

# Annual Report 2018

## Novamedia/Postcode Lotteries

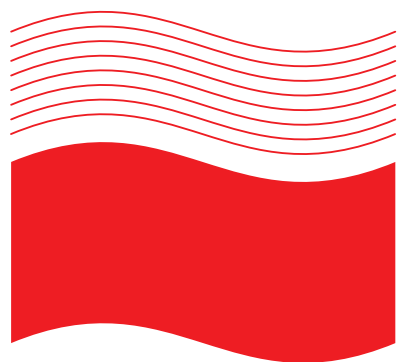


# Annual Report 2018

## Novamedia/Postcode Lotteries

Making good citizenship fun

**11,298,283** tickets by  
end 2018



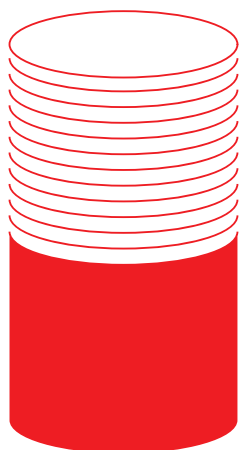
**22,064,827** prizes

**985** beneficiary charities working  
for people and planet worldwide



**+6,913**  
community  
projects

**€1.82 billion** revenue



**+6.4%**  
(compared  
to 2017)

**€746.6 million** contribution  
to charity

**1990 – 2018:**

**€9.3 billion**  
donated to charities

### Mission

To raise funds for social organisations  
worldwide, increase awareness of their work,  
and support their new initiatives.



## Cover

At the People's Postcode Lottery Charity Gala, Amal Clooney (left) and Nice Nailantei Leng'ete received the prestigious Hero Award – Amal for her work on protecting human rights, and Nice for her commitment to banning female genital mutilation/cutting.

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# *In Memoriam: Frank Leeman* 1 February 1949–1 July 2018

*Frank Leeman, our great friend and source of inspiration and a co-founder of the Dutch Postcode Lottery, died unexpectedly on Sunday 1 July 2018.*



Frank was a pacesetter and a born-and-bred marketer. His indefatigable optimism and inexhaustible creativity were among the main driving forces behind the Lotteries' success. The key role he played in creating all our campaigns made possible numerous partnerships devoted to building a fairer, greener world.

We already miss his quick wit and humour, and we miss his originality and friendship even more. It wasn't always easy to

work with him, but it was a privilege. Or perhaps "play" would be a better description; that's how he talked about it.

In September 2012, Frank, together with Boudewijn, was appointed an Officer in the Order of Orange-Nassau for his "passion for charity combined with innovative entrepreneurship and leadership".

He withdrew from his active role on the Executive Board of Novamedia and the Charity

Lotteries in December 2012 for health reasons. However, he remained involved with the Lotteries and kept giving marketing masterclasses at the Lottery Academy in his own inimitable way. Until the end, he continued to contribute to campaigns with his usual unshakeable, vibrant spirit.

*We will remember Frank as a remarkable colleague with a big heart.*



## Courage



In his Nobel Peace Prize lecture in December 2018, laureate Dr Denis Mukwege said, “We all have the power to change the course of history when the beliefs we are fighting for are right.” The gynaecologist and human rights activist was honoured for his tireless fight to end the use of rape as a weapon of war in the Democratic Republic of Congo and other conflict zones around the world. He has put his personal security at risk by courageously devoting his life to helping and defending victims and seeking justice for them. The Dr Denis Mukwege Foundation receives ongoing support from the Postcode Lotteries.

His bravery is striking at a time when courage, more than ever, seems to be what the world needs – the courage not only to speak up but also to act and not look the other way when change is needed. This is what I find so valuable about Novamedia and its charity

lotteries: we help civil societies to achieve change, thanks to our 8.5 million players.

I’m proud that we support hundreds of social organisations, and even prouder that the numbers are still growing. Over the years, I’ve witnessed the positive changes our charity lotteries have facilitated. Many of them have been courageous projects that have had an important impact on people or the natural world. It goes to show that together, we really can change things for the better.

*Gerdi Verbeet*  
Chair, Supervisory Board,  
Novamedia

## Most welcome



Our mission to make a difference continued in 2018. People feel it, talk about it. Doing good and winning prizes together with the neighbours at the same time – people like that, no matter where they live.

In 2018 the Postcode Lottery made a decisive entrance in the Norwegian market. Country number five! With over 11 million tickets, we’ve reached the milestone of raising almost €750 million for charities. Since our founding in 1989, we’ve donated €9.3 billion in total.

This year, sadly, saw the passing of our friend and Postcode Lottery co-founder, Frank Leeman. We commemorated his significant contribution to our ongoing success. Frank’s passion, determination and courage will survive in the way we do our work.

This year we moved into our new house in Amsterdam. Finally our people in the Netherlands are

all together. We transformed a neglected building into the most sustainable renovated premises in the Netherlands and received the BREEAM-NL Outstanding certification ever.

HRH Queen Máxima officially opened our new home. Two of our international ambassadors, former US President Bill Clinton and Nobel Peace Prize laureate Professor Muhammad Yunus couldn’t wait and arranged private previews earlier last year.

Next time you’re in Amsterdam, please come and have a look at Beethovenstraat 200 yourself, and see how sustainability and a warm atmosphere connect.

*Boudewijn Poelmann*  
CEO, Novamedia/Postcode Lotteries

# Lotteries for a better world

The mission of Novamedia/Postcode Lotteries is to achieve a better world for people and planet. As the creator of the Postcode Lottery format, Novamedia believes that the world benefits from strong social organisations. For this reason, we set up charity lotteries internationally to provide financial support for organisations and projects of an idealistic nature. Our funding is long-term and unrestricted, so beneficiaries can use it where they consider it most needed. In addition, the Lotteries provide a platform for increasing awareness of the work of their beneficiaries.

## Lotteries in five countries

The Dutch Postcode Lottery (Nationale Postcode Loterij) was launched in December 1989 and has grown phenomenally ever since. By December 2018, 3.0 million players were taking part annually, with 4.3 million tickets.

Following the Dutch Postcode Lottery's success, People's Postcode Lottery launched a pilot in the north-east of England in August 2005, before rolling out across Scotland in 2008 and England and Wales in 2010. By December 2018, People's Postcode Lottery had 3.0 million players in the draw with 3.4 million tickets.

The Swedish Postcode Lottery (Svenska Postkodlotteriet) was launched in Sweden in September 2005. By the end of 2018, nearly 945,000 players were participating with 1.7 million tickets.

The German Postcode Lottery (Deutsche Postcode Lotterie) was launched across Germany in

2016. By December 2018, nearly 237,000 players were playing for charities in Germany with almost 300,000 tickets.

The Norwegian Postcode Lottery (Norsk PostcodeLotteri) was launched in Norway in 2018. The first draw took place in November. By December 2018, nearly 31,000 players were playing with almost 35,000 tickets.

## Postcodes

The principle behind the Lotteries is simple, attractive and the same in each country. Each unique ticket number is made up of the player's postcode plus a three-digit personal number. The ticket is paid for monthly in advance. Any lucky neighbours playing in a particular postcode win together when that postcode is drawn. So an entire street or neighbourhood can win together.

## Innovation

The Postcode Lottery concept is the first innovation in lotteries since the lotto format was invented in Genoa 400 years ago.

**WE** feel courageous  
♥ fun  
like sharing  
live sustainably

## Core values

Right from the start, the first employees of Novamedia/Postcode Lotteries were inspired by four words. And these words, these values, continue to ensure that the heart of the Postcode Lotteries in Great Britain, Sweden, Norway, Germany and the Netherlands keeps beating strongly.

### •Courageous

We have the courage to act outside the established frameworks. We come up with solutions others haven't yet thought of or tried. We put our weight behind charities and NGOs that show that same courage.

### •Fun

Of course, the players enjoy the games and win great prizes. We enjoy our jobs as well. Through the social organisations we fund, we make a meaningful contribution to society by supporting both people and the planet.

### •Sharing

Our winners share prizes with their neighbours. The charities we support always "win" by sharing in the Lotteries' net contributions and, in turn, sharing them with their own beneficiaries. Internally, we share our knowledge and skills with each other. In everything we do, we try to benefit the planet that we all share together.

### •Sustainable

We support the global process towards sustainability. We strive to make sustainable choices wherever we can, through our personal actions and our Lottery operations, by working with sustainable partners, and by making charitable contributions.



## Winning together

The idea of winning together is also reflected in the giving side of the Lotteries: the distribution of proceeds to charities. Although the player may not always win, the charities always do. Every Lottery donates up to 50% of its income from ticket sales to charities. In 2018 the total amount was almost €747 million, which is 41% of the Lotteries' combined income. Charities are free to choose how they spend the money, so they can use it in the areas that need it most. It is the Lotteries' ambition to be a reliable, long-term funding partner.

## Awareness

As part of their mission, the Postcode Lotteries provide players with information about the charities they support, to build awareness of the organisations' work. Players can find information about all supported charities on the Lotteries' websites. The organisations' work also features in magazines, letters, emails and newsletters sent to players – and, in the Netherlands and Sweden,



*In January 2019, the third and largest Grannyra in the 2018 prize schedule landed in Karlstad, Sweden, where 176 winners shared 207 million Swedish kronor.*

special TV game shows and documentaries.

## Differences

The Postcode Lotteries differ in their operations due to variations

in lottery and broadcasting regulations and in the maturity level of each Lottery and each market. A charitable lottery's legal minimum contribution to beneficiaries differs from country to country. In the Netherlands, it's 50%. In Great

Britain, as of January 2018, the Lottery awards 32% of its ticket sales to charity, above the minimum of 20%. In Sweden, there is no fixed percentage. The permit requires that a "reasonable" portion of income goes to charities. The



*In Dukinfield, near Manchester, England, 980 lucky winners shared the £3 million prize pot in the largest Postcode Millions to date.*





In May, winners in Kelheim, Germany, were jubilant when presenter Giuliano Lenz handed over their shares of the €250,000 Monatsgewinn Prize they won together.

Swedish Lottery donated 27% of its revenue to charities in 2018. In Germany a minimum of 30% goes to beneficiaries. During the Norwegian Lottery's start-up phase, 24% of proceeds went to WWF Verdens naturfond and SOS-barnebyer.

The Postcode Lotteries ultimately aim to award 40% of the price of each ticket to charities, with an equal amount going towards prizes

(40%) prizes and the remaining 20% spent on operational costs. We believe this will ensure a level playing field for all the lotteries in the market. This will enable the Postcode Lotteries to fund and support even more charities.

## Media

The Lotteries differ in terms of their access to the media, and to television in particular. In the Netherlands and Sweden, the



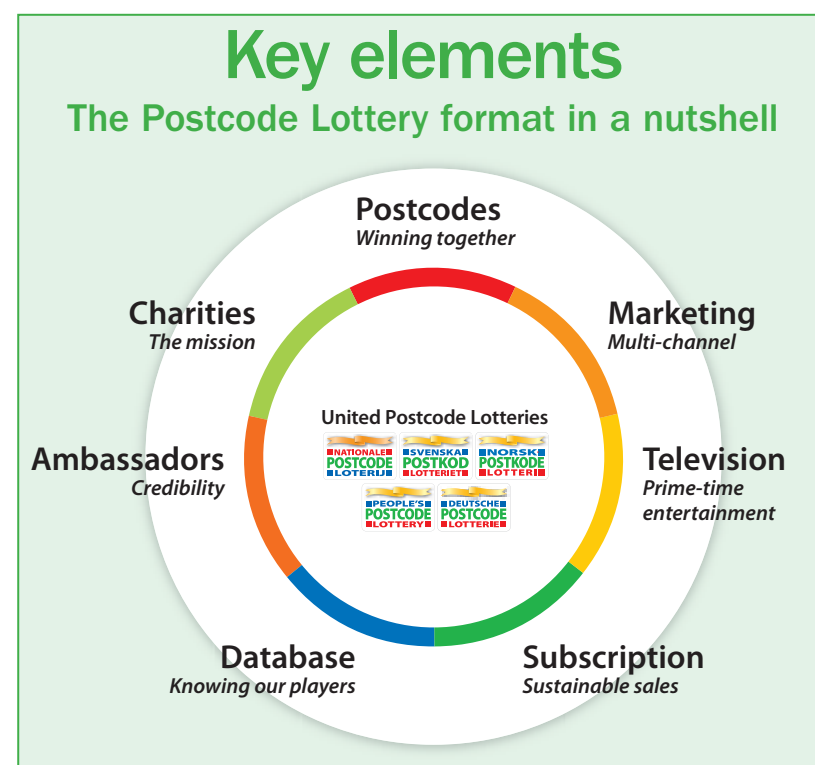
In Glimmen, the Netherlands, 2019 started with a bang, as 255 players won the €53.9 million PostcodeKanjier together.

Postcode Lotteries are primarily TV lotteries. The winners and the charities feature extensively in TV shows produced and sponsored by the Lotteries. The programmes help to recruit players, who then take out a Lottery subscription by

post, internet or phone. People's Postcode Lottery promotes winners and charities through Direct Response TV, paired with a strong online strategy.



Twelve inhabitants of Flaktveit, Norway, got an extra good start to 2019, sharing the Norwegian Postcode Lottery's biggest prize of 2018, the Kjempgevinst of 2 million kroner.



# Our seven Lotteries in figures for 2018

A very warm welcome to Norsk PostkodeLotteri (Norwegian Postcode Lottery), which had its first draw in November 2018. It's the fifth Postcode Lottery in Europe.



30,838 players  
34,524 tickets  
856 prizes  
2 charities

Revenue	To charities	2018:
€1.7 million	€0.4 million	€0.4 million to charities



2,984,713 players  
4,282,085 tickets  
6,946,286 prizes  
117 charities

Revenue	To charities	1990-2018:
€741.3 million	€370.7 million	€5.8 billion to charities



236,516 players  
299,862 tickets  
255,619 prizes  
596 charities

Revenue	To charities	2016-2018:
€34.5 million	€10.3 million	€14.1 million to charities



3,017,665 players  
3,355,231 tickets  
8,220,222 prizes  
98 charities and thousands of small projects

Revenue	To charities	2005-2018:
€412.1 million	€131.9 million	€441.6 million to charities



944,477 players  
1,728,765 tickets  
3,311,643 prizes  
56 charities and 193 projects

Revenue	To charities	2005-2018:
€345.7 million	€92.7 million	€1.1 billion to charities



559,030 players  
734,224 tickets  
1,473,555 prizes  
51 charities and 3,166 clubs and associations

Revenue	To charities	1998-2018:
€122.2 million	€61.1 million	€907.3 million to charities



681,332 players  
863,592 tickets  
1,856,646 prizes  
65 partners

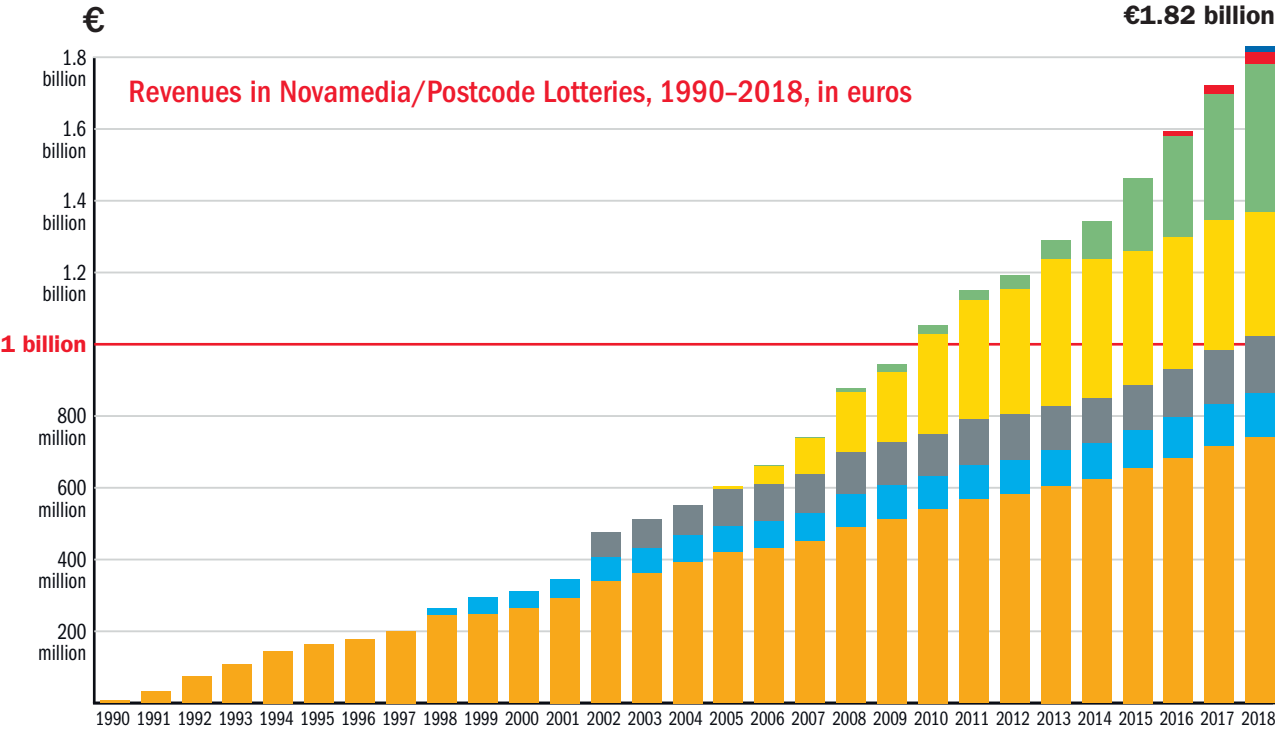
Revenue	To charities	2002-2018:
€158.9 million	€79.4 million	€1.0 billion to charities

