charity lottery to win, they know they are supporting good causes at the same time.

### **Reaching a broader audience for charities**

A charity lottery reaches people who may otherwise not have heard of or donated to the receiving charity. This relieves charities of time and money spent to bolster brand awareness and on their own fundraising campaigns. Lotteries are capable of reaching a broader audience for charities.

### **Unrestricted funding**

The importance of unrestricted funding for NGOs is difficult to overstate. Both governments and other donors of NGOs increasingly demand that all their funding directly contributes to a particular project of the NGO. They also ask the NGO to show concrete, preferably quantifiable, results.

Overhead is often considered a necessary evil for NGOs. However, without the means to run a professional organisation which has long-term viability, NGOs would hardly be effective. Lottery funding provides a reliable, long-term source of income which is unburdened by additional requirements and paperwork.

**Anne Frank Foundation:** *"The lottery helps bring Anne Frank's life story to the attention of a broad Dutch and international audience. This way we can point out the dangers of anti-Semitism, racism and discrimination to a large group of people and underline the importance of freedom, equal rights and democracy."*

**WWF:** *"Unrestricted funding is very rare indeed. In our world trust often has been replaced by bureaucracy and control. This makes it difficult for civil society organizations to operate effectively in a fast changing world."*

### **Wider impact**

Charitable organisations play a role in society that translates into intangible gains which are vital for a healthy and thriving society.

Investing in a sports infrastructure for the young will deliver health benefits in the long run, which prevents costs to the public healthcare system. It also increases the chances of a future Olympic medallist surfacing. The worth to society of the arts is a beloved topic for debate, but few would dispute that a country would be rather poor without any museums or cultural initiatives. Nor are there any communities to be found who feel their shared history is entirely irrelevant and does not need to be preserved.

**Rijksmuseum, Amsterdam:** adds €235 million to GDP every year, and 3700 related FTEs to the job market. Its social impact is described as: 'an icon of national identity', conservation of history and art, tourism, international standing of the city, improvement of local area.

**Dance4Life:** Dance4Life found that their school programs had great spin-off effects: 43% of students wanted to become a volunteer and 36% wanted to become active on social media for an NGO, and 35% wanted to organize new actions for a better world.

The members of ACLEU are:

[BankGiro Loterij](#), [the Health Lottery](#), [Jantje Beton Loterij](#), [Nationale Postcode Loterij](#), [People's Postcode Lottery](#), [Rehab Lotteries](#), [Scouting Loterij](#), [Svenska PostkodLotteriet](#), [VriendenLoterij](#), [Zonnebloem Loterij](#)

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