



**Annual report 2021**

**Association of Charity Lotteries in Europe (ACLEU)**

## Foreword by the President

One good thing can be said about 2021: it wasn't as tumultuous as 2020. That, however, may be damning with faint praise. In 2021 and 2022 onwards, the world is still divided by conflict. Whether it be far away or closer to home. Global democratic erosion continued, and we still cannot provide finite answers to tackle climate change challenges.

Events and undertakings such as these have shown us once again how vital the work of civil society organisations is for the world. They provide aid in times of war and civil unrest, empower independent media and address critical issues and challenges for our and future generations. During COVID, funding sources dried up for many of these organisations. As a result, projects were halted, volunteers were forced to stay at home, and, consequently, organisations couldn't always perform their crucial work. In the wake of COVID, it has become more apparent how essential these organisations are. With the long-term and unrestricted funding the charity lottery model provides, we empower them to continue on their excellent work.

Lotteries aiming to raise funds for charitable causes and the public benefit have been around for many hundreds of years. 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. They have also always been a form of entertainment: many people get happiness from playing the lottery. For charity lotteries, however, a lottery is just a tool: they organise lotteries purely to raise funds for charity organisations.

Over a decade ago, many 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 the non-EU country Norway. Today ACLEU is still a relatively small association, with 13 members from 6 European countries, but we hope to welcome more members in the future.

Only a handful of other privately-operated charity lotteries 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 locally or nationally. 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.

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

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 2021, our members supported over 15.000 projects and civil society organisations with more than 840 million EUR by selling lottery tickets. Without our members, these additional funds would not exist, as the money raised is supplementary to state subsidies and private donations. That's also why we are happy to welcome one new member to the fold: Care-a-Lot from the Netherlands. This lottery has been around for a few years now and is growing tremendously. Its main purpose to aid charities that try to make a difference in Dutch healthcare. Welcome!

In sum, 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?

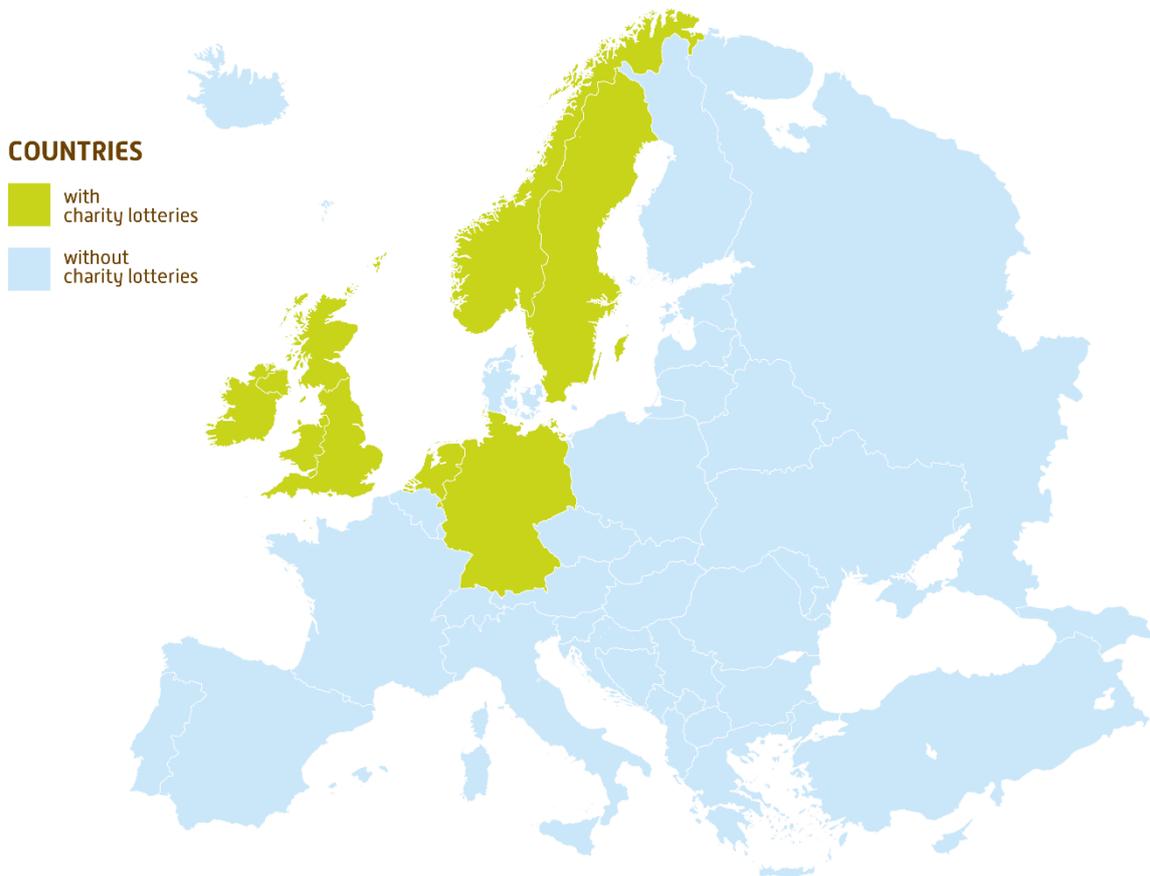
ACLEU members support a wide range of NGOs, from the well-known brands as Amnesty International, WWF and Unicef, to grassroots sports clubs, scouting groups and national health organisations.