# Statement of income and expenditure for 2018 (EUR \* 1,000)

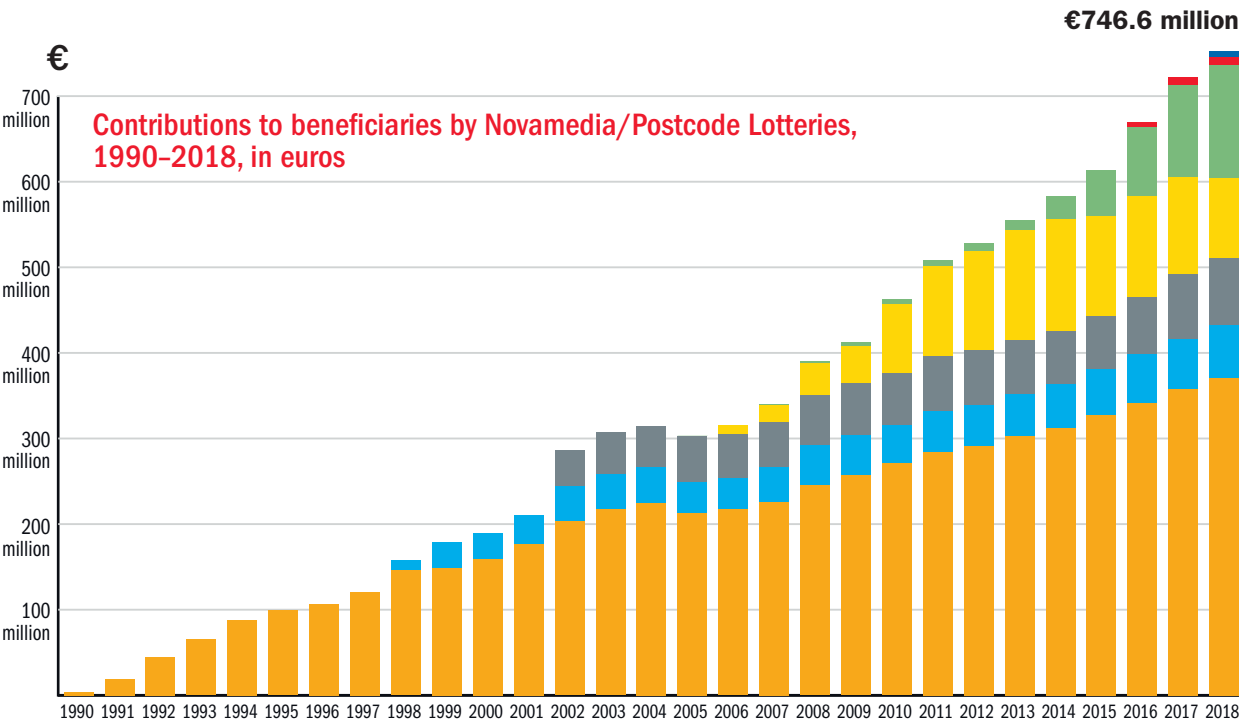
	Actual 2018			Actual 2017		
	€	€	%	€	€	%
<b>Income</b>						
Norwegian Postcode Lottery	1,713			0		
German Postcode Lottery	34,496			11,600		
People's Postcode Lottery	412,119			349,910		
Swedish Postcode Lottery	345,664			362,342		
Dutch Postcode Lottery	741,344			715,026		
BankGiro Lottery	158,876			149,623		
FriendsLottery	122,212			117,886		
<b>Net income</b>		1,816,424	100.0%		1,706,387	100.0%
<b>Contribution to beneficiaries</b>						
Norwegian Postcode Lottery	411			0		
German Postcode Lottery	10,349			3,480		
People's Postcode Lottery	131,878			106,814		
Swedish Postcode Lottery	92,726			114,180		
Dutch Postcode Lottery	370,672			357,513		
BankGiro Lottery	79,438			74,812		
FriendsLottery	61,106			58,943		
		746,580	41.1%		715,742	41.9%
<b>Distribution to players</b>						
Prizes and gifts	814,665			774,219		
Charity prizes	50,793			39,508		
		865,458	47.6%		813,727	47.7%
Discount on prizes in kind and gifts	-186,092			-191,619		
Charity prizes and gifts within the contribution to beneficiaries	-38,076			-29,061		
		-224,168	-12.3%		-220,680	-12.9%
<b>Expenses</b>						
Marketing and organisational costs		451,703	24.9%		417,866	24.5%
Financial income and expenses (-)		-2,020	-0.1%		-2,003	-0.1%
Result on transaction Van Eeghenstraat		30,031	1.7%		0	0.0%
Corporation tax		-6,240	-0.3%		3,507	0.2%
<b>Result after corporation tax</b>		<u>-1,378</u>	<u>-0.1%</u>		<u>-18,764</u>	<u>-1.1%</u>



# Growth of Novamedia/Postcode Lotteries, 1990-2018



The Postcode Lotteries operate in the Netherlands, Sweden, Great Britain, Germany and Norway. The VriendenLoterij and the BankGiro Loterij operate just in the Netherlands. By December, a total of 8,454,571 players were playing the Lotteries, with a total of 11,298,283 tickets. The Lotteries awarded over €746.6 million to charities in 2018.





## 5 years of Giving: World's top 10 Private Charity Donors

RANK ORGANISATION (COUNTRY)	FOUNDED	\$M 2013-17
1. Bill and Melinda Gates Foundation (USA)	2000	\$22,968
2. Wellcome Trust (UK)*	1936	\$4,842
3. Novamedia/Postcode Lotteries (Netherlands) ***	1989	\$3,732
4. Ford Foundation (USA)	1936	\$2,810
5. Hong Kong Jockey Club (China)**	1884	\$2,694
6. "la Caixa" Foundation (Spain)	1901	\$2,400
7. The Walton Family Foundation (USA)	1985	\$2,100
8. Lilly Endowment (USA)	1936	\$2,000
9. William and Flora Hewlett Foundation (USA)	1967	\$1,823
10. The Robert Wood Johnson Foundation (USA)	1972	\$1,774

1 October 2012 - 30 September 2017

\*\* 1 July 2012 - 30 June 2017

**The world's third largest private charity donor**

Novamedia/Postcode Lotteries is the world's third largest private charity donor, according to UK business newspaper City A.M., December 2018.

\*\*\* The Netherlands, Sweden, Great Britain and Germany.

# Our international ambassadors

Our international ambassadors support the mission of Novamedia/Postcode Lotteries worldwide. We are proud to have them working with us and helping to promote our aims.

This year, we're thrilled to welcome two new ambassadors: Robin Wright and Roger Federer. You can meet the various Lotteries' national ambassadors on pages 21, 29, 31, 39, 47, 53 and 59.

## Welcome!

In 2018, we welcomed our two new ambassadors: the American actress and human rights activist Robin Wright and the Swiss tennis star Roger Federer, a 20-time Grand Slam winner and the founder of the Roger Federer Foundation.



**Robin Wright**  
United States

Actor, director and activist

*"It's important to give the people that are facing injustice and fighting for their rights a voice. That's what I am trying to do wherever I can, and I applaud the Postcode Lotteries for doing the same."*



**Roger Federer**  
Switzerland

Tennis player and activist

*"I feel honoured to be one of the international ambassadors of the Postcode Lottery. The support we receive for the Roger Federer Foundation is a privilege and will enable us to improve education for even more children."*



**Muhammad Yunus**  
Bangladesh

Social entrepreneur and 2006 Nobel Peace Prize winner

*"The Postcode Lottery has enormous potential. If you convert charity into social business, it doesn't need refilling. It fills itself. That's the power of social business."*



**Ruud Gullit**

The Netherlands

Football legend  
*"The work of the Postcode Lotteries produces results for children everywhere in the world."*



**Katarina Witt**

Germany

Figure skating star and Olympic Gold medallist  
*"I couldn't think of a better way to use my popularity than to support charitable causes that help people. And being an ambassador of the German Postcode Lottery enables me to do just that."*



**Richard Branson**  
Great Britain

Founder of the Virgin Group

*"I think the Postcode Lottery is a force for good. It is using its profits to make an enormous difference."*



**Bill Clinton**  
United States

42nd President of the United States  
*"The Postcode Lottery is the best thing I have ever seen to involve ordinary people in charitable work. A whole community can win, and it must be a great feeling to be a part of it."*



**Sarah Brown**  
Great Britain

Founder and president of Theirworld  
*"Thank you, Postcode Lotteries, for the support to Theirworld, enabling our charity projects to reach many vulnerable children with their own dreams for a brighter future."*



**George Clooney**  
United States

Human rights activist and actor  
*"I've never seen anything like the Postcode Lottery. It's saying: Let's all participate as a group and do good along the way. The fact that I can be involved in this is an honour."*



**Rafael Nadal**  
Spain

Tennis player with 17 Grand Slam titles  
*"I would like to thank the Postcode Lottery for lending its loyal support to all those good causes, including my own Rafa Nadal Foundation. Because of your help, many children will have a better future."*



**Desmond Tutu**  
South Africa

Anglican bishop and 1984 Nobel Peace Prize winner  
*"All the profits that the Lotteries help to distribute go to projects that aim at making our world a better place."*



**Emma Thompson**  
Great Britain

Actress and activist in human rights and environmentalism  
*"When it comes to protecting human rights or saving the planet, some civil disobedience is needed. It's fantastic that the Postcode Lottery enables people and social organisations to act this way!"*



**Leonardo DiCaprio**  
United States

Actor, film producer and environmental activist  
*"It's an honour to be partnering with an organisation that sees the deep connection between protecting the environment and ensuring the well-being of people and our very future."*



# Helping to build a better world

The living vision document “Planet & People” aligns the Lotteries’ vision and mission with recent global developments. We have formulated three priorities in each of the two categories, Planet and People. These priorities are drawn from the 17 Sustainable Development Goals in the UN’s 2030 Agenda.

## Our aim

The earth is groaning under the pressure that an ever-growing world population is putting on its natural resources. Only if we operate within our planet’s natural limits can we build a fair, sustainable existence for all life on earth. The Postcode Lotteries support organisations that work within the narrow margin between respecting ecological limits on the one hand and meeting societal needs on the other.

## Our base

### Vision

*We believe the world is better off with strong social organisations. There can be no change without them.*

### Mission

*We raise funds for social organisations worldwide, increase awareness of their work, and encourage new initiatives.*

### Strategy

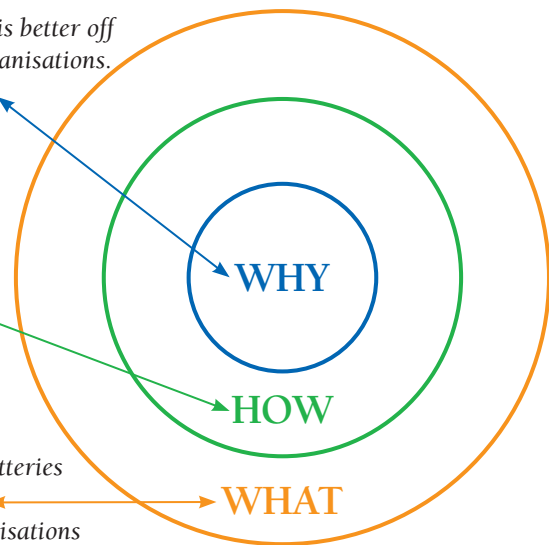
*We operate charity lotteries as a way of raising funds for social organisations and good causes.*

## Our dream

Our goal is to use the funds our players supply to help to protect and develop the natural capital that the planet provides and the human capital that its people provide. Through doing these things, enabled by our players and the organisations we support, we will continue to build on our dream of a green and just world.

## Our priorities

In the coming years, the Lotteries will focus their charitable efforts in the following areas within the two categories:



*André Karipuna, the charismatic young leader of an indigenous community in the Brazilian Amazon, spoke at a UN meeting about the dramatic situation his people are facing because of deforestation. “We are protecting nature,” he said, “but we’re afraid of not being alive tomorrow any more.” These guardians of the Amazon rainforest need our support.*

## Planet

Climate change: counteracting and adapting to global warming.

Biosphere: keeping it intact, restoring the functioning of ecosystems and biodiversity, and controlling biochemical substance flows, especially of phosphorous and nitrogen.

Land use: promoting the responsible, efficient and sustainable use of space and land and counteracting damage to the physical environment.

Relevant topics include green business innovation, ocean conservation, renewable energy and endangered species protection.

## People

Physical needs: providing human beings with food, water, energy, income and jobs.

Personal integrity and human rights: working to ensure equal rights, social equality and equal access to education, as well as fighting oppression.

Resilient communities: developing healthy, resilient communities with a socially responsible dynamic that gives every segment of society a voice.

Relevant topics include social cohesion, women’s rights, girls’ education, refugees, and diminishing the impunity gap.

Source: Our why-how-what statement is based on Simon Sinek’s Golden Circle model.

For the complete “Planet & People” document, see [publicaties.novamedia.nl/planet-people/page/1](https://publicaties.novamedia.nl/planet-people/page/1)

# Postcode Lottery Green Challenge 2018

The Postcode Lottery Green Challenge is one of the biggest international competitions in the field of sustainable innovation. The final of the 12th edition was held in the Gashouder in Amsterdam on Thursday 13 September.

## The road to the final

In 2018, a record 845 start-ups submitted their business plans for combatting climate change. In August, we announced the names of the five entrants who would go through to the final in Amsterdam. There, they pitched to a jury of experts: chair Marieke van Schaik (director of Rode Kruis Nederland and a Green Challenge co-founder), Duncan Stutterheim (founder of ID&T and a sustainability entrepreneur), Marty Pickett (director of the Rocky Mountain Institute) and Eben Bayer (CEO of Ecovative and winner of the 2008 Green Challenge).



The five finalists of 2018. From left: Charlie Guy (LettUs Grow), Tessa Callaghan (AlgiKnit), Anne Marieke Eveleens (The Great Bubble Barrier), Ann Runnel (Reverse Resources), Emil Goosen (AquaBattery).

## Bubble curtain

A curtain of air bubbles to combat “plastic soup” won the grand prize. Anne Marieke Eveleens of the Amsterdam start-up The Great Bubble Barrier won first prize for her revolutionary bubble screen that can help to prevent plastic entering the sea. The €500,000 prize will enable further development of this innovative system.

Estonia’s Ann Runnel came second with Reverse Resources, a software platform that facilitates recycling in the clothing industry by providing insight into the quality of residual flows, reducing demand for new fabric. Runnel received €200,000.

Finalist Emil Goosen of the Netherlands was representing the start-up AquaBattery, which has developed an energy storage sys-

tem based on water and table salt. Charlie Guy of the UK entered on behalf of LettUs Grow, which has developed a revolutionary urban farming system. Tessa Callaghan of the USA represented AlgiKnit, which makes yarn from kelp, helping to transition the highly polluting textile industry to a circular economy. Each of them won €100,000.

## Supporting continued growth

In addition to the prize money, each finalist also received six months of coaching to improve their business opportunities. The Postcode Lottery Green Challenge Fund invests in past and present finalists to help them grow successful companies that will make a difference. The DOEN Foundation manages the fund and provides guidance to the winners.



Guest speaker Bernice Notenboom impressed upon the audience the need to do something about climate change.



Journalist Max Christern hosted the 12th Postcode Lottery Green Challenge.

**As of 2019, the name will be the Postcode Lotteries Green Challenge.**

# Germany: Deutsche Postcode Lotterie



Statement of income and expenditure for 2018 (EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>	34,496	100.0%	11,600	100.0%
<b>Contribution to beneficiaries</b>	10,349	30.0%	3,480	30.0%
<b>Prizes</b>	16,311	47.3%	7,618	65.7%
<b>Expenses</b>				
Marketing and organisational costs	23,643	68.5%	18,856	162.6%
Financial income and expenses (-)	0	0.0%	30	0.3%
Corporation tax	0	0.0%	0	0.0%
<b>Result after corporation tax</b>	<u>-15,807</u>	<u>-45.8%</u>	<u>-18,324</u>	<u>-158.0%</u>



# €10.3 million raised for charity thanks to our players

Since the world's fourth Postcode Lottery launched in 2016, its players have contributed more than €14 million to charities throughout Germany. Today the Deutsche Postcode Lotterie (German Postcode Lottery) supports 915 socially and ecologically sustainable projects nationwide. In 2018 the Lottery raised €10.3 million for good causes – three times as much as the previous year.

## Winning together, helping together

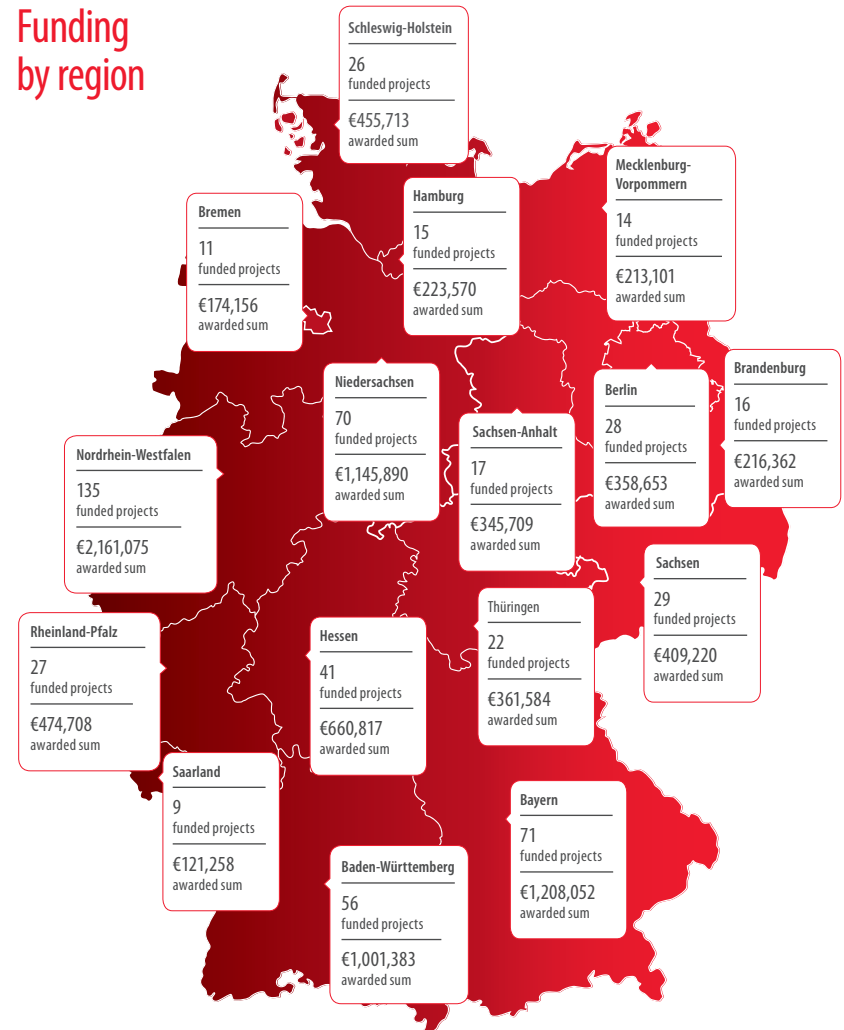
The German Postcode Lottery's permit stipulates that 30% of its revenue is allocated to charitable organisations. Money is distributed to beneficiaries based in the federal states where players live. People sign up to play the Lottery using their postcodes. They win jointly with participating neighbours and communities while supporting nearby charity projects. Thanks to monthly growth in the number of players and tickets sold, the Lottery experienced many highlights in 2018. The amount raised for charities in Germany nearly tripled, international funding of

international projects began, and most importantly, the number of supported projects more than doubled from 286 to 596.

