



Annual report 2020

Association of Charity Lotteries in Europe (ACLEU)

Foreword by the President

The year 2020 was a year that will not soon be forgotten, with people around the globe having faced the unprecedented consequences of COVID. It has again shown us how vital the work of civil society organisations is for society. Due to COVID, funding sources dried up for many of these organisations. Projects were halted, volunteers were forced to stay at home, and, consequently, organisations couldn't always perform their essential work. We feel very fortunate to be able to provide long term and unrestricted funding through the charity lottery model. The pandemic has proven this type of funding to be more critical than ever.

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

Lotteries have been a form of entertainment for many hundreds of years. Lotteries organised for charitable causes also have a long tradition. For example, in the Middle Ages, lotteries were run to raise funds for orphanages or victims of the Plague. Nowadays, most lotteries are organised by the state to collect money for the state treasury or other public benefit purposes. However, the concept of private charity lotteries 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 broadened our scope and name to the Association of Charity Lotteries *in Europe* because of Brexit and because we welcomed a new member from non-EU country Norway. Today ACLEU is still a relatively small association, with 15 members from 6 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 generally only permitted to operate at a local or regional level. And since state lotteries and charity lotteries are complementary and not in competition, we believe there is an enormous potential for growth for charity lotteries. More than 10 billion EUR could be raised for NGOs *every year* if all European countries would allow private charity lotteries and let them operate on a national level.

Our lotteries have been established 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*; a lottery is simply a tool. In 2020, our members supported over 12.000 projects and civil society organisations with more than 830 million EUR by selling lottery tickets. Without our members, these additional funds would not exist, as the money raised is additional to state subsidies and private donations.

In 2020, one new member joined our association: Miljonlotteriet from Sweden. This lottery has been around for decades, being established back in 1964! We welcome Miljonlotteriet to ACLEU and look forward to cooperate at the European level.

We will continue to raise awareness among politicians, policymakers, and NGOs throughout Europe for this unique fundraising tool in the coming years.



Eva Struving
President ACLEU

Turning chance into change

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

In 2007 several charity lotteries joined forces and established ACLEU. We are a non-profit association registered in Amsterdam. ACLEU promotes the interests and rights - at the EU 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) A charity lottery is **privately operated**, with a license from the national government, of course, but not operated nor owned by the government. This is to ensure that funding is additional to government subsidies instead of replacing them.
- 2) Following from 1): there is **no political interference** in the distribution of the funds – funding decisions are made by an independent board. After all, when politics are involved, distribution funds can change, especially after elections, in order to match government policies.
- 3) The **primary aim** of a charity lottery **is to raise funds** for charitable organisations; the lottery is just 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.
- 4) Following from 3): a **substantial part** should go to the benefiting organisations. What is considered substantial depends on the maturity of the lottery, the legal national requirements and the market situation. In an ideal situation, with a level playing field and optimal legislation, the funds for charities and the prize money for players are equally divided.
- 5) 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.
- 6) A charity lottery should be a reliable partner to the organisations it supports. Therefore, **funding should be long-term**.

Who benefits from charity lotteries?

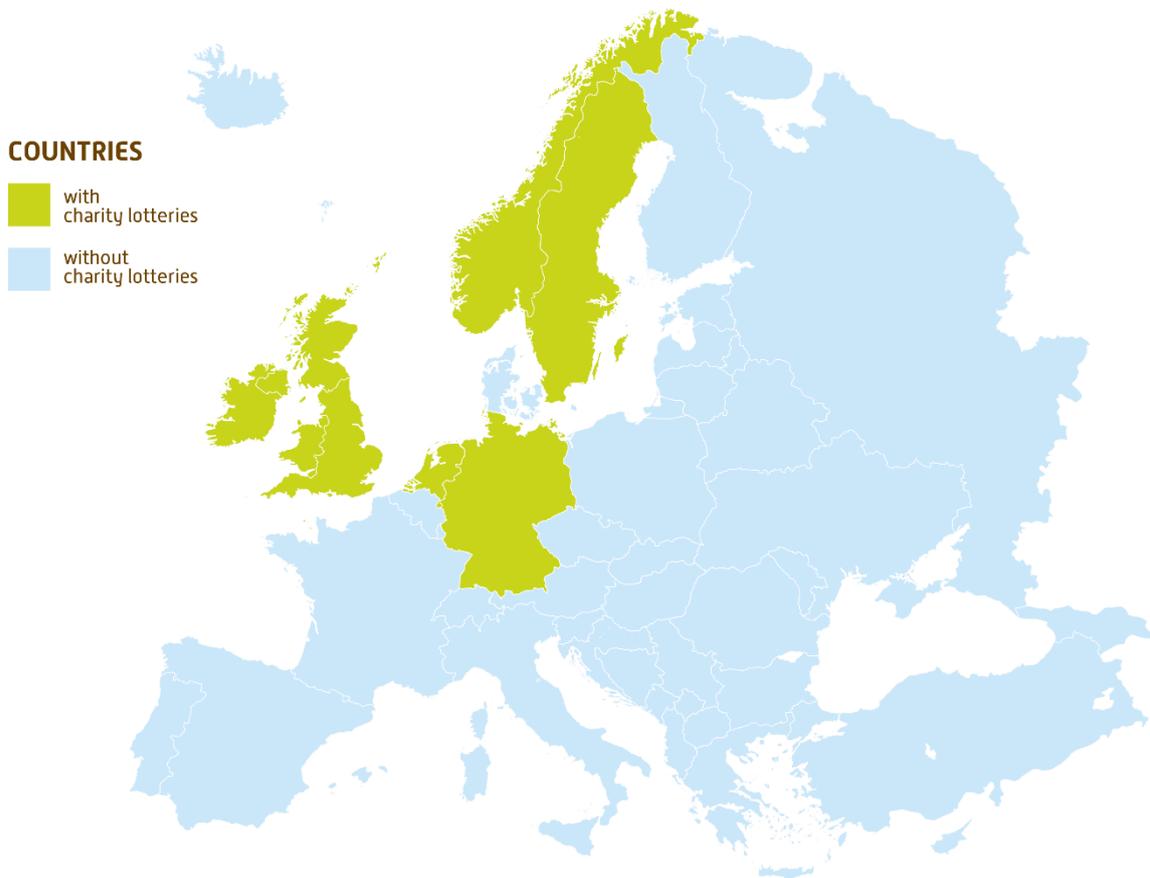
ACLEU members support a wide range of NGOs, from the well-known brands as Amnesty International, WWF and Unicef, to grassroots sports clubs, scouting groups and national health organisations.