**In 2021, ACLEU members supported almost 15,000 projects and civil society organisations with more than 840 million EUR.**



## 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 European country has small-scale charity lotteries, frequently organised by clubs and associations. 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 restrictive conditions. As a result, there is no level playing field.

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

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 promoting the charity lottery model and its benefits for civil society. Of course, 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 ACLEU.

	<u>2021</u>	<u>2020</u>
	€	€
<u>5. Net turnover</u>		
Contribution members	6,065	5,500
	<u>6,065</u>	<u>5,500</u>
<u>Staff</u>		
During 2021, no employees were employed on a full-time basis.		
<u>6. Other operating expenses</u>		
Office expenses	3,810	4,324
General expenses	10,758	11,088
	<u>14,568</u>	<u>15,412</u>
<u>Office expenses</u>		
Contributions and subscriptions	3,810	4,324
	<u>3,810</u>	<u>4,324</u>
<u>General expenses</u>		
Audit costs	758	1,088
Consultancy fees	10,000	10,000
	<u>10,758</u>	<u>11,088</u>
<u>7. Financial income and expenses</u>		
Interest and similar expenses	-136	-154
	<u>-136</u>	<u>-154</u>
<u>Interest and similar expenses</u>		
Bank charges	-136	-154
	<u>-136</u>	<u>-154</u>

## About us

### Board



Mrs Eva Struving  
President



Mrs Marie Wilén  
Secretary



Mr Malcolm Fleming  
Treasurer



Mr John Fleming  
Member of the Board



Mr Michiel van Dijk  
Member of the Board

### Secretariat

Mrs Laura Santacreu – executive director – [laura@acleu.eu](mailto:laura@acleu.eu)  
Mr Roar Daatselaar – deputy executive director – [roar@acleu.eu](mailto:roar@acleu.eu)  
Mr Toon Zegers – policy & communications – [toon@acleu.eu](mailto:toon@acleu.eu)  
Mr Sébastien Garnier – adviser – [sebastien.garnier@axha.eu](mailto:sebastien.garnier@axha.eu)  
Mr Joost Mulder – adviser – [joost.mulder@axha.eu](mailto:joost.mulder@axha.eu)

### Contact details

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Amsterdam  
The Netherlands

E-mail: [info@acleu.eu](mailto:info@acleu.eu)

Website: [www.acleu.eu](http://www.acleu.eu)

Transparency Register no. 54735291072-89

## Contact details individual members

### **Deutsche Postcode Lotterie**

Martin-Luther-Platz 28  
40212 Düsseldorf  
Germany

[www.postcode-lotterie.de](http://www.postcode-lotterie.de)



### **Grote Clubactie**

P.O. Box 440  
5000 AK Tilburg  
The Netherlands

[www.clubactie.nl](http://www.clubactie.nl)



### **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)



### **Lot of Happiness & Care-a-Lot**

Entrada 100  
1114 AA Amsterdam-Duivendrecht  
The Netherlands

[www.lotofhappiness.nl](http://www.lotofhappiness.nl)



### **Miljonlotteriet**

Metallvägen 4  
435 87 Mölnlycke  
Sweden

[www.miljonlotteriet.se](http://www.miljonlotteriet.se)



### **Nationale Postcode Loterij**

P.O. Box 75025  
1070 AA Amsterdam  
The Netherlands

[www.postcodeloterij.nl](http://www.postcodeloterij.nl)



**Norsk Postkode Lotteri**

p/a WWF Verdens Naturfond  
PO Box 6784 St Olavs Plass  
0130 Oslo  
Norway  
[www.postkodelotteriet.no](http://www.postkodelotteriet.no)



**'People's Postcode Lottery**

28 Charlotte Square,  
Edinburgh, EH2 4ET  
United Kingdom  
[www.postcodelottery.co.uk](http://www.postcodelottery.co.uk)



**Svenska PostkodLotteriet**

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



**VriendenLoterij**

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



**Zonnebloem Loterij**

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



**St. John of God Foundation**

P.O. Box 4  
Blackrock, Co.Dublin  
Ireland  
[www.sjogfoundation.ie](http://www.sjogfoundation.ie)



## Beneficiaries of ACLEU members

### Germany

The **Deutsche Postcode Lotterie** supports 936 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 176 NGOs in the fields of human rights, nature & environment, social cohesion in the Netherlands, and international cooperation;
- The **VriendenLoterij** supports the preservation of cultural heritage and the well-being of people in the Netherlands. They support 67 organisations and almost 3,300 (sports) 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 **Grote Clubactie** supports over 6.000 sports clubs and associations in the Netherlands;
- **Lot of Happiness** supports 20 charities that help children who are undergoing a rough period in their lives.
- **Care-a-Lot** aids charities that try to make a difference in Dutch healthcare.

### Norway

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

### Sweden

- The **Svenska PostkodLotteriet** supports 59 NGOs in the fields of health and well-being, development cooperation, children & human rights and nature & wildlife conservation;
- **Milionlotteriet** 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 over 3,700 charities and community projects.
- The **Health Lottery** distributes funds across Great Britain to health-related good causes, through 12 different local societies.