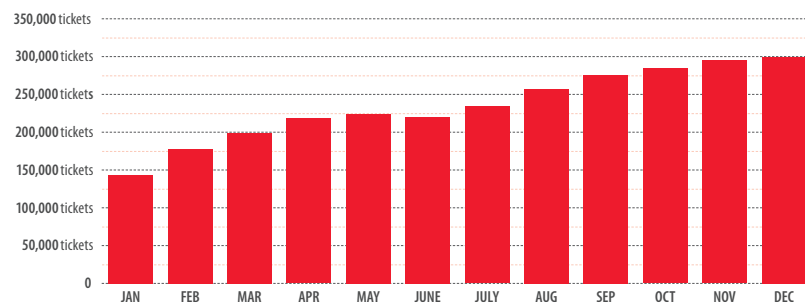
## Distribution of funds

As a nonprofit organisation, the German Postcode Lottery donates all its proceeds to charity. We award funding based on three main goals: furthering equal opportunities, protecting natural resources and the environment, and fostering social cohesion. We focus on raising money to help accelerate lasting social and eco-

## Funding by region



## Number of tickets in draw in 2018



As the number of tickets sold grew steadily, the German Postcode Lottery raised €10.3 million in 2018 for charitable causes around the country.

### Donations to nationwide charity programmes

Organisation: Katarina Witt Stiftung gGmbH, Bühne für Menschenrechte e.V., Initiative Offene Gesellschaft e.V., Stiftung Partnerschaft mit Afrika e.V., Plasticontrol e.V.

€542,624  
awarded sum

### International funding

Organisation: YOU Stiftung

€25,000  
awarded sum

### Traumtaler

Organisation: Aufbruch am Arrenberg e.V.

€250,000  
awarded sum

### Distribution of amounts awarded by region in 2018.

logical change at the local and national levels. Long-term support of beneficiaries and increasing awareness of their causes are ongoing aims of the Lottery.

Through smaller and larger grants, which can be as high as €30,000, we distribute our profits according to the number of tickets sold in each federal state. In line with our motto "Winning together,



*Ambassador Kai Pflaume presents the award for the BUNDte Inseln project, the BUND organisation that maintains colourful “urban islands”.*

helping together” regional and local organisations near where our players live benefit as much as bigger national charities. Additionally, twice a year, our independent Charities Board approves special grants of up to €50,000. As 2018 ended, we were proud to make two exceptional announcements: we’ve established a major new funding category, “Traumtaler (the Dream Fund)”, in which €250,000 will be awarded to one exceptional project, and we are looking ahead to our first supported international project by a German charity.

Below is a selection of recent projects and beneficiaries.

## BUND Landesverband NRW

(Nordrhein-Westfalen)  
Awarded: €50,000

Rare plant species need to be protected from extinction, especially in big cities, which are becoming concrete jungles. In the BUNDte

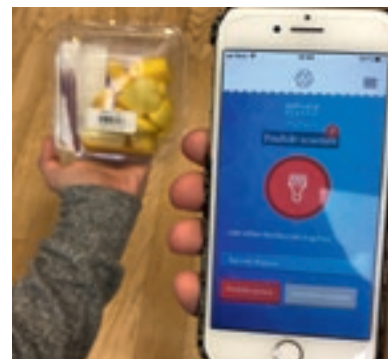
Inseln project, members and volunteers of BUND in North Rhine-Westphalia do everything they can to protect endangered species, save their habitats, and regrow them. In this way, they create green havens not only for plants but also for diverse insect populations. Their work helps to keep temperatures down, too. For more information see [www.bund-koeln.de](http://www.bund-koeln.de).

## Küste gegen Plastik (Schleswig-Holstein)

Awarded: €12,000

The fight against single-use plastic spread across Europe in 2018. Throwaway plastic is often avoidable, but changing packaging is cost-intensive for producers. They will only act if consumers push them to do so. The organisation Küste gegen Plastik used Lottery funding to develop ReplacePlastic, a phone and desktop app that lets consumers scan the barcodes of unnecessarily plastic-wrapped products. The system collects their complaints and sends them to the producers, along with a demand

for more sustainable packaging. The app has proved popular among German consumers. For more information see [www.replaceplastic.de](http://www.replaceplastic.de).



*Küste gegen Plastik developed the ReplacePlastic app, which allows consumers to complain online to manufacturers about unnecessary plastic packaging.*

## Reitverein Bruchhausen

(Rheinland-Pfalz)  
Awarded: €20,000

Horseback riding brings people together. The nonprofit associa-

tion Reitverein Bruchhausen was founded to bring new energy and courage to the lives of children, adolescents and adults. Here, people who are socially vulnerable and/or living with a physical or mental impairment can make connections with others. Riding and jumping in the new arena is now even more fun thanks to the players of the German Postcode Lottery, who’ve funded improvements including an electronic mounting assistant. For more information see [www.reitverein-bruchhausen.de](http://www.reitverein-bruchhausen.de).

## Linie 94

(Berlin)  
Awarded: €10,000

The Berlin-based association Linie 94 aims to bring together people from different social, economic and cultural groups. To help prevent isolation and discrimination, it facilitates an intergenerational exchange using a vintage double-decker bus. The vehicle serves as a mobile learning and meeting platform accommodating 62 people.



*Reitverein Bruchhausen in Rheinland-Pfalz connects children with and without disabilities through horseback riding and jumping.*





*Linie 94 in Berlin links different generations through cooking classes held in a vintage bus with a built-in kitchen.*

In the built-in cooking area, the Grandma's Kitchen project connects people over the age of 65 with young people wanting to improve their culinary skills. The support of players in Berlin enabled the organisation to buy the bus, which it now uses to help to lessen loneliness in the capital. For more information see [www.linie94.com](http://www.linie94.com).

## Momelino e.V.

(Hessen)

Awarded: €24,983

The educational programme WiKilino (short for "inquisitive children learning innovatively") for day-care centres and elementary schools works with children's spirit of discovery and recognises that every child has individual talents. The materials feature the young protagonists Anna, an art lover with no head for maths, and the robot Pi, a maths genius with no understanding of Anna's passion for the arts. The story hook helps students improve their school performance, sharpen their

social skills and broaden their cultural horizons. With every project, the organisation supports 400 children from various backgrounds, in the belief that every pupil deserves the same opportunities today and in the future. For more information see [www.momelino.info](http://www.momelino.info).

## IMPULS e.V.

(Sachsen-Anhalt)

Awarded: €23,436

IMPULS gives disadvantaged young families an opportunity to improve parent-child relationships.



*With its WiKilino project, Momelino establishes an environment of equal opportunities to help children improve their academic performance and social skills.*

By teaching adults how to support children's needs, IMPULS's HIPPY (Home Interaction for Parents of Preschool Youngsters) programme aims to establish and strengthen family bonds. The organisation provides a complete support package, including play materials and home visits by professionally trained supervisors. Group sessions, knowledge exchange, and bonding with other parents further increase the courage and confidence mothers and fathers need to raise children.

For more information see [www.impuls-familienbildung.de](http://www.impuls-familienbildung.de).



*Lottery beneficiary IMPULS helps families to strengthen their relationships and teaches parents to meet their children's needs at every stage of life.*

## Charities Board

The German Postcode Lottery's Charities Board approves the allocation of funds to charities and projects, advised by the Lottery management. Chaired by Professor Rita Süßmuth (former president of the German Bundestag), the Board meets twice a year.



*Back row, left to right: Nadja Schwarz (charity team, German Postcode Lottery), Tobias Kohl (compliance officer, German Postcode Lottery), Julia Kloiber (senior fellow, Mozilla Foundation), Peter Clever (executive board member, Confederation of German Employers' Associations), Charlotte Platzer (former member of charity department, German Postcode Lottery). Front row, left to right: Eva Struvig (former managing director, German Postcode Lottery), Professor Dr Rita Süßmuth (chair), Annemiek Hoogenboom (managing director, German Postcode Lottery), Esra Küçük (board member, Maxim Gorki Theatre).*

**You can find a list of all our charities at the back of this report, or visit [www.postcode-lotterie.de](http://www.postcode-lotterie.de) for descriptions in German.**



# Players and winners

Since launching in 2016, the Deutsche Postcode Lotterie has gained plenty of traction in the market, especially in 2018. We gave away more than 255,619 prizes to winning ticketholders, more than doubled our number of players, and – thanks to them – raised €10.3 million for beneficiaries all over Germany. That money funded a record 596 projects in 2018.



Every Monatsgewinn was a highlight in 2018. Here, joyful April winners in Wuppertal cheer with Straßenpreis presenter Felix Uhlig, displaying their winning cheques.

We broke our first internal record in January 2018 by selling our highest number of new tickets in one month. Soon after, we celebrated another record with 200,000 tickets in the draw. And by December, the number of tickets in one draw was at its highest since our launch: almost 300,000. The Lottery's great progress can also be seen in the increasing size of the groups winning the Monatsgewinn (Monthly Prize). We met the biggest so far in Grevenbroich, North Rhine-Westphalia, in September 2018.

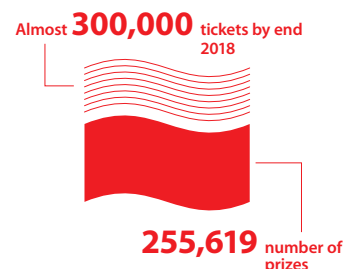
As an additional highlight, starting in January, on the fourth Saturday of every month we gave away a BMW 1 Series car along with the Straßenpreis (Street Prize). Last year, our winners scooped a total of €10.6 million in cash and other prizes. And with 30% of the price of their tickets, they supported 596 charity projects - twice as many as in 2017.

## The prizes

Players sign up for just €12.50 and are entered in five draws

## German Postcode Lottery

Winning together, helping together



**596** beneficiary charities working for people and planet nationwide



**€34.5 million** revenue



**€10.3 million** contribution to charity

### Pillars of funding:



Equal chances



Nature protection



Social cohesion

With almost 300,000 sold tickets in the draw by the end of 2018, the Lottery was able to donate €10.3 million to charitable causes throughout Germany.

per month; thereafter, they pay monthly in advance. Only players' postcodes are entered in the draws, so there are guaranteed winners every day. The value of prizes

ranges from €10 to €10,000 - and once a month, it's time for the biggest prize, the Monatsgewinn. The winning postcode gets €300,000, and another €300,000 is shared



It was boogie time in Bavaria as Monatsgewinn (Monthly Prize) winner Doreen and all the other winners from Kelheim partied on the town's market square in May with Straßenpreis (Street Prize) presenter Giuliano Lenz.





Lottery ambassador Katarina Witt and managing director Annemiek Hoogenboom got a warm welcome in northern Germany when they went to Mildstedt, Schleswig-Holstein, to celebrate with the November winners. It was their second visit in 2018 (they awarded the Straßenpreis there in July).

among the winners in the surrounding postal area. In 2018, due to rising numbers of players and tickets, the German Postcode Lottery not only increased its total amount of prizes but also raised its highest prize amount from €250,000 to €300,000.

## Media coverage

PR-wise, the Lottery saw a sharp growth in media coverage, with nearly twice as many reports as in the previous year. With Katarina Witt and Kai Pflaume as strong ambassadors, the German Postcode Lottery succeeded in placing multiple winner and beneficiary stories with well-known radio, print, online and TV outlets. With a reach of more than 90 million, the equivalent advertising value of this publicity totalled more than €3.8 million, three times the 2017 figure.

## Social media

The German Postcode Lottery is active on Facebook, Instagram, YouTube and Twitter, publishing at least two posts a day to increase follower numbers and brand awareness. The well-received posts involve draw results, beneficiaries and winners. Thanks in part to successful Facebook Live streams and Instagram stories, our follower numbers saw significant growth in 2018. Our Facebook figure doubled to 59,974 in 2018 from 33,642 in 2017. With one live stream via an online advent calendar, we reached 16,095 people and gained a total of 311 reactions, comments and shares.

## Marketing

Alongside its social media activities, the marketing department also solicits public attention through direct-response campaigns online and offline as well as newspaper inserts and TV spots.

<div>MONATLICH</div> <div>600.000 €</div> <div>=</div> <div>POSTCODE</div> <div>300.000 €</div> <div>verteilt auf alle Lose im gewinnenden Postcode</div>	<div>POSTLEITZAHL</div> <div>300.000 €</div> <div>verteilt auf alle Lose in der zugehörigen Postleitzahl</div>	<div>SAMSTAG</div> <div>10.000 €</div> <div>für jedes Los im gewinnenden Postcode</div> <div>+ einen BMW 1er jeden 4. Samstag</div> <div></div> <div>© BMW AG Abbildung ähnlich</div>
<div>MONTAG</div> <div>1.000 €</div> <div>für jedes Los in zwei gewinnenden Postcodes</div>	<div>DIENSTAG</div> <div>1.000 €</div> <div>für jedes Los in zwei gewinnenden Postcodes</div>	<div>MITTWOCH</div> <div>1.000 €</div> <div>für jedes Los in zwei gewinnenden Postcodes</div>
<div>DONNERSTAG</div> <div>1.000 €</div> <div>für jedes Los in zwei gewinnenden Postcodes</div>	<div>FREITAG</div> <div>1.000 €</div> <div>für jedes Los in zwei gewinnenden Postcodes</div>	<div>SONNTAG</div> <div>10.000 €</div> <div>gewinnende Postcodes 10 € für jedes Los</div>

The German Postcode Lottery's range of prizes as of December 2018.



The Lottery received ample print coverage in 2018.





At the Charity Gala, the Lottery announced the total amount raised for charity in 2018.

## Charity Gala 2019 *For a more socially and ecologically sustainable world*

At our second Charity Gala, the Lottery's beneficiaries, ambassadors and employees celebrated the incredible amount of €10.3 million raised for charities in 2018. The night was all about innovation and commitment to building a better world. Lottery ambassador Katarina Witt gave radiant thanks to everyone for the great team spirit and joint work. Charity project Ackerhelden GmbH was surprised by an onstage announcement that it would receive needed funding for all seven of its project applications. Professor Dr Rita Süßmuth, chair of the Charities Board, gave a moving speech pleading for a more humanitarian and democratic spirit in society. As the highlight of the evening, we announced the first winner of the Traumtaler (Dream Fund). With this annual quarter-million-euro grant, the German Postcode Lottery will help organisations to realise their greatest visions.



Traumtaler of €250,000 for Association 'Aufbruch am Arrenberg'.

The announcement of the Dream Fund and its first winner brought plenty of suspense and joy on gala night. The grant went to the Wuppertal-based Aufbruch am Arrenberg e.V. to enable the association to implement its climate-neutral neighbourhood project. The organisation actively supports the energy and transport transition and already offers an energy-neutral event venue, where the Charity Gala was held. Many urban residents will profit from Aufbruch am Arrenberg's dream and its actions for climate-neutral living space.



# Our ambassadors

## Ambassador Katarina Witt

Two-time Olympic champion and figure-skating legend Katarina Witt has been an ambassador for the Lottery since it started in 2016. Her social engagement is broad, and she set up her own foundation almost 15 years ago. With the support of a committed team, she helps children and young people with physical disabilities, in line with the motto “Together, move more.” Being part of the Lottery family is close to her heart. “Thanks to our players, we can support important projects and thus contribute to making the world a little bit better,” she says. “I’m proud to be an ambassador for the German Postcode Lottery.”



Katarina Witt amid a group of joyful winners in Mildstedt. We celebrated November's Monatsgewinn (Monthly Prize) with a big party in the far north of Germany.

## Street Prize presenter Felix Uhlig

“I really have the best job in the world, working for an organisation where both the players and the projects win. The concept is unique in the world, letting neighbours cheer for each other and do good together at the same time!”



Straßenpreis (Street Prize) presenter Felix Uhlig.



Ambassador Kai Pflaume.

## Ambassador Kai Pflaume

Kai Pflaume joined German Postcode Lottery as an ambassador in 2017. His motivation for working together with the Lottery was its unique concept: “When you win with German Postcode Lottery, you never win alone. A big part of the revenue goes to charitable organisations and social projects – it is a support and benefit for the community.”



Straßenpreis (Street Prize) presenter Giuliano Lenz.

## Street Prize presenter Giuliano Lenz

“Since the launch of the German Postcode Lottery, my favourite part has been hearing from our fantastic players what a difference the prize money makes for them. Whether it’s a small change or a big one, they’re all so happy! And we’re thankful to all of them for enabling us to support so many great local causes close to their homes and hearts.”

# Great Britain: People's Postcode Lottery



Statement of income and expenditure for 2018 (EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>	412,119	100.0%	349,910	100.0%
<b>Contribution to beneficiaries</b>	131,878	32.0%	106,814	30.5%
<b>Prizes</b>	164,848	40.0%	139,964	40.0%
<b>Expenses</b>				
Marketing and organisational costs	<u>115,393</u>	<u>28.0%</u>	<u>103,132</u>	<u>29.5%</u>
<b>Result</b>	<u><u>0</u></u>	<u><u>0.0%</u></u>	<u><u>0</u></u>	<u><u>0.0%</u></u>

# Win Win

For 13 years, People's Postcode Lottery has been helping to raise funds for charities and good causes, big and small, and increasing awareness of their work.