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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 and Germany (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 unable to operate because national legislation prevents charity lotteries from "competing" with national lotteries by imposing restricting conditions. As a result, there is no level playing field.

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 EUR could be raised *every year* to support the irreplaceable work done by NGOs in Europe if all 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.

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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>2020</u>	<u>2019</u>
	€	€
5. <u>Net turnover</u>		
Contribution members	5,500	480
	<u>5,500</u>	<u>480</u>
<u>Staff</u>		
During 2020, no employees were employed on a full-time basis.		
6. <u>Other operating expenses</u>		
Office expenses	4,324	3,618
General expenses	11,088	1,719
	<u>15,412</u>	<u>5,337</u>
<u>Office expenses</u>		
Office supplies	-	868
Contributions and subscriptions	4,324	2,750
	<u>4,324</u>	<u>3,618</u>
<u>General expenses</u>		
Audit costs	1,088	726
Consultancy fees	10,000	-
Board meetings	-	993
	<u>11,088</u>	<u>1,719</u>
7. <u>Financial income and expenses</u>		
Interest and similar income	-	12
Interest and similar expenses	-154	-154
	<u>-154</u>	<u>-142</u>
<u>Interest and similar income</u>		
Interest income	-	12
	<u>-</u>	<u>12</u>
<u>Interest and similar expenses</u>		
Bank charges	-154	-154
	<u>-154</u>	<u>-154</u>

About us

Board



Mrs Eva Struving
President



Mrs Marie Wilén
Secretary



Mr Malcolm Fleming
Treasurer

In December 2020 we welcomed two additional board members:



Mr John Fleming
Member of the Board



Mr Michiel van Dijk
Member of the Board

Secretariat

Mrs Laura Santacreu – executive director – laura@acleu.eu

Mr Roar Daatselaar – deputy executive director – roar@acleu.eu

Mr Toon Zegers – policy & communications – toon@acleu.eu

Mr Sébastien Garnier – adviser – sebastien.garnier@axha.eu

Mr Joost Mulder – adviser – joost.mulder@axha.eu

Contact details

Correspondence address

p/a Nationale Postcode Loterij
PO Box 75025
1070 AA
Amsterdam
The Netherlands

E-mail: info@acleu.eu

Website: www.acleu.eu

Transparency Register no. 54735291072-89

Contact details individual members

BankGiro Loterij

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



Deutsche Postcode Lotterie

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



Grote Clubactie

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



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



Lot of Happiness

Entrada 100
1114 AA Amsterdam-Duivendrecht
The Netherlands
www.lotofhappiness.nl



Miljonlotteriet

Metallvägen 4
435 87 Mölnlycke
Sweden
www.miljonlotteriet.se



Nationale Postcode Loterij

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



Norsk Postkode Lotteri

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



People's Postcode Lottery

28 Charlotte Square,
Edinburgh, EH2 4ET, United Kingdom
www.postcodelottery.co.uk



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



VriendenLoterij

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



Zonnebloem Loterij

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



St. John of God Foundation

Flavian House
Stillorgan
Co.Dublin
Ireland
www.sjogfoundation.ie



Beneficiaries of ACLEU members

Germany

The **Deutsche Postcode Lotterie** supports 887 charity projects across Germany in social and humanitarian areas and environmental protection.

Ireland

The **St. John of God Foundation** supports people in Ireland with intellectual disabilities and those dealing with mental health problems.

The Netherlands

- The **Dutch Postcode Lottery** supports over 100 NGOs in the fields of human rights, nature & environment, social cohesion in the Netherlands, and international cooperation;
- The **BankGiro Loterij** supports 57 cultural heritage organisations and museums in the Netherlands;
- The **VriendenLoterij** supports 46 health & well-being 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;
- **Lot of Happiness** supports 12 charities that help children who are undergoing a rough period in their lives.

Norway

- **Norsk Postkode Lotteri** supports WWF and SOS Children's Villages.

Sweden

- The **Svenska PostkodLotteriet** supports 58 NGOs and 145 projects in the fields of health and well-being, development cooperation, children & human rights and nature & wildlife conservation;
- **Miljonlotteriet** aims to prevent the misuse of drugs and alcohol by young people.

United Kingdom

- The **People's Postcode Lottery** promotes lotteries on behalf of several Trusts. These trusts, in turn, provide grants to 99 charities and thousands of community projects.
- The **Health Lottery** distributes funds across Great Britain to health-related good causes, through 12 different local societies.