So far, players have raised over £371 million for more than 5,500 charities and good causes across Great Britain and internationally. In 2018, players raised over £116 million. With 32% from each subscription going to good causes that is an incredible £24 million more than in 2017.

Over three million players throughout Britain are helping charities and good causes achieve incredible results, while also having the chance to win great prizes. Our charities win and our players win.

Lottery funding is bringing clean water to some of the world's

poorest communities. It is empowering girls and women. It is

supporting girls' education. It is protecting and promoting wildlife and habitats across the world. It is providing support and services to those living with cancer and their families. It is tackling loneliness. And more.


## Biggest impact

Most of the funds from the Postcode Trusts, which come from players of People's Postcode Lottery, is unrestricted, flexible and long term. This means charities and good causes can use the money where it is needed most and in areas where it will have the biggest possible impact.

## Distribution of funds

Licensed by the Gambling Commission, People's Postcode Lottery manages multiple society lotteries on behalf of 18 charitable trusts and 29 well-known national charities. Funds either support a single charity's activities directly or are distributed to a range of good causes through grants from one of 18 charitable trusts. At least 32% of money raised goes to charities and good causes, with 40% paid out in prizes and the remaining 28% covering operational costs, such as marketing and tax.

## Funding for impact



**£371 million**  
raised for charities and  
good causes so far



Projects funded  
across  
**120**  
British  
postcode areas



**£5.5 million**  
helping 32 charities  
tackle loneliness\*





**1,500**  
more charities  
supported



**3**  
Community  
Programmes  
trusts  
allocated  
**£8 million,**  
awarded  
**660 grants**  
& supported  
**923**  
partner  
projects\*\*

At least  
**32%**  
from each subscription  
goes to charity



**£116,904,934**  
raised in 2018

**£10.7million**  
for charity in December  
- the most in a single month ever!

\* Funds awarded from Postcode Animal Trust, Postcode Culture Trust, Postcode Care Trust, Postcode Children Trust, Postcode Heroes Trust, Postcode Support Trust and Postcode Sport Trust.

\*\* Funds awarded from Postcode Community Trust, Postcode Local Trust and People's Postcode Trust.



# Supporting charities and enabling change



*Grandparents Plus, which champions the role of grandparents who raise children in difficult family situations, will use £200,000 in player funding to tackle loneliness.*

The money raised by players of People's Postcode Lottery creates lasting social and ecological change – empowering charities, communities and people.

## Tackling loneliness

People's Postcode Lottery is committed to ending social isolation. Players raised £5.5 million to support 32 charities that are working to bring people and communities together throughout Britain. Minister for Loneliness, Mims Davies MP, welcomed the funding. She said: "Thank you to People's Postcode Lottery players for helping these 32 charities and for joining us in the fight against loneliness."

Funds awarded from Postcode Animal Trust, Postcode Culture Trust, Postcode Care Trust, Postcode Children Trust, Postcode Heroes Trust, Postcode Support Trust and Postcode Sport Trust.

## Breast Cancer Care

**Raised to date: £1,027,744**

Breast Cancer Care exists to provide support and services to those affected by and living with breast cancer.

"Thanks to players of People's Postcode Lottery, we can provide many more people and their families with expert, caring support every step of the way through breast cancer. Sadly, over 1,000 families a week hear someone

they love has been diagnosed with breast cancer, so I can't overstate how great the need is for our support and in turn, how important players' support is."

Samia al Qadhi, Chief Executive of Breast Cancer Care

## Marine Conservation Society

**Raised to date: £2,100,000**  
**Funds awarded from Postcode Animal Trust**

The Marine Conservation Society is working to ensure our seas are healthy, pollution free and protected.

"MCS inspires people to look after our oceans for generations to come. Over 15,000 people cleaned up UK beaches over one weekend, and we improved the sustainability of seafood in over 300 million

meals last year. We couldn't hope to reach this level of engagement without the generous support of players of People's Postcode Lottery."

Sandy Luk, Chief Executive of Marine Conservation Society

## PDSA

**Raised to date: £7,475,948**

PDSA is a leading veterinary charity, providing free and reduced cost care for hundreds of thousands of sick and injured pets.

"Players of People's Postcode Lottery have enabled us to reach far more pets and their owners out in the community. We've been able to provide over 5,000 free pet health checks through our PetWise tour. We can also reach tomorrow's pet owners thanks to their support. In 2018, we met more than 64,000 school children



*Breast Cancer Care helps women who have come through cancer resume a normal life through their Moving Forward courses.*



*Thanks to player support, Marine Conservation Society is protecting our seas for generations to come.*

and through workshops, talked to them about animal welfare.”  
Jan McLoughlin, Director General of PDSA



*Scrabble the dog is one of many pets who has benefitted from PDSA's services for sick pets.*

## Plan International UK

**Raised to date: £4,582,762**

Plan International UK is advancing children's rights and equality for girls to create a more just world. “The wonderful support from



*Plan International UK works to empower children around the world who are suppressed by poverty, discrimination and violence.*

players of People's Postcode Lottery is pivotal in enabling Plan International UK to deliver our

mission, to give every child every chance in life. The flexibility of this funding means players are making a transformational difference in all areas of our work and helping change the lives of even more girls, boys and young people in over 50 countries around the world.”

Tanya Barron, CEO of Plan International UK

## V&A Dundee

**Raised to date: £1,550,000**  
**Funds awarded from Postcode Culture Trust**

V&A Dundee is Scotland's first ever dedicated design museum,

providing a place of inspiration, discovery and learning through its mission to enrich lives through design.

“Players of People's Postcode Lottery have been generously supporting our learning and outreach activities since 2013, helping to reach many thousands of people in communities across Scotland. Working with People's Postcode Lottery has let us reach more people and have an even greater impact.”  
Philip Long, Director of V&A Dundee



*Leading the way in Scottish design and innovation, V&A Dundee is the first of its kind in Scotland.*

**You can find a list of our supported charities at the back of this report and at [www.postcodelottery.co.uk](http://www.postcodelottery.co.uk)**





Clara Govier, Amal Clooney, George Clooney, Nice Nailantei Leng'ete, Annemiek Hoogenboom and Boudewijn Poelmann at the People's Postcode Lottery Charity Gala 2019.

# Charity Gala 2019

Celebrating the ambitions and incredible results that charities can achieve thanks to the support of players, the annual People's Postcode Lottery Charity Gala welcomed over 450 guests including leaders from organisations that are working for a better world, the theme of 2019's event.

The annual People's Postcode Lottery Charity Gala is a celebration of the vitally important work done by the charities which are supported by our players. In 2018 alone, more than £100 million was awarded to charities working in Britain and beyond. In total, players have now raised more than £371 million for charities and good causes.

## Changing lives

The 12th Charity Gala was held at the University of Edinburgh's McEwan Hall. Managing Director Clara Govier paid a special welcome to George and Amal Clooney, Nicola Sturgeon and Nice Nailantei Leng'ete. She stated: "The event provided a powerful demonstration of how players are

changing lives for the better here in Britain and around the world."

## Honour

Speaking at the People's Postcode Lottery Charity Gala in Edinburgh, George Clooney, said: "This is a spectacular organisation. This is a really special thing. You look around the room and see hundreds of people who are doing amazing things – it's an honour to be part of this."

## Dream Fund

The winners of the 2019 Dream Fund, which offers organisa-

tions the opportunity to apply for financial support to bring their dream project to life, were also announced at the Charity Gala. They each won £1 million.

## Funds awarded from Postcode Dream Trust

Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire received £1 million for Water Works, a project with Cambridgeshire ACRE, the Centre for Ecology and Hydrology and the University of East London to reintroduce wetland farming to the Cambridgeshire Fens and develop the area into a UNESCO biosphere reserve.

£1 million will increase biodiversity in nature reserves in south London and help reverse the



decline of butterflies through the Brilliant Butterfly Banks initiative from London Wildlife Trust, Butterfly Conservation and the Natural History Museum.

The Ellen MacArthur Foundation was awarded £1 million to reshape the way clothes are designed, made, used and reused. Make Fashion Circular, in partnership with RSA, will inspire designers and the industry to think and act differently when it comes to fashion.

## Postcode Hero Award

This award honours outstanding individuals showing passion, commitment and courage to build an

influential movement for change through outstanding collaboration and philanthropic work. Two £250,000 awards were made in 2019.

The prominent women's rights campaigner, Nice Nailantei Leng'ete, announced as one of the 100 most influential people in the world by *Time* magazine, works with Africa's leading health charity, Amref. They have saved over 17,000 girls from female genital mutilation/cutting and childhood marriage. The Postcode Hero Award of £250,000 was combined with a further £250,000 to support Amref's important work in changing attitudes and culture to these global issues. Funds are awarded from Postcode African Trust.



Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire received £1 million for Water Works to address the problem of soil desiccation, erosion, and biodiversity loss.



Nice Nailantei Leng'ete received a Postcode Hero Award for her effort to protect African girls from female genital mutilation/cutting and childhood marriage.

George and Amal Clooney have been presented with prestigious Postcode Hero Awards in recognition of their work to safeguard human rights by Scotland's First Minister, Nicola Sturgeon. Through the Clooney Foundation for Justice, they fight to protect the rights of marginalised and vulner-

able people and communities. The Postcode Hero Award funding, combined with a grant of £750,000 for the foundation's TrialWatch programme to limit the use of the courts as a tool for oppression, brought the total award to £1 million. Funds are awarded from Postcode Equality Trust.



At the Charity Gala, special guests George and Amal Clooney were recognised for their humanitarian work through the Clooney Foundation for Justice.





*Players discover they have won over £300,000 at August's Postcode Millions event in Barrow-on-Furness, in Cumbria.*

## Players and winners

More than three million players of People's Postcode Lottery are helping thousands of charities achieve incredible and inspiring things across Great Britain and beyond, while also having the chance to win prizes.

The reactions of winners when they discover how much they have won is something that makes People's Postcode Lottery truly special.

People play with their postcode for £10 a month per subscription and are automatically entered in to each monthly draw. Winning postcodes are announced every day and prizes range from £10 to £30,000, right up to a share of the monthly £3 million Postcode Millions prize.

People's Postcode Lottery reported  
28

a paid ticket growth of 19% year on year.

The more tickets sold, the more funds are available to charities and good causes working for a better world. As the lottery has grown, the amount from each subscription going to charity has increased.

In 2018, this increased to at least 32% resulting in an amazing £116,904,934 for charity.

## Breaking records

2018 saw records being broken and new ones set. Over one million new tickets were



*Kidderminster, near Manchester, shared September's Postcode Millions prize.*



*Winners in the Scottish Highlands received their Street Prize cheques for up to £60,000 in June.*



acquired over the 12-month period, meaning that in June tickets in the draw topped three million for the first time. Record-breaking sales months were reported for the March and October draws - both exceeding 100,000 new ticket sales. November was the best performing sales month ever, with more than 140,000 tickets sold for the December draws.

In July, 980 lucky winners in Dukinfield near Manchester shared the £3 million prize pot in the largest Postcode Millions

ever. Meanwhile, November saw the highest single sales day ever recorded, with more than 30,000 tickets sold in one day.

## A December to remember

December 2018 saw a number of milestones and exciting firsts for People's Postcode Lottery.

It was the single biggest ever campaign draw month in People's Postcode Lottery history, with an incredible £14 million in prizes won and 18.5% of



May's Postcode Millions saw a £3 million prize pot shared among winners in Eccles, near Manchester.



December's draws saw Christmas come early, with a Street Prize landing in one postcode every day.



Lucky players in Bristol celebrate a Street Prize win.

players celebrating a win. Every day during the December draw month a postcode was revealed as a £30,000 Street Prize winner, which saw players celebrate a cash windfall across Britain, from Falkirk in Scotland to Windsor in England and Llanllechid in Wales. Thanks to continued growth and increasing player support for thousands of charities and good causes an outstanding £10,736,739 was raised and paid out to charities, enabling them to do even more for people and planet than ever before.

## People's Postcode Lottery ambassadors



**Jeff Brazier**  
"I love that players of People's Postcode Lottery continue to support such a variety of good causes, all working to create lasting social change – from small local charities to those half way across the world."



**Danyl Johnson**  
"I've met so many lovely winners throughout my time in the People's Postcode Lottery team and this past year has been no exception. Seeing their reactions when they receive their cheques never fails to bring a smile to my face."



**Matt Johnson**  
"It's been an absolute pleasure to meet our winners up and down the country this past year. It's thanks to them that so many wonderful charities have received important funding, allowing them to continue their vital work."



**Judie McCourt**  
"Whatever door I'm knocking on or bell I'm ringing, meeting our players is wonderful. It's also an opportunity to remind them of the incredible things that charities, both big and small, are achieving each day. And it's all made possible thanks to the money they raise through their continued and growing support."



**Fiona Phillips**  
"I met some fantastic charities supported by players of People's Postcode Lottery in 2018, and I was truly blown away by the inspirational and life-changing work that they are carrying out."

## CHAPTER 4

# Norway: Norsk PostkodeLotteri



The Norsk PostkodeLotteri AS (Norwegian Postcode Lottery) is the youngest of the family of Postcode Lotteries. It launched successfully, with sales of 20,616 subscriptions in time for the first draw on 2 November. Many players celebrated winning the monthly Postkodegevinst, with 1 million Norwegian kroner paid out to the winning postcode and 100,000 Norwegian kroner in the post number. Another monthly prize lets the winners share 100,000 kroner in traveller's cheques. In our weekly prizes, one postcode shares 100,000 kroner and the post number shares another 100,000 kroner. And the weekly Reisegevinst, worth 10,000 Norwegian kroner, is shared in yet another post number. Thanks to our players, a total of 3,960,438 Norwegian kroner was raised for SOS Children's Villages and the World Wide Fund for Nature (WWF) in Norway.

Novamedia has tried for years to obtain permission to organise a Postcode Lottery in the country. Now that the Norwegian Gaming Authority (Lotteritilsynet) has granted a permit to the Norwegian WWF and SOS Children's Villages, the Norwegian Postcode Lottery can help to raise money for them. Novamedia Norsk PostkodeLotteri A/S operates the Norwegian Postcode Lottery on the basis of a contract with the two organisations.

Norwegian players could read all about our prizes, winners and good causes in the four newspapers we sent out in 2018.

## Supported charities

The new Lottery's permit limits its turnover, so only 125,000 subscriptions are available each month. After the deduction of prizes, 50% of the remaining proceeds will go to SOS-barnebyer and WWF Verdens naturfond.



## WWF Verdens naturfond

Awarded: 1,980,219 Norwegian kroner



WWF fights on behalf of nature and the environment around the world. Its goal is to protect natural diversity and promote sustainable use of the planet's resources. WWF attaches great importance to finding solutions to one of our biggest challenges: climate change.

## SOS-barnebyer

Awarded: 1,980,219 Norwegian kroner



SOS Children's Villages is one of the world's largest humanitarian organisations dedicated to helping children. It cooperates with, supports and influences communities, organisations and authorities to help children get the good care they deserve, go to school and have homes and families.





In November, happy winners in Elverum shared the Postnummergevinst.

The two charities have expressed their delight. “These are welcome resources for these two organisations, and a fixed source of income that we have been awaiting for a long time,” said Bård Vegar Solhjell, CEO of WWF Verdens naturfond.

“With the financial contribution of the Postcode Lottery, we want to focus on the core activities of these charitable organisations, namely offering a better life to children in difficulties, limiting climate change, and saving what remains of nature.”



These lucky winners in Flaktveit were among 12 neighbours who won the shared 2 million kroner Kjempegevinst in the Norsk PostkodeLotteri.

## Playing together for charity

In the last two months of 2018, lots of lucky Norwegian Postcode Lottery winners found themselves in the spotlight. In November, the first Postkodegevinst winner was Jan Erik from Fredrikstad's old town, who could hardly believe his eyes when he saw the cheque for 1 million Norwegian kroner. In December, four lucky neighbours in Loddefjord celebrated their own 1 million Norwegian kroner Postkodegevinst win. And 12 residents of the Flaktveit neighbourhood in Åsane, outside Bergen, got an extra good start to 2019, sharing the Norwegian Postcode Lottery's biggest prize, the 2 million kroner Kjempegevinst.

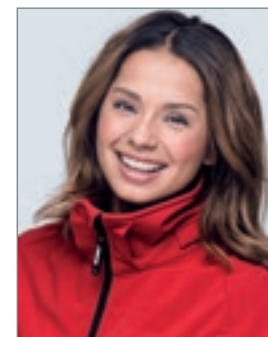
## More prizes

Players sign up and are entered in 12 draws each year, paying 200 Norwegian kroner in advance every month. Only players' actual

ticket numbers are entered in the draws, so there are guaranteed winners every week. Prize values range from 10,000 to 100,000 Norwegian kroner per week, right up to 1 million Norwegian kroner for each month's winning postcode. Some prizes are brought to the winner's doorstep by our ambassador.

Visit [www.postkodelotteriet.no](http://www.postkodelotteriet.no) for descriptions in Norwegian.

## Our ambassadors



**Jorun Stiansen**  
The Norwegian Postcode Lottery's ambassador, Jorun Stiansen, is a successful singer and artist in Norway.

She rose to fame as the winner of *Idol* in 2005.

“The Postcode Lottery's contribution to organisations like WWF Verdens naturfond and SOS-barnebyer really makes a big difference. Each ticket means something for people and the environment, and that means you can win with a good conscience. I'm incredibly proud to be part of this unique lottery.”



**Tom Stiansen**  
In 2019 we welcome the former Alpine skiing world champion Tom Stiansen as our new Norwegian ambassador.

Tom hosts the popular reality TV show *71 grader nord*.

“The Postcode Lottery is such a great idea. It is successful everywhere and I am proud to contribute to its mission.”

# Sweden: Svenska Postkodlotteriet



Statement of income and expenditure for 2018 (EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>	342,844	100.0%	359,507	100.0%
Other income	2,820	0.8%	2,835	0.8%
<b>Total income</b>	345,664	100.8%	362,342	100.8%
<b>Contribution to beneficiaries</b>	92,726	27.0%	114,180	31.8%
<b>Prizes</b>	146,346	42.7%	144,567	40.2%
<b>Expenses</b>				
Marketing and organisational costs	105,921	30.9%	102,819	28.6%
Financial income and expenses (-)	-671	-0.2%	-776	-0.2%
Corporation tax	0	0.0%	0	0.0%
<b>Result after corporation tax</b>	0	0.0%	0	0.0%



# Charities always win

The Svenska Postkodlotteriet (Swedish Postcode Lottery) contributed 952 million Swedish kronor to charitable organisations in 2018. The “Postcode effect” is literally visible in the work our beneficiaries carry out in Sweden and around the globe. The role of the Lottery and its players is clearer today than ever before. To highlight the importance of the Lottery’s contribution to civil society, 55 ads were published in Sweden’s largest newspaper, *Dagens Nyheter*. Every day from 25 June to 18 August, they displayed the heroic work of our beneficiaries.

## Our beneficiaries

The Swedish Postcode Lottery provides long-term support to organisations working in the areas of children’s rights, welfare, human rights, development aid, the environment, human health and medical research. The majority of contributions are un earmarked, to be used at the beneficiaries’ discretion, as long as they act within their predefined fields of work. In 2018 we added one new benefi-

ciary, the Swedish Autism and Asperger Association, bringing the total to 56.

## A new beneficiary

### *The Swedish Autism and Asperger Association*

Since 1973, the Swedish Autism and Asperger Association has worked to improve conditions for people with autism. Over the years, it has played an important



At the annual Charity Gala in March 2019, the beneficiaries of the Swedish Postcode Lottery shared the Lottery contribution of 2018, 952 million Swedish kronor.

role in increasing knowledge and understanding of autism and Asperger’s syndrome in Sweden. The organisation works actively to influence politicians, authorities and other organisations to create better conditions and opportunities for children, young people and adults with autism.

## Children’s rights charities

### *SOS Children’s Villages Sweden*

SOS Children’s Villages is the largest nongovernmental organisation focused on supporting children who have lost parental care or stand at risk of losing it. In accordance with the UN Convention on the Rights of the Child, SOS Children’s Villages works with communities, partners and states to ensure that the rights of all children in every society are honoured.

## Operation Smile

The international medical aid organisation Operation Smile provides free surgeries for children and young adults born with cleft lip, cleft palate and other dental



Petra Peterson, a plastic surgeon at Stockholm’s Karolinska University Hospital, has gone on nine missions as a volunteer for Operation Smile. One of the children she’s operated on is Joyce in Madagascar. Born with cleft lip and palate, she’s gained new opportunities thanks to the work of Operation Smile volunteers.



The Swedish Asthma and Allergy Association strives to create schools where there’s room for everyone, regardless of differences, and where children are truly involved and activities are adapted so they work for everyone.



Annika and Karin took part in FUB's youth workshop. The participants got to vote on a new design for the organisation's website.

and facial conditions. Operation Smile works with local medical professionals, governments, hospitals, and other NGOs to determine which solutions work best, in order to reach as many children as possible. Since 1982, medical volunteers have changed the lives of more than 290,000 children through surgery.

## Social welfare charities

### FUB

FUB, the Swedish National Association for People with Intellectual Disability, is a strong advocacy organisation working to

enable children, young people and adults with intellectual disabilities to live good lives. FUB's vision is of a society and a world in which they can live life to the fullest.

## Human rights and development aid charities

### Médecins Sans Frontières

Médecins Sans Frontières (MSF) is an independent international humanitarian organisation that provides medical assistance to people affected by conflicts, epidemics, disasters, and exclusion from healthcare. Founded in 1971 by doctors and journalists, MSF is today a worldwide movement of more than 42,000 members, health professionals, and logistic and administrative staff who work to save lives and relieve distress in areas of the world where it is needed most.

## The Hunger Project Sweden

The Hunger Project is a global non-profit strategic organisation committed to sustainably ending world hunger. Though programmes in Africa, South Asia and Latin America, it provides women and men living in poverty with the opportunity to lead healthy and productive lives, meet their own basic needs and build better futures for their children. The Hunger Project empowers people to end their own hunger and poverty on a sustainable basis through an integrated, replicable, affordable approach to people-centred development.

## Environmental charities

### Peace Parks Foundation

Peace Parks Foundation works to develop cross-border nature conservation areas in order to protect internationally shared ecosystems. Well-functioning parks and part-



Anneli, a Swedish volunteer nurse, worked in MSF's ebola treatment centre in the Democratic Republic of Congo during the 2018 ebola outbreak.



After accessing microfinance loans from the Hunger Project's Epicenter bank, Lydia expanded her business – and she's now empowered 25 other women to do the same. Lydia's story proves that when women can access resources, tools and information, they can thrive and become key change agents.





*Africa loses three rhinoceroses every day. Peace Parks Foundation works to protect rhinos and the wider natural ecosystem.*

nerships also promote peace and stability. The foundation has been actively involved in establishing and developing 10 of the 18 trans-frontier conservation areas across southern Africa, which are at various stages of development.

## Greenpeace

Greenpeace is an independent campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems and develop solutions for a green, peaceful future. To highlight the urgent need for the creation of a 1.8 million square

kilometre Antarctic Ocean sanctuary to safeguard species like whales and penguins, it made a three-month scientific research expedition to the Antarctic, where it carried out sea-floor submarine dives and plastic pollution sampling.

## Health care and research charities

### The Swedish Childhood Cancer Fund

In the 1970s, a minority of children diagnosed with cancer survived. Today, more than 80% do. The Swedish Childhood Cancer Fund was founded in 1980 by parents to help create a more hopeful future for children diagnosed with cancer. It is the largest funder of childhood cancer research in Sweden.

### The Swedish Asthma and Allergy Association

The Swedish Asthma and Allergy Association aims to make life



*The Greenpeace ship Arctic Sunrise, pictured in Charlotte Bay on the Antarctic Peninsula, made a three-month expedition to the region to carry out scientific research to highlight the urgent need for the creation of a 1.8 million square kilometre Antarctic Ocean sanctuary.*

healthier and safer for people with asthma, allergies, eczema and other types of hypersensitivity by supporting research, influencing public opinion and disseminating information about allergic diseases. Its vision is to create an accessible society for everyone.

sport as a tool for social change. In light of current threats to the environment, the foundation has recently focused on addressing these. In 2018, the foundation supported more than 100 new projects.

## The Swedish Postcode Foundation

Unlike other Lottery beneficiaries, the Swedish Postcode Foundation is not the final recipient of the funding it receives. Rather, it supports domestic and international projects. It aims to be a frontrunner, supporting projects that tackle social challenges and contribute to lasting positive change, alter norms through art and culture, promote children's rights, and use

## Special project funds

In 2018 we launched a 46.4 million Swedish kronor special project fund to promote two of the UN's Sustainable Development Goals: SDG 4, quality education, and SDG 11, sustainable cities and communities. We also announced a special project fund of 65 million Swedish kronor to support two other goals: SDG 3, good health and well-being, and SDG 16, peace, justice and strong institutions.



*The Swedish Childhood Cancer Fund supports young patients and their families. When Marianne's daughter Ida became ill with leukaemia, their lives were turned upside down. Marianne started helping Ida's class to make bead bracelets, and the activity gave her peace and comfort.*

**You can find a list of all our charities at the back of this report, or visit [www.postkodlotteriet.se](http://www.postkodlotteriet.se) for descriptions in Swedish.**



# Our players

The Swedish Postcode Lottery is the largest lottery in Sweden. By December 2018, 944,477 players were taking part with 1.7 million tickets, bought via monthly subscription. Since the Lottery's start in 2005, more than 1,100 people have become Postcode Lottery millionaires – 135 of them in 2018. The Lottery has generated more than 10 billion Swedish kronor for charities so far.

## How to play

The Swedish Postcode Lottery uses the same format as the other Postcode Lotteries: each ticket number is based on the player's postcode. In 2018 the price of a

monthly ticket was 170 Swedish kronor (about €17). Players pay by direct debit, invoice or debit card and enter all the draws in the month paid for. Winners are announced daily.

## New players

Players join us in a variety of ways. They may notice one of our marketing campaigns, meet a member of our field marketing sales force in a cinema or store, see us on

TV, or read an article about our winners or beneficiaries. Or they might interact with the Lottery on social media or visit one of our events. Players can also join by contacting customer service.



*In the first Grannyra of 2018, 32 happy winners in Vargön shared 80 million Swedish kronor – and 14 became millionaires.*



*In January 2018, the Grannyra went to Mullsjö in southern Sweden, where 189 lucky winners shared 175 million Swedish kronor.*



*The second Grannyra had a prize pot of 103 million Swedish kronor, shared amongst 85 winners, 12 of whom became millionaires.*



## Prizes

In 2018, 42.7% of Lottery revenues went toward prizes. Generous cash amounts were awarded at weekends, with one player winning 1 million Swedish kronor, and another won a Volvo. Many winners were able to choose their prizes from a selection of sustainable merchandise. In June, 145 players won an all-inclusive holiday for themselves and four friends in Mallorca. And for the second year in a row, a group of 685 players enjoyed a fantastic October getaway with our Lottery ambassadors and TV host.

## The Grannyra

The Grannyra is the Swedish Postcode Lottery's grand prize. In 2018, the pot for the three Grannyras totalled 390 million Swedish kronor, making it the largest ever. In 2018, 293 players won the Grannyra, and 52 of them became millionaires. The Grannyras were broadcast on TV4 during prime time on Fridays.



Bertil was one of three people to win 1 million Swedish kronor in the Drömcontainern events, aired as a segment of our TV show Drömpyramiden. Here, contestants can win up to 1 million Swedish kronor, and viewers can compete too using an app. The app had been downloaded 402,000 times by the end of 2018.

## Online gaming

Online postcode bingo was a highly appreciated form of social gaming in 2018. In July, we launched the Veckoskräpet, a

subscription online scratch card, which is automatically sent to players every Friday. The popular Skrapyra scratch card had four jackpot draws in 2018, in which several players won together.

## TV

Our three shows on TV4 served as an important branding channel for the Lottery in 2018. The linear formats entertain viewers while



Drömpyramiden ("Pyramid of Dreams") was hosted by Rickard Sjöberg. In each row of the pyramid one container was filled with a prize tailor-made for the contestants. The one at the top contained their biggest dream. Friends and police officers Rafael and Major competed together.



Online Postcode Bingo was a highly appreciated form of social gaming in 2018.





In the game show *En ska bort* (“Odd One Out”), sisters *Bride* and *Millan* managed to win 140,000 Swedish kronor.

helping to establish our brand, resulting in increased ticket sales and decreased player drop-off. It’s been important to establish the formats on TV4 before other gaming companies enter the Swedish market. The shows allow viewers to engage and connect with the Lottery. They contain segments featuring our beneficiaries and the weekly draws, with the ambassadors giving out golden envelopes and cars. We reach new, younger target groups through updated play-along apps. During 2018 three different shows were broadcast on TV4.

*Postkodmiljonären* (“The Postcode Millionaire”) continued to be one of Sweden’s most popular TV shows. About 700,000 people watched the quiz every Friday and

Saturday – a 26% share on average.

In *Drömpyramiden* (“Pyramid of Dreams”), a two-player team answers questions to climb a pyramid of shipping containers filled with prizes. The show is linked to the weekly *Drömcontainern* event, in which 3 million Swedish kronor is awarded in one postcode. One winner received 1 million Swedish kronor in 2018. The winners are invited to the town’s main square, where a full-size golden container contains the prize cheques. The event was aired as a segment of the show, and a marketing campaign supported the activities.

## Media coverage

Our prizes and winners attract media coverage every week. Our

beneficiaries’ work, made possible by our players’ contributions, often features in articles as well. In 2018, the *Sveriges bästa gata* (best street in Sweden) contest took place for the fourth successful year. People all over Sweden nominated their streets, and the contest engaged our followers on social media. It also generated plenty of publicity in traditional media, with more than 70 articles published.

## Social media

The Swedish Postcode Lottery bolstered its already strong social media presence by introducing the Facebook-only live shows *Grannyran Live* and *Live from Postkodmiljonären*. In total, we showed 5.3 million minutes of video on Facebook in 2018, and we kept our position as one of the five most engaging Swedish companies on the platform, beating McDonald’s, Happy Socks and Netflix.



In June, 145 players won an all-inclusive holiday for themselves and four friends in Mallorca.



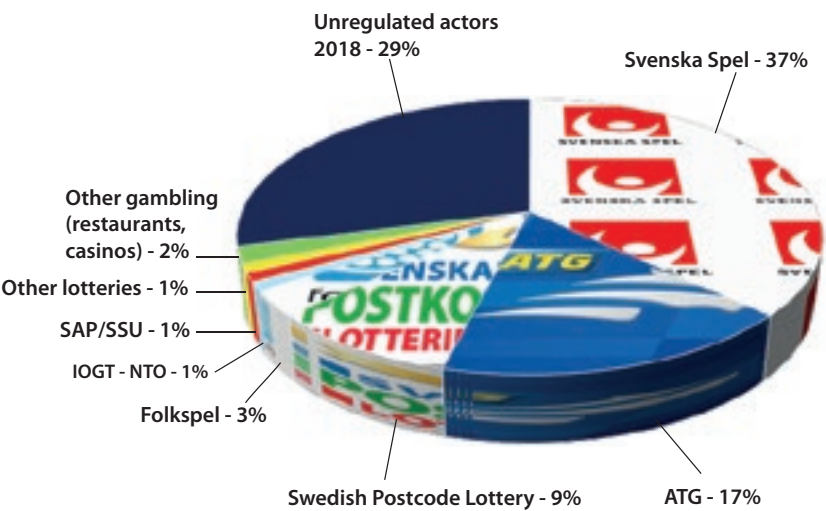
The hashtag #postkodeffekten trended number one on Twitter in Sweden during the Charity Gala in February. In December, the Swedish Postcode Lottery got its 10,000th Instagram follower, unlocking the link function on Instagram Stories. Snapchat filters for winner events were used by an average of 50% of the target audience – and they're a fun way for players to engage with the Lottery.

## Sustainable Brand Index

The Swedish Postcode Lottery was ranked number one in the gambling industry by the annual Sustainable Brand Index, the largest sustainability-related brand study in the Nordic countries. In brief, this means we have the highest proportion of consumers who view our sustainability work positively.

## The Swedish gambling market in 2018

Through 2018, Sweden's gambling market consisted partly of a regulated market supervised by the Swedish Gambling Authority and partly of actors without Swedish permits that operated from abroad. In 2018, a quarter of all products were purchased from unauthorised actors. Re-regulation of the market was necessary, and a new gambling act was approved in June and went into effect on 1 January 2019. Our parent company, Novamedia, played an active role on the regulation committee and highlighted the importance of raising funds to support a strong, independent civil society. Novamedia succeeded in uniting Sweden's charity lotteries behind this mission and in gaining them a tax exemption under the new law. Permission to run traditional lotteries in Sweden is



Swedish gambling market shares at the end of 2018.

now reserved for public non-profit organisations and the state lottery. The Swedish Gambling Association (Sper), an organisation of licensed actors offering gambling and lotteries in Sweden, has agreed on marketing and gambling responsibility guidelines that

became standard in the industry in 2018. Sper's work has developed over the years, and its self-regulation guidelines for members are an important tool for working towards a healthy, modern and sustainable gambling market. One of our MDs, Anders Årbrandt, is Sper's current chair of the board.

## Swedish Postcode Lottery Ambassadors

The Swedish Postcode Lottery has a strong team of ambassadors. They are all well-known public faces of the Lottery.



**Sandra Dahlberg**  
TV presenter, artist and singer:  
*"To be the one handing out life-changing prizes to our winners makes me feel like Santa Claus. I feel privileged to be able to do this on a daily basis."*



**Rickard Sjöberg**  
host of Postkodmiljonären, Drömpyramiden and En ska bort ("The Postcode Millionaire", "Pyramid of dreams" and "Odd one out"):  
*"It is an enormous privilege to host so many interesting and fun shows as I do when I go to work. And at the same time being able to contribute to organizations that really change the world to the better... it makes me feel - wow!"*



**Putte Nelsson**  
TV presenter, artist and choir leader:  
*"I feel truly blessed having the greatest job handing out prizes and meeting winners all over Sweden every week. I enjoy every trip. Being a part of something as great as the Postcode Lottery makes me very proud."*



**Christian "Kicken" Lundqvist**  
TV presenter, artist and drummer:  
*"I really enjoy surprising happy winners all over Sweden. It's a pleasing job, and it makes me feel like a winner too."*

# The Netherlands: Nationale Postcode Loterij



Consolidated statement of income and expenditure for 2018  
(EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>				
Dutch Postcode Lottery	741,344	72.5%	715,026	72.8%
BankGiro Lottery and FriendsLottery	281,088	27.5%	267,509	27.2%
	1,022,432	100.0%	982,535	100.0%
<b>Contribution to beneficiaries</b>				
Dutch Postcode Lottery	370,672	50.0%	357,513	50.0%
BankGiro Lottery and FriendsLottery	140,544	50.0%	133,755	50.0%
	511,216	50.0%	491,268	50.0%
<b>Distribution to players of Dutch Postcode Lottery</b>				
Prizes and gifts	374,631	50.5%	366,947	51.3%
Charity prizes and gifts	27,616	3.7%	24,258	3.4%
	402,247	54.2%	391,205	54.7%
Discounts received on prizes in kind and gifts	-146,366	-19.7%	-145,926	-20.4%
Charity prizes and gifts within the contribution to beneficiaries	-20,300	-2.7%	-17,878	-2.5%
	235,581	31.8%	227,401	31.8%
<b>Distribution to players of BankGiro Lottery and FriendsLottery</b>				
Prizes and gifts	77,317	27.5%	73,497	27.5%
<b>Expenses</b>				
Marketing and organisational costs	202,095	19.8%	193,059	19.7%
Financial income and expenses (-)	-1,289	-0.1%	-1,257	-0.1%
Result on transaction Van Eeghenstraat	30,031	2.9%	0	0.0%
Corporation tax	-6,240	-0.6%	3,507	0.4%
<b>Result after corporation tax</b>	<u>18,725</u>	<u>1.8%</u>	<u>-440</u>	<u>0.0%</u>



# Charities always win

Since it began 29 years ago, the Nationale Postcode Loterij (Dutch Postcode Lottery) has contributed about €5.8 billion to charities dedicated to the planet and its people. It now supports 117 charities around the world and plays a pioneering role in the quest for a fair, enterprising, green and responsible world. The Lottery recruits players, raises funds and allocates them to charities, all under one umbrella. This unity inspires trust and is one of the reasons for the Lottery's success in the Netherlands.

Our permit stipulates that 50% of our revenues be donated to charity. Since the Lottery's inception, our income has grown every year. In 2018, we raised a record sum of €741.3 million, representing a total contribution to charity of almost €370.7 million. We were able to add four new beneficiaries, bringing the total number of charitable organisations we supported in 2018 to 117, of which 10 received one-off contributions. The Lottery conducts 14 draws a year and distributes a percentage of the proceeds among its beneficiaries.

## Institutional support

The Dutch Postcode Lottery provides long-term institutional support to organisations working in the areas of poverty alleviation, human rights, nature conservation, the environment, and social cohesion in the Netherlands. The Supervisory Board of Holding Nationale Goede Doelen Loterijen NV, the holding company of the three Dutch Charity Lotteries, decides how funds will be allocated and admits new charitable organisations to the Lottery's group of beneficiaries. We fund organisations working on behalf of the planet and its people both

in the Netherlands and abroad. In 2018, approximately 30% of our contributions went to causes in the Planet category and the rest to People.

## Long-term support

The Dutch Postcode Lottery has contractual relationships with its beneficiaries. The annual donations they receive depend on the Lottery's proceeds that year. Three-year and five-year contracts are in place with our beneficiaries added



Dutch Postcode Lottery COO Sigrid van Aken (left) presented a cheque to former UK Prime Minister and UN Special Envoy for Global Education Gordon Brown and international ambassador Sarah Brown, founder of Theirworld, at the Dutch Postcode Lottery's Goed Geld Gala. The grant will allow Theirworld to significantly increase its educational activities in conflict areas.

since 1994. During an organisation's last year under contract as a beneficiary, the Lottery evaluates the results the organisation has achieved for the planet and its people thanks to the Lottery's contribution. A criterion for initial and ongoing support is that the

organisation receives a substantial proportion of its income from sources other than the Lottery.

## Dream Fund

A Dream Fund grant enables a charity to carry out a project that makes a big difference. We introduced the fund in 2009, ten years ago, with the aim of enabling one or more beneficiaries each year to fulfil a cherished dream. By supporting these projects, the Lottery aims to achieve major changes for people and the planet inside and outside the Netherlands. We selected the following two dreams in 2018.

## Restore the connection

A large part of the Netherlands lies below sea level. Dikes and polders protect the country from flooding. However, these defences also have major, mostly negative effects on the habitats of various



This year, for the first time, the Postcode Lotteries in the UK, Sweden, Germany and Norway sold more tickets combined than the Dutch Postcode Lottery. The Dutch Postcode Lottery still surpasses them on contributions to beneficiaries.



*The Holwerd aan Zee Dream Fund project will link the Wadden Sea with inland Friesland. The tidal wetlands thus created will provide new opportunities for nature.*

birds, fish and plants – as in the town of Holwerd in the northern Netherlands, which borders the Wadden Sea UNESCO World Heritage Site. There, in the Holwerd aan Zee Dream Fund project, BirdLife in the Netherlands (and the Waddenvereniging) will restore the connection between the sea and the hinterland. This will create a unique tidal nature reserve and boost the region's economy.

## Rich North Sea

The bed of the North Sea was once rich in life, with natural reefs. As a result of fishing and disease, almost all the reefs have disappeared, and the seabed is almost all sand. The construction of wind farms in the North Sea offers unprecedented opportunities to restore biodiversity. In the project De Rijke Noordzee (the Rich North Sea), Natuur & Milieu and Stichting De Noordzee will use their Dream Fund grant to build

artificial reefs in five wind farms. There, species such as oysters, tube worms and horse mussels will be given a chance to establish themselves. Their presence will attract other marine life. The project sets an example and may lead to liability for other wind farms.



*Tennis star Roger Federer's foundation provides education for children in seven African countries.*

## New People beneficiaries

The Dutch Postcode Lottery's continued growth in 2018 made it possible for us to add two new beneficiaries working on behalf of the world's people.

### Movies that Matter

Movies that Matter is best known for its annual human rights film festival. The organisation also supports similar festivals in other countries and the activists who appear in the films. In this way, it hopes to encourage more people, including the young, to defend human rights.

### Roger Federer Foundation

The Roger Federer Foundation wants to give as many children as possible the chance of a better future. It supports projects in seven African countries in which local organisations work with parents to get children into school. So far, it has helped more than a million children.

## New Planet beneficiaries

Thanks to the Lottery's growth in 2018, we were able to welcome two new permanent beneficiaries that have demonstrated their power to do good for the health of the planet.

### Both ENDS

Both ENDS is a Dutch organisation working for a sustainable and fair world. Around the globe, it supports local environmental and human rights organisations by providing knowledge, money and introductions. It is also working with them to develop sustainable solutions for agriculture and horticulture to help local people respond more effectively to the consequences of climate change.

### Wildlife Justice Commission

All over the world, poachers hunt protected species for the sake of money. As a result, animals such as rhinoceroses, tigers and elephants are threatened with extinction.



*Around the world, Both ENDS supports local environmental and human rights organisations in gaining more influence in decision-making processes.*



The Wildlife Justice Commission (WJC) performs undercover investigations and collects evidence against poachers, enabling local authorities to arrest them. The WJC also publicises the problem worldwide.



*The Wildlife Justice Commission is striving to bring to justice poachers of endangered animals such as tigers.*



*Rare's Fish Forever programme is helping 10,000 households in 40 communities in Indonesia to improve their living conditions.*

## One-off contributions

In 2018, we had the financial latitude to give no fewer than 15 organisations special one-off grants to help them make an even bigger difference. We will mention four of them below.

### Rare

The Indonesian organisation Rare helps communities to take responsibility for protecting the nature around them, often with the aid of innovative technological tools. For example, Rare is working to protect local fishing areas threatened by overfishing. The Lottery's grant will enable it to improve living conditions for 10,000 households in Indonesia.

### Young Africa

It is difficult for many young people in Africa to get proper vocational training. To remedy this issue, the Dutch organisation



*Young Africa will use our donation to expand its vocational training courses in southern Africa.*

Young Africa sets up centres where young people can get training and work in local companies. This approach has received major recognition from UNESCO. The Lottery's grant will enable Young Africa to expand its activities in Botswana and Zambia and train a total of 38,800 young people.



*RAVON and the Good Fish Foundation can do even more to protect endangered eels now thanks to the Lottery's contribution.*

### Bellingcat

Bellingcat is a global online network of professionals and volunteers who investigate human rights violations. In addition to conducting its own investigations, Bellingcat trains others to collect evidence of rights violations using public online sources. To this end, it is using its Lottery grant to set up an office and training centre in the Netherlands.

### RAVON and Good Fish Foundation

The number of eels in Europe has declined by 90% in 50 years. RAVON and the Good Fish Foundation will ensure that European agreements on the protection of the eel are better respected. They will also tackle illegal fishing and trading.

**You can find a list of our charities at the back of this report, or visit [www.postcodeloterij.nl](http://www.postcodeloterij.nl) for descriptions in Dutch.**



# Players and winners

By the end of 2018, the Nationale Postcode Loterij (Dutch Postcode Lottery) had 2,984,713 players playing with a total of 4,282,085 tickets. The Lottery's turnover increased in 2018 by 3.7% to a record €741.3 million.

Each person plays the Lottery with a ticket number based on his or her postcode. So winners of the Postcode Street Prize or the PostcodeKanjor are usually neighbours. That's what makes playing the Postcode Lottery so unique: everybody playing in the winning street or neighbourhood wins together.

## Live from our studio

Our TV shows continue to be an engaging communication channel for the Dutch Postcode Lottery. As well as the awarding of prizes, they always feature one or more of our charities. Every weekday two live shows go out from our own studio in our new building on Beethovenstraat in Amsterdam. The Netherlands' most popular morning TV show, *Koffietijd* ("Coffee Time"), gives our benefi-

ciaries a platform for publicising their work. *5 Uur Live* ("5 O'Clock Live") comes on at 5pm daily on the commercial channel RTL4. It informs, inspires and surprises viewers with fascinating interviews, up-to-date information and, of course, items highlighting the work of our charities.

## Most popular shows

For 17 years, *Postcode Loterij Miljoenenjacht* ("The Postcode Lottery's Hunt for Millions") has been a favourite of Dutch TV viewers. This exciting game show featuring star presenter Linda de Mol is regularly watched by more than 2 million people. During each episode, viewers can also play and win at home.

*Postcode Loterij Eén tegen 100* ("The Postcode Lottery's One



*In September, an overjoyed Pascal won more than €1 million on Postcode Loterij Miljoenenjacht.*

Against 100"), presented by our ambassador Caroline Tensen, has also remained high in the viewer ratings since it started in 2000. A permanent feature of the show is the Postcode Street Prize, awarded by Gaston Starreveld.

## De Weg naar het Miljoen

*Postcode Loterij De Weg naar het Miljoen* ("The Postcode Lottery's Road to €1 Million") is a spectacular new game show that's been



*On Koffietijd, TV chef Yvette van Boven talked about the new cookbook providing Postcode Lottery players with tasty recipes.*



*In a gripping episode of Eén tegen 100, Ruud took on two tenacious opponents and won almost €100,000.*



airing on RTL4 since November. Our ambassador Martijn Krabbé presents an exciting, visually dazzling challenge in which contestants face one dilemma after another. There is just one simple rule: you have to work your way through eight worlds to win a prize. And it could be a million euros.



*Mylène from Rotterdam won €225,000 on De Weg naar het Miljoen – €112,500 for herself and the other half for her neighbours who were also playing in the studio.*



*The International Reparations Initiative was launched in the presence of Nobel Prize laureate Dr. Denis Mukwege and King Willem-Alexander on 28 November in The Hague. It will provide support for individuals and groups who have been victims of sexual violence around the world.*

## National campaigns

We encourage new players to join us through national ad campaigns, such as those for the PostcodeKanjor and Postcode Street Prize. A campaign linked to the TV show *Postcode Loterij Miljoenenjacht* let people play along at home for a chance to win €100,000. And the *Zorgeloze Zomer* (“Carefree Summer”) campaign gave people a crack at winning €100,000 in holiday money. Our campaign for the biggest ever PostcodeKanjor New Year’s Day draw started in December. We broadcast live on TV throughout the day of the draw on *Koffietijd* and *5 Uur Live*, reporting from winning neighbourhoods.

## Mailings and publicity

Since our tickets aren’t sold in shops, we recruit players using a mix of content marketing and adverts on TV and in other online and offline media. As usual in 2018, we made documentaries, special websites and reports focusing on our charities and the work they do. We also featured regularly in Dutch newspapers. The national and regional media gave plenty of coverage to the Dutch Postcode Lottery, our winners, our support for charities, and our other projects. One example in 2018 was former US President Bill Clinton’s visit to our new building. The presentation of the ‘International Reparations Initiative’ by the



*The country couldn’t ignore it: a staggering €327.9 million prize pot and gifts made for a spectacular start to the new year.*

Dr. Denis Mukwege Foundation, attended by new Nobel Prize winner Dr. Denis Mukwege and King Willem-Alexander, also drew a lot of media attention.



*We used various media to encourage people to play for the €53.9 million PostcodeKanjor.*





*These neighbours were over the moon about winning €1 million together.*

## Our biggest prize: the PostcodeKanjor

On 1 January 2019, the Lottery revealed where the latest PostcodeKanjor, worth a massive €53.9 million, had been won: the village of Glimmen in the northern Netherlands. Half the prize – almost €27 million – was shared by five players in one postcode, and the other half by the 255 players in Glimmen's other postcodes, which cover the whole village.

Also on New Year's Day, players in three other postcodes around the country shared €1 million, and 20 Buurt-Ton prizes worth €100,000 each were awarded. The payouts made the front pages of national newspapers and featured heavily on Dutch TV news.

## Millions of euros in winnings

More than €327 million in prizes and gifts were up for grabs in

the Dutch Postcode Lottery in 2018. We awarded the Postcode Street Prize once a week all year, plus every working day in July. We also held five draws for the 1 Miljoenprijs, in which players in the winning postcode and postal district share €1 million. Every Saturday in 2018, we threw a party in the neighbourhood that won the €100,000 Buurt-Ton prize. And in October, a special Buurt-Ton prize saw two postcodes win a shared €100,000 not just once but every month for a year.

We also distributed prizes during 10 episodes of our game show *Miljoenenjacht*. Winners at home

received the same amounts as the studio winners – and so did their neighbours in the same postcode.

## Non-cash goodies

In 2018, thousands of winners enjoyed unforgettable evenings out at concerts and musicals, most of them specially organised for our players. Alongside money and events, we awarded hundreds of thousands of other prizes, such as Postcode Lottery suitcases, bicycles and gift cards. Many of our prizes related to sustainability. This year we sent every player a copy of the second cookbook from the series *Koken met Kanjers*



*Jendero and Melissa won €50,000 and a BMW in the Postcode Street Prize. "Amazing!" said Melissa. "This prize just paid for our renovations."*



*On New Year's Day, the village of Glimmen won the €53.9 million PostcodeKanjor prize. Five residents became multimillionaires in one fell swoop.*



*The Buurt-Ton was awarded every Saturday. In October, Ambassador Gaston Starreveld surprised two postcodes with the news that they'd be sharing €100,000 every month for a year.*



*The sun was shining when we treated some residents of Varik to breakfast. As winners of Fairtrade breakfast boxes, they also got to pick up their prizes.*





Our new YouTube series *De Kluis* became a trending topic. In it, Dutch celebrities crack a safe for charity.

(“Cooking with ‘Kanjers’”), featuring the popular TV chef Yvette van Boven. Throughout the year, various neighbourhoods won Willem&Drees organic produce

boxes and Fairtrade breakfast boxes. We also gave away vouchers for our online prize shop, which is full of great green products. Near the end of the year, we sent our

players a gift: de Voordeelagenda, a special Postcode Lottery diary, containing information about us and our good causes plus hundreds of deals and discounts worth thousands of euros. All CO<sub>2</sub> emissions of the prizes were offset.

## Online and social media

Social media and the Internet play an increasingly important role in our communication with players. We supplement our traditional campaigns with campaigns on Facebook, Twitter, Instagram and YouTube, where we also feature winners’ stories and news of our charities.

In December, we launched the biggest Dutch YouTube series ever

– *De Kluis* (“The Safe”) – on the popular YouTube channel StukTV. In each episode, a team of three Dutch celebrities tries to crack a safe. The proceeds go to our charities. The first episode quickly became a trending topic and had more than 1.5 million views in its first month.

## Doe Maar Lekker Duurzaam (Be Sustainable!)

For the fifth successive year, we sent each of our 2.9 million players a €12.50 gift card they could use to buy sustainable products from Albert Heijn, the Netherlands’ biggest supermarket chain. The cards are designed to inspire people to buy more eco-friendly goods.

## Dutch Postcode Lottery ambassadors

The Dutch Postcode Lottery has a strong team of ambassadors who spread the word about the importance of the Lottery and the good work of its beneficiaries.



**Gaston Starreveld**  
TV presenter  
“I see happiness when we give out prizes around the country. And I see happiness at the charities about what we’ve achieved together. There have been so many riches in the last 25 or so years, in every sense.”



**Nicolette van Dam**  
TV presenter  
“I’ve been an ambassador for this beautiful, warm-hearted organisation for some years now. I’ve been able to make many winners happy with the €100,000 Buurt-Ton prize, and I’ve seen with my own eyes some of the fine work that’s been done thanks to the support of the Postcode Lottery.”



**Caroline Tensen**  
TV presenter  
“So much is happening in the world at the moment that is having a powerful impact on both people and the planet. By committing to the Postcode Lottery, I feel that I’m helping to make the world a better place, and that’s fantastic!”



greener, fairer world.”

**Humberto Tan**  
TV presenter  
“I’m happy that being an ambassador enables me to do even more for all the organisations that are working towards a



ger difference. I’m hugely proud to be a part of this as an ambassador.”

**Quinty Trustfull**  
TV presenter  
“Thanks to the Postcode Lottery’s players, more than 100 charities in the Netherlands and abroad can make an even bigger difference. I’m hugely proud to be a part of this as an ambassador.”



ing, I’m somewhere in the Netherlands surrounded by happy prizewinners. It never gets boring! Knowing that the Lottery is helping more than 100 charities to do their important work makes me incredibly proud.”

**Martijn Krabbé**  
TV presenter  
“For me, 1 January means the PostcodeKanjers. In the morning, I have no idea where I’ll be going, and by the even-



was astonished at the impact. I feel immensely privileged to be part of this organisation.”

**Winston Gerschtanowitz**  
TV presenter  
“When I saw for myself what Terre des Hommes is doing in Nepal to combat child sex tourism, I

# The Netherlands: BankGiro Loterij



Consolidated statement of income and expenditure for 2018  
(EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>				
BankGiro Lottery	158,876	15.5%	149,623	15.2%
Dutch Postcode Lottery and FriendsLottery	863,556	84.5%	832,912	84.8%
	<u>1,022,432</u>	<u>100.0%</u>	<u>982,535</u>	<u>100.0%</u>
<b>Contribution to beneficiaries</b>				
BankGiro Lottery	79,438	50.0%	74,812	50.0%
Dutch Postcode Lottery and FriendsLottery	431,778	50.0%	416,456	50.0%
	<u>511,216</u>	<u>50.0%</u>	<u>491,268</u>	<u>50.0%</u>
<b>Distribution to players of BankGiro Lottery</b>				
Prizes and gifts	62,164	39.2%	63,178	42.2%
Charity prizes and gifts	16,724	10.5%	13,638	9.1%
	<u>78,888</u>	<u>49.7%</u>	<u>76,816</u>	<u>51.3%</u>
Discounts received on prizes in kind and gifts	-20,916	-13.2%	-24,215	-16.2%
Charity prizes and gifts within contribution to beneficiaries	-12,487	-7.9%	-9,763	-6.5%
	<u>45,485</u>	<u>28.6%</u>	<u>42,838</u>	<u>28.6%</u>
<b>Distribution to players of Dutch Postcode Lottery and FriendsLottery</b>				
Prizes and gifts	267,413	31.0%	258,060	31.0%
<b>Expenses</b>				
Marketing and organisational costs	202,095	19.8%	193,059	19.7%
Financial income and expenses (-)	-1,289	-0.1%	-1,257	-0.1%
Result on transaction Van Eeghenstraat	30,031	2.9%	0	0.0%
Corporation tax	-6,240	-0.6%	3,507	0.4%
<b>Result after corporation tax</b>	<u>18,725</u>	<u>1.8%</u>	<u>-440</u>	<u>0.0%</u>



# Partners for culture

The BankGiro Loterij (BankGiro Lottery)'s partner organisations work in the fields of the arts, culture and heritage preservation. We are the Netherlands' only lottery devoted to funding cultural activities. In 2018, we provided institutional support for 57 partners and one-off grants for eight more. Half the price of every ticket sold goes to cultural organisations. In 2018, the amount we donated grew by more than 6%.

## Distribution of funds

Each partner institution receives an annual contribution from the

Lottery for a period of three or five years. The money goes towards the purchase, restoration and presentation of works in permanent

collections and the purchase and restoration of historic buildings and sites. Partners may also use the funds for marketing, programming and communications. They are free to establish their own priorities within these parameters, and they report back to the Lottery on these every year. The remaining funds are allocated to new long-term partners and/or one-off grants. Large-scale, innovative or high-profile projects may qualify for one-off funding. Increasingly often, players choose a specific cultural institution to receive extra funding from the part of their ticket price that goes to beneficiaries. This can mean a considerable additional sum for a partner. A few of our partner organisations are described below.



*To mark the 350th anniversary of Rembrandt's death, 2019 has been designated Rembrandt Year.*

## Rembrandt Year

The Mauritshuis, the Rijksmuseum, the Rembrandt House Museum and Museum De Lakenhal are joining forces to commemorate the 350th anniversary of the death of the Dutch master Rembrandt van Rijn. In 2019, which they have christened Rembrandt Year, there will be special exhibitions, a newspaper posted to every home in the Netherlands, and online Rembrandt journals.

## Miffy gets more space

February 2016 saw the opening of a museum dedicated to the cartoon character nijntje (Miffy), created by the Dutch artist Dick Bruna. Interest was huge, and the



*Thanks to an extra contribution from the BankGiro Lottery, the Miffy Museum in Utrecht can now be extended.*



*The Bonnefantenmuseum's iconic building will turn 25 in 2020. The museum will celebrate the anniversary with a special project bringing together art and music.*

museum had to expand. In addition to a new restaurant, it added a new theatre, with more seating and better acoustics. It can now welcome 30,000 more visitors every year.

## Music in the museum

In 2020, the building housing the Bonnefantenmuseum, designed by the Italian architect Aldo Rossi,

will turn 25. A special project marrying art and music will mark the anniversary. The museum will be open one evening a month in 2020 and 2021. On these evenings, various choirs will sing everything from Gregorian chant to soulful gospel, taking inspiration from the surrounding artworks.



*In MuZEEum in the port of Vlissingen, visitors can learn about the history of Dutch sea heroes from the Golden Age to the present day.*

## Dutch sea heroes

In the MuZEEum, in the Dutch port city of Vlissingen, visitors can enjoy stories of sailors from the Golden Age to the present day. With its Lottery grant, the museum is renewing its exhibition, giving a central role to seafarers such as Admiral Michiel de Ruyter, who came from Vlissingen. Themes such as Dutch trade, colonialism and slavery will also feature in the displays.

## Aviation in the Netherlands

The Aviodrome is the only museum in the Netherlands focusing entirely on civil aviation. An amazing 120 aircraft, 30,000 artefacts and 600 metres of archives tell the story of the country's rich history of human flight. In 2019, KLM Royal Dutch Airlines and the Netherlands Aerospace Centre turn 100. Aviodrome will create a new exhibition in honour of the anniversary, *100 Years of Aviation History*.



*The Aviodrome in Lelystad is the only Dutch museum devoted entirely to civil aviation.*

**You can find a list of our partners at the back of this report, or visit [www.bankgiroloterij.nl](http://www.bankgiroloterij.nl) for descriptions in Dutch.**



# Focusing on our players

It's the players who enable the BankGiro Lottery to fulfil its mission. Their participation gives the Lottery the funds to support museums, historic windmills and listed buildings. We also back the Prins Bernhard Cultuurfonds and the BankGiro Lottery Fund, which in turn support the performing and visual arts, cultural projects and concerts.



*Players receive the BankGiro Lottery VIP Card, which entitles them to numerous benefits.*

## BankGiro Lottery VIP Card

The BankGiro Lottery treats its players like VIPs. The BankGiro Lottery VIP Card gives them unique benefits, such as free admission to more than 70 leading museums in the Netherlands, discounts on days and evenings out, and a chance to win a VIP package. Players are also eligible to win extra prizes, including tickets to special events. Our players and their guests have used the VIP Card to make more than 300,000 visits to museums and buy over 100,000 tickets to musicals, festivals, concerts and theatre performances.

## Our partners

Our cultural partners play an important role in attracting new players. People visiting a partner museum often decide to play the

Lottery for its benefit on the spot. They get free admission to that museum and a BankGiro Lottery VIP Card for as long as they keep playing. Partner museums get a Lottery contribution every time a player with a VIP Card visits. In 2018 the VIP Card contributed a total of 3.3 million revenue to our partner museums.

## Player's choice

In 2018, even more players chose a specific cultural institution to support. Being able to choose where 50% of their money goes increases



*Marjolijn and her son Malik won more than €1 million on the nerve-racking game show BankGiro Loterij The Wall. On the right is presenter Winston Gerschtanowitz.*



*Recruiting new players in museums gives a face to the Lottery and attracts people who join specifically to support a particular museum.*

## Recruitment channels

We kept our players informed about our work and that of our beneficiaries through online and offline campaigns, social media activity and TV shows. We also welcomed new players through these channels. We can't ascribe the Lottery's success to a single campaign – it's the unique mix of media and messages, national campaigns, in-person recruitment at museums, and daily prizes that gives the BankGiro Lottery its appeal.

## TV shows

In spring 2018, we unveiled an exciting new game show, *BankGiro Loterij The Wall*. Winston Gerschtanowitz presented six episodes on the TV channel SBS6, and one couple won more than





Local celebrity baritone Sef Thissen performed especially for our players at the Bonnefontenmuseum in Maastricht.

€1 million. The programme was a hit, and there will be a new series in 2019. We also broadcast a new series of *Verzamelkoorts!* (“Collection Fever!”) in partnership with SBS6. Presenter Kim-Lian van der Meij visited the owners of unusual collections and bombarded them with questions.

## Thanking players

On special BankGiro Lottery open weekends, players got free admission to one of our partner museums for themselves and a guest. They also received a special wel-

come and a guided tour. It was the Lottery's and the museums' way of thanking players for their involvement. More than 33,000 players and their guests took advantage of the 11 open days in 2018.

## Prizes

In 2018, the BankGiro Lottery's total announced prize pot amounted to a massive €57.9 million. Our players won more than 100,000 prizes per draw, including cash, city trips including museum visits, tickets to musicals, and body care packages.



Throughout 2018, the BankGiro Lottery surprised its players with a huge range of prizes.



Ambassador Leontine Borsato surprised winner Manon at home in Nijmegen with a cheque for €1 million.

One of our special prizes this year was the Verkadeprijs; three bars of chocolate, plus tickets for the Zaan Museum and the Verkade Experience in Zaandam.

## Concerts and events

On 15 September, 75 winners of special packages enjoyed a visit to De Haar Castle, complete with an exclusive concert by the Dutch singer Ilse DeLange. And on 24 June, 3,900 winners and their guests attended an outdoor performance of *Elisabeth in Concert* in the garden of the former royal

residence Soestdijk Palace. Other winners enjoyed an exclusive evening reception at Amsterdam's Tropenmuseum during the *Fashion Cities Africa* exhibition – voguing workshop included.

## Publicity highlights

Several events particularly captured the media's interest in 2018. The association The Dutch Mill once again organised the annual BankGiro Lottery Molenprijs (Wind- and Watermill Prize), whose winner is chosen by public vote. We contributed €95,000 to the winning mill, De Lastdrager, located in Hoogwoud. The Maritime Museum Rotterdam won the €100,000 BankGiro Lottery Museumprijs (Museum Prize), organised jointly with the Prins Bernhard Cultuurfonds and the Museums Association. And more than a million Dutch people visited 4,000 historic sites that were opened to the public for the 32nd BankGiro Lottery Open Monumentendag in September.



As the winner of the 2018 BankGiro Lottery Museumprijs, the Maritime Museum Rotterdam got a lot of publicity.



## The Internet and social media

Social media and the Internet play an increasingly important role in

our communication with players. Our partners help by hosting competitions and suggesting exhibitions, shows and events we can recommend to our followers.

The Lottery now has more than 110,000 Facebook friends. In March, we launched the Instagram hashtag #doordelensvan. Users shared pictures taken in the most

photogenic Dutch museums and VIP Card locations. A selection of the best were hung in the Nederlands Fotomuseum in Rotterdam.



Lottery winners and their guests enjoyed an outdoor performance of Elisabeth in Concert in the garden of Soestdijk Palace on 24 June.



A selection of entries from the #doordelensvan photo contest on Instagram was exhibited at the Nederlands Fotomuseum in Rotterdam.



We invited 1,450 winners to the Rijksmuseum to view the exhibition High Society and visit the Gallery of Honour to see "The Night Watch".

## Our ambassadors

We're proud to introduce our five ambassadors. They help to put people in the Netherlands in touch with art and culture in a low-key way and draw attention to work being done in the field.



**Albert Verlinde**  
Musical and theatre producer and TV presenter  
"I think it's important to help as many people as possible to enjoy the theatre, museums and historic buildings, and I've found a partner in the BankGiro Lottery. Art and culture are vulnerable, so I'm happy to do what I can to make the BankGiro Lottery and its partners even better known."



**Chantal Janzen**  
Actress, musical star and TV presenter  
"The word 'culture' can sound pompous, but in fact culture is everywhere! At my son's school they do a lot of cultural assignments, which are extremely important for their development. And with the VIP Card the Lottery gives out, you can discover so many beautiful things for free or at a big discount. I love being part of an organisation that does that!"



**Leontine Borsato**  
TV presenter  
"Winning the Lottery? Almost no one thinks it will ever happen to them! But every month I get to meet lots of Lottery winners, because there are prizes every day. I think it's great to see at first hand just how happy everyone is. And at the same time, as an ambassador, I can help as many people as possible to experience the beautiful things that the Netherlands has to offer."



**Ilse DeLange**  
Singer  
"As a performing artist, I think it's very important to preserve our culture. When I was a child, I used to visit museums regularly, and I was very impressed every time. That's why I want to tell people about the BankGiro Lottery. I do that by performing at special cultural venues like museums. I hope that this will kindle people's enthusiasm for culture even more."



**Robert ten Brink**  
TV presenter  
"I go to museums and the theatre regularly – it just adds to my quality of life. The BankGiro Lottery wants as many Dutch people as possible to do the same, and I'm happy to support that. It's become much easier to attend cultural events thanks to the BankGiro Lottery VIP Card that all players now receive as standard."

# The Netherlands: VriendenLoterij



## Consolidated statement of income and expenditure for 2018 (EUR \* 1,000)

	2018		2017	
	€	%	€	%
<b>Income</b>				
FriendsLoterij	122,212	12.0%	117,886	12.0%
Dutch Postcode Lottery and BankGiro Lottery	900,220	88.0%	864,649	88.0%
	1,022,432	100.0%	982,535	100.0%
<b>Contribution to beneficiaries</b>				
FriendsLoterij	61,106	50.0%	58,943	50.0%
Dutch Postcode Lottery and BankGiro Lottery	450,110	50.0%	432,325	50.0%
	511,216	50.0%	491,268	50.0%
<b>Distribution to players of FriendsLoterij</b>				
Prizes and gifts	49,479	40.5%	51,946	44.0%
Charity prizes and gifts	6,453	5.3%	1,612	1.4%
	55,932	45.8%	53,558	45.4%
Discounts received on prizes in kind and gifts	-18,810	-15.4%	-21,479	-18.2%
Charity prizes and gifts within contribution to beneficiaries	-5,289	-4.4%	-1,420	-1.2%
	31,833	26.0%	30,659	26.0%
<b>Distribution to players of Dutch Postcode Lottery and BankGiro Lottery</b>				
Prizes and gifts	281,065	31.2%	270,239	31.3%
<b>Expenses</b>				
Marketing and organisational costs	202,095	19.8%	193,059	19.7%
Financial income and expenses (-)	-1,289	-0.1%	-1,257	-0.1%
Result on transaction Van Eeghenstraat	30,031	2.9%	0	0.0%
Corporation tax	-6,240	-0.6%	3,507	0.4%
<b>Result after corporation tax</b>	<u>18,725</u>	<u>1.8%</u>	<u>-440</u>	<u>0.0%</u>



# A helping hand

In 2018, the VriendenLoterij (FriendsLottery) contributed €61.1 million to charities working to improve human health and well-being. These organisations help people in various ways so that they can fully participate in society.

## Distribution of funds

A percentage of the Lottery's revenues goes to our long-term beneficiaries. These 51 organisations receive funding every year to continue their important work promoting human health and well-being. They include the Dutch Heart Foundation, the Princess Beatrix Spierfonds and Alzheimer Nederland.



*In June, Queen Máxima officially opened Europe's largest pediatric oncology institute, the Princess Máxima Center. Construction of the premises was made possible in part thanks to funds raised in a FriendsLottery campaign in 2014.*



*Children and adults with disabilities got to enjoy sports to their hearts' content at the Dirk Kuyt Foundation's Kampioenendag (Champions Day) event.*

Nearly 70% of our players play for charities they've chosen themselves. This means that more than 3,100 charitable organisations, clubs and associations receive funding from the FriendsLottery. They vary from small local clubs to large organisations like the National Foundation for the Elderly, which this year received €42.2 million in earmarked donations in addition to regular funding.

## New beneficiaries

Thanks to a rise in the number of Lottery players, in 2018 we once more welcomed four new organisations that will receive ongoing funding for the next five years. One of them is the AMC

Foundation. Our contribution will allow Amsterdam University Medical Centers' pharmacy to begin preparing its own medicines to treat rare diseases, preventing pharmaceutical companies from demanding exorbitant prices. The foundation is involving doctors, patients and researchers in the development of these medicines through a national knowledge platform. We also added three beneficiaries that work on behalf of children who have problems at home or are growing up in poverty: Het Vergeten Kind, Stichting Jarige Job and Leergeld Nederland. They help to make sure children can continue to participate in society.





*Through its partnership with the TV show The Voice Kids, the Nederlandse Stichting voor het Gehandapte Kind shows that children with disabilities can participate fully in society.*

## Reading and writing

In addition to supporting its long-term beneficiaries, this year the Lottery made one-off donations to several organisations that help to address low literacy in children and adults. One, De Schoolschrijver, sends children's authors into schools to give language lessons. The Lottery's grant will enable the foundation to offer an online version of its successful curriculum to 370 schools in the Netherlands.

## Special projects

Thanks to an extra contribution from the FriendsLottery, 1,120 Dutch children will be able to take part in Cultuur@CruyffCourts over the next two years. This joint project of Jeugdfonds Sport & Cultuur and the Cruyff Foundation, started our late international ambassador Johan Cruyff, allows children from families of limited means to get acquainted with music, dance and theatre

for free. To focus more attention on disabled sports, another special project grant recipient, the Nederlandse Stichting voor het Gehandapte Kind, is starting the world's first national football competition for kids with a disability: the Bijzondere Eredivisie, or special first division. Between 100 and 150 young footballers will play for an Eredivisie club's special team in the 2019–2020 season.



*Thanks to Metakids' grant from the FriendsFund, Louelle could forget her illness for a day and fly like the superhero Ladybug.*

## Foundations

The FriendsLottery supports a number of organisations founded by Dutch celebrities, including sports personalities such as the tennis player Richard Krajicek and the footballers Ruud van Nistelrooy, Edwin van der Sar and Dirk Kuyt. Through their foundations, these stars help people who often find themselves sidelined in society, and inspire people to take charge of their lives. For example, each year the Edwin van der Sar Foundation assembles the Class, a group of ambitious young people with non-congenital brain injuries. Within a year after the Class ends, 80% of them have typically found jobs or completed a course of study. The foundation will use the FriendsLottery's grant to make video portraits of participants to encourage employers to give opportunities to people with brain injuries.

## Making wishes come true

In 2018, 143 special people saw their heartfelt wishes come true thanks to grants from the Lottery's VriendenFonds (FriendsFund). We created the fund to assist individuals who need a helping hand or are committed to working for the good of society. Beneficiaries, foundations, clubs and associations in the Netherlands can apply for a small grant to fulfil a volunteer or member's long-cherished wish.

As part of our national campaign Prize Marathon benefiting Metakids in 2018 (see page 57), we also fulfilled wishes for children with metabolic diseases. One example is 7-year-old Louelle, who has a rare metabolic disease and spends a lot of time in hospital. Our ambassador Irene Moors turned Louelle into the superhero Ladybug for a day. She got a chance to "fly", just like her idol.

**You can find a list of our charities at the back of this report, or visit [www.vriendenloterij.nl](http://www.vriendenloterij.nl) for descriptions in Dutch.**



*Pep Guardiola, the top football player and later manager of Barcelona, Bayern Munich and now Manchester City, works with the Johan Cruyff Foundation, which helps kids exercise and enjoy sport.*



# Every player counts

For the VriendenLoterij, 2018 was another year full of high points, with big prizes, happy winners, phone campaigns by local clubs, and lots of heartfelt wishes fulfilled. In the autumn, we held a successful prize marathon benefiting Metakids, an organisation that supports children with metabolic diseases. At the end of the year, the FriendsLottery had 559,030 players playing with a total of 734,224 tickets, generating funds for charities supporting human health and well-being.

## A unique concept

The FriendsLottery is one of a kind in that players can decide which charity they want to play for. Half of their ticket price goes directly to that organisation – whether it's one of our 47 regular beneficiaries or one of more than 3,100 local foundations, clubs and associations.

## Winning with your phone

In the FriendsLottery, your mobile number is your ticket number. That means players always

have their ticket with them. The FriendsLottery app lets them see right away whether they've won a prize, which happens often – the chance of winning is one in five.

## Millions in prizes

The total prize pot for 2018 was a record €43.6 million. We distributed more than 1.4 million prizes to players, including two €1 million awards, plus a €2 million prize in January. Every month we also gave away prizes of €25,000 and €100,000 as well as treats such as iPads, scooters, HDTVs, luxury travel vouchers,



Ambassador Gerard Joling surprised a couple from Hekelingen, near Rotterdam, with a fantastic €2 million prize.

and our popular FriendsLottery bicycles. And 43 lucky people won Volkswagen Polos in the AutoJackpot draws.

## A wealth of experiences

FriendsLottery prizes are fun for winners and their loved ones. You can win a hotel stay, a dinner voucher, a musical package, or an outing of your choice for four

people. In April, almost 3,400 FriendsLottery winners and their friends and families enjoyed an all-inclusive weekend at a Center Parcs holiday park. Our ambassadors provided a full programme of entertainment – including sports clinics with the tennis players Richard Krajicek and Esther Vergeer and the judoka Dennis van der Geest. Attendees also had a chance to win great prizes in a game of “hit bingo” with the TV stars Gerard Joling and Irene Moors.

Other treats that made winners happy included tickets to the ABN AMRO World Tennis Tournament, seats for theatre shows, and a five-day Formula 1-themed trip including attendance at the Monaco Grand Prix.

## Prize Marathon for Metakids

Our biggest campaign in 2018, the Prize Marathon, was dedicated to Metakids, an organisation that helps children suffering



This winner from Vaassen was astonished when ambassador Lucille Werner handed her the keys to a brand-new Volkswagen Polo.



Winners of the Center Parcs weekend got to take part in a judo clinic with a former world champion: Lottery ambassador Dennis van der Geest.





*Dutch celebrities worked together with children living with metabolic diseases to raise funds for Metakids during the FriendsLottery's national Prize Marathon campaign.*

from metabolic diseases. There is still too little known about these diseases, which means that they are not always treated in time. The FriendsLottery and the Metakids foundation want to help change that. Our campaign made a national impact and enjoyed the support of a large number of Dutch celebrities, media outlets, and the children themselves. We recruited many new Lottery play-

ers to play for Metakids. The Prize Marathon had a pot of €17 million – our biggest all year.

## On TV

The FriendsLottery's partnership with seven TV shows ensures plenty of publicity for our charities and winners. Beneficiaries' work features on the popular daily talk shows *Koffietijd* ("Coffee Time") and *5 Uur Live* ("5 O'Clock Live"),

which have been broadcast from the TV studio in our new building since December. We also focus on our charities in the quiz programme *De Perfecte Vraag* ("The Perfect Question"). And our winners can be seen every Sunday evening on *VriendenLoterij: De Winnaars* ("FriendsLottery: The Winners").

## Dancing for charity

Exciting TV programming pairs beautifully with helping charities, as viewers of *Dance Dance Dance* know. August saw the start of the fourth season of this popular show, in which Dutch celebrities dance in duos to raise money for charity. The winning couple delighted the *Spieren voor Spieren* foundation with a €100,000 donation.

## Infotainment

The beginning of 2018 saw the start of the second season of the hospital drama series *Centraal Medisch Centrum*. The FriendsLottery initiated the show with the aim of transmitting information on behalf of seven health

foundations. An assessment found that viewers had increased their knowledge of medical conditions by watching the series. Through the show, the FriendsLottery has contributed to an innovative approach to health education.

## Stories

We keep in touch with our players on Facebook and Twitter, and we use Instagram stories specifically to reach young people. Our campaigns, prizes and charities provide us with countless narratives to share. We also publicise stories of winners and the fulfilment of heartfelt wishes on YouTube.

## Eredivisie partner

For 13 years, the FriendsLottery and the Dutch football premier league, the Eredivisie, have been working together to promote a healthier society. In summer 2019, we will launch a new initiative together: Social Project Eredivisie, an award for socially beneficial activities in Dutch football. Starting in the 2019/2020 season, the Eredivisie clubs with the three most innovative and influential projects will be rewarded with significant sums of money to realise them.

## Playing for the club

In 2018, even more money than in the previous year went to help finance several thousand local clubs and associations. These revenues are raised through activities such as telephone campaigns in which clubs call on their supporters to play the Lottery for their benefit. Half the price of every ticket goes directly to the club, and players get a chance to win great prizes.



*A hundred FriendsLottery winners and their guests got to try out the beds at the largest hotel in the Benelux, the Corendon Village Hotel Amsterdam.*



*In May 2018, supporters of the athletics association Rotterdam Atletiek sold more tickets than any other group during a telephone campaign.*



# Our ambassadors and friends

We're proud of our group of ambassadors and friends. As people who are committed to helping society and inspiring others, they champion the FriendsLottery's support for people in need of a helping hand. Ambassadors surprise our players with fantastic prizes and share

stories of the amazing work being done by our charities. And friends work via their own foundations to help people facing health problems or marginalisation by mainstream society.

## Ambassadors



**Johnny de Mol**  
"I'm impressed by the passion and enthusiasm of the FriendsLottery and its charities. Like them, I think it's important that everyone can

participate in society."



**Richard Krajicek**  
"Sometimes a helping hand is all a child needs to grow in a positive way. With Lottery support, we build playgrounds to encourage and guide children in sports and social life."



**Dennis van der Geest**  
"It's great to see how the FriendsLottery helps organisations that promote sport and a healthy society.

As a former professional athlete, I'm proud that I can contribute to this."



**Wolter Kroes**  
"I'm grateful that as an ambassador of the FriendsLottery I've been able to surprise so many winners with great prizes and

thank them for supporting our charities. It never gets dull."



**Esther Vergeer**  
"Being able to take part in a sport, even if you have a disability, is important for your self-confidence. The Join the Club project

lets children with physical disabilities take part in sport close to home. It's a great thing!"



**Gerard Joling**  
"Good health and friendship are the most important things in life. I love raising awareness of the charities' work, and making players happy with amazing cash prizes!"



**Irene Moors**  
"I think it's very important that people with fewer opportunities are not sidelined but are able to fully take part in society. And it's

great to be able to contribute to this as an ambassador."



**Lucille Werner**  
"For people with a disability, self-confidence and a healthy attitude are vital to social success. Thanks to Lottery players, my founda-

tion can help them to keep building a positive self-image."

## Friends



**Edwin van der Sar**  
"We run sport and exercise programmes so people with acquired brain disorders can pick up their lives again. I'm

happy to commit myself to this project as a friend of the Lottery."



**Giovanni van Bronckhorst**  
"Thanks to the support of the FriendsLottery, we can make a difference for disadvantaged primary school

children, enabling them to go on to secondary school with the right tools."



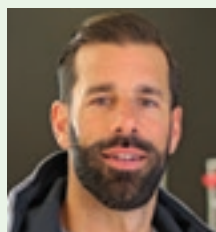
**Dirk Kuyt**  
"Thanks to the support of the FriendsLottery, my foundation organises around 80 sports events for people with physical disabili-

ties. I'd like to thank all the players for this opportunity."



**Bas van de Goor**  
"Thanks to Lottery funding, we're able to give people with diabetes inspiring, positive experiences. This helps them to take a

more relaxed attitude to their diabetes and makes them more self-confident."



**Ruud van Nistelrooy**  
"With our foundation, we help children to rediscover their belief in themselves and encourage them to make

their dreams come true. Thanks to the FriendsLottery, we've already helped more than 600 children."



**Yvonne van Gennip**  
"My goal is to help every talented child to develop further and get the best out of themselves. Thanks to the

FriendsLottery players, we can support them financially so that no ambitious, talented athlete is lost to us."



**Herman van Veen**  
"Thanks in part to the players of the FriendsLottery, we get to help disadvantaged children forget

their problems for a day and enjoy music and games in the countryside."

# How we are organised

All the Postcode Lotteries were set up by Novamedia, a Dutch company based in Amsterdam. Novamedia was founded in 1983 by Boudewijn Poelmann, the current chairman, and his partner, Annemiek Hoogenboom, to raise funds for local and international charities using innovative marketing techniques. By the end of 2018, Novamedia/Postcode Lotteries had grown into a company employing 1,199 people in five countries.

## Novamedia

In 1989, Novamedia founded its first Lottery, The Nationale Postcode Loterij (Dutch Postcode Lottery). In 1998, the VriendenLoterij (the FriendsLottery) became the second of the Dutch Charity Lotteries. It was followed in 2002 by the BankGiro Loterij (BankGiro Lottery). The Svenska Postkodlotteriet (Swedish Postcode Lottery) was launched in 2005. The same year, People's Postcode Lottery was unveiled in Great Britain as a pilot project, before its official launch three years later. In 2016, Novamedia started the Deutsche Postcode Lotterie (German Postcode Lottery). The following year, we obtained a permit to establish a lottery in Norway, and the Norsk PostkodeLotteri (Norwegian Postcode Lottery) launched in 2018. The structure of each organisation varies from country to country, depending on size and local permit conditions.

## Print media companies

Novamedia endeavours to use its media expertise to help create a society of well-informed

citizens. It works towards this goal through three subsidiary companies: the publishing house Nieuw Amsterdam (with the imprints Nieuw Amsterdam, Wereldbibliotheek, Bas Lubberhuizen and Fontaine Uitgevers), the online bookshop BookSpot (known as ECI until March 2018), and Scheltema, Amsterdam's largest bookstore.

Novamedia is governed by a three-member Executive Board.



*Specialists at the Postcode Lotteries regularly exchange know-how, like the finance people here.*

Company director Annemiek Hoogenboom also heads the Deutsche Postcode Lotterie with deputy managing director Sascha Maas. Novamedia employed 50 people as of 31 December 2018.

## Supervisory Board

Novamedia's Supervisory Board oversees the implementation of policies set by the Executive Board and the daily management of Novamedia Holding and its affiliated companies.

Its members in 2018 were:

- Ms GA Verbeet (Chair)
- Ms RJ Anders
- Mr RF van den Bergh
- Mr JA van den Ende
- Mr GP Prein
- Ms L Smits van Oyen

## Corporate governance

Novamedia created and owns the Postcode Lottery format and brand. Novamedia is fully owned by the Novamedia Foundation. There are no private shareholders. This structure was implemented in December 2017. The goals are to maintain Novamedia's entrepreneurial spirit and protect against misuse of the sale of shares in either Novamedia or intellectual property rights related to the Postcode Lottery format.

## Dutch Charity Lotteries

Together, The Nationale Postcode Loterij, VriendenLoterij and BankGiro Loterij make up Holding Nationale Goede Doelen Loterijen NV. They have a licensing and management agreement with Novamedia BV.

The holding company's Supervisory Board supervises the Executive Board, which handles the day-to-day running of the three Dutch Charity Lotteries. It also decides how revenues are distributed among the charities and which new beneficiaries are admitted. The joint organisation of the three Dutch Charity Lotteries employs a total of 611 people.

Permits required to run lotteries in the Netherlands are issued by the Netherlands Gaming Authority. It and the Ministry of Justice and Security supervise compliance with Dutch law on games of chance and issue lot-





The executive management of Novamedia and the Postcode Lotteries.



*In May, employees of the Dutch Charity Lotteries and members of Stichting De Noordzee cleaned the beach at Bloemendaal.*

tery permits. The financial statements of Holding Nationale Goede Doelen Loterijen are audited by PricewaterhouseCoopers (PwC). Computer experts from PwC and Gaming Labs International (GLI) audit the mechanical, electrical and electronic processes used in playing the Lotteries, establishing the prizes and determining the winners. The civil-law notary JP van Harseler of Amsterdam supervises all draws by the three Lotteries.

## People's Postcode Lottery

Novamedia BV established Postcode Lottery Ltd in Great Britain. People's Postcode Lottery, the trading name of Postcode Lottery Ltd, is regulated by the Gambling Commission and manages multiple society lotteries on

behalf of 18 charitable trusts and 29 well-known charities. It is regulated under permits 000-000829-N-102511 and 000-000829-R-102513.

Under current UK gambling law, each individual permit held by a promoting society is legally limited to £10 million in lottery sales per annum and £4 million in sales for any one draw. As these limits complicate the fundraising structure and reduce the funds available for charities supported by People's Postcode Lottery players, we advocate changes to the UK Gambling Act. The UK government is considering proposals to increase the annual sales limit for society lotteries to £100 million and the single draw limit to £10 million. These are supported by the Lotteries Council, the Hospice Lotteries Association

and the Institute of Fundraising.

People's Postcode Lottery ensures that its regulatory objectives of being crime-free, fair and open and protecting children and vulnerable people are met. Central to this are the safeguards in place for the draw process. An independent adjudicator from Thorntons Solicitors supervises all draws. The draw engine is externally certified and PwC Certification BV performs the annual IT audit. PwC LLP conducts the financial auditing of Postcode Lottery Ltd.

## Svenska Postkodlotteriet

The Lottery's permits are issued by the Swedish Gambling Authority and held by the association Svenska Postkodföreningen. The Svenska Postkodlotteriet's ben-

eficiaries are members of this association. Novamedia Sverige AB operates the Lottery under a licensing agreement with the association that has been approved by the Swedish Gambling Authority. It decides on the addition of new Lottery beneficiaries and determines how proceeds are distributed among them. It has operated Svenska Postkodlotteriet since 2005. As of 31 December 2018, it employed 187 people at its Stockholm office. One of the managing directors, Cecilia Bergendahl, is also the Swedish Gambling Authority-approved lottery manager.

The Lottery is supervised by the Swedish Gambling Authority, which also grants lottery permits. Auditing for Novamedia Sverige AB, the operator, is carried out by PwC, while KPMG audits Svenska Postkodföreningen.



*In 2018 the Swedish Grannlyra in Bäckefors received a Miljömarkt Event-diploma, granted by the organization Keep Sweden Tidy Foundation.*





*People's Postcode Lottery team members make use of their Book Nook. Research has shown that reading has positive effect on mental health.*

## Deutsche Postcode Lotterie

Novamedia established Postcode Lotterie DT gGmbH in Düsseldorf to set up the Deutsche Postcode Lotterie. Of the revenue the Lottery raises, 30% goes to local and regional projects across Germany that deliver a social benefit. The Lottery's structure meets German permit requirements for non-profit organisations. This means no dividend payments are made and all Lottery income is distributed across charitable contributions, prizes, lottery taxes, and organisational costs. The independent Charities Board, led by former Bundestag President Professor Rita Süßmuth, decides which organisations will receive support.

In accordance with German law, a share of the Deutsche Postcode Lotterie's proceeds goes to chari-

ties across all 16 federal states. Financial auditing is carried out by PwC. Draws are supervised by a civil-law notary.

## Norsk PostcodeLotteri

After many years of effort, things finally came together in 2017, and Norsk PostcodeLotteri was able to start operating, working with partners SOS Children's Villages and the World Wide Fund for Nature in Norway. The new Lottery's permit limits its turnover, so each month only 125,000 subscriptions are available. After Novamedia established Norsk PostcodeLotteri in Oslo, the first draw took place on 2 November 2018 in Stockholm.

The Norwegian Gaming Authority grants the Lottery's permit and supervises it. Auditing of Norsk PostcodeLotteri AS is carried out

by PwC. The draw engine is GLI-certified.



*The Deutsche Postcode Lotterie team helped to tidy riverbanks on Rhine Cleanup Day and created a pop-up waste memorial together with the well-known local artist Jacques Tilly.*

## How we live our mission

Our charity Lotteries are social enterprises in heart and soul. We support 985 charities across the globe, providing them with flexible and often long-term funding. Sustainability and social responsibility are built into the DNA of our business.

## Objectives

We aim to create a better future for people and planet by raising funds for social organisations worldwide and increasing awareness of their work. We recognise that moving towards a better future for everyone requires societies and individuals to be resilient. Only by conserving and protecting the earth's resources and ecosystems can we ensure a sustainable and fair use of our natural resources. Our charity Lotteries are organised around these objectives.





*A special honour for the whole Deutsche Postcode Lotteriede team: their long-standing beneficiary Artenschutz in Franken presented them with its 2018 Protection of Species Award.*

## Core values

On the basis of our vision, mission and core values and our ongoing dialogue with stakeholders, the international family of Postcode Lotteriede has developed the Good Operations agenda. This sets out our ambitions and directs our efforts. The agenda focuses on three areas: Planet, People and Openness. We have formulated specific, ambitious objectives for each of these.

## Good Operations

We aim to run a completely sustainable and responsible organisation and to be recognised as a frontrunner in responsible leadership. We focus on the well-being of our people and on making a positive impact on the planet. We strive to do this through:

### Leadership in responsible value chains.

- We purchase products and services that are socially and environmentally sustainable.
- We offer non-cash prizes that promote a sustainable lifestyle.
- We challenge, follow up with and engage our suppliers to ensure compliance with our Code of Conduct.
- Our purchasing has a positive impact on the climate.

### Maximising the positive impact of our funds.

- We work with our charities in long-term partnerships based on trust.
- We make new and courageous initiatives possible.
- We communicate transparently about how we allocate funds.
- We encourage and support our partner organisations to become both more impactful and more sustainable.

### Operating with integrity.

- We comply with national laws and regulations and follow and support international conventions and general principles for sustainable development.

- We protect players' personal data and comply with privacy and information security guidelines.
- We tolerate zero errors in draws and payment of prizes.
- We ensure fair and safe participation to protect players.

### Player-focused campaigning.

- We engage current and potential players in our mission and promote sustainable behaviour and good citizenship.
- We have zero upheld complaints regarding commercial communications.
- We establish long-term relationships with our players.
- We continuously develop and find more sustainable ways to communicate with players.

### Being a great place to work and meet.

- We employ a diverse, balanced workforce at all levels of the organisation and apply an equal remuneration policy.
- We strive to create an environment where everyone can thrive.



*Dutch ambassador Gaston Starreveld urged 2.8 million players to buy sustainable groceries at Albert Heijn using their Lottery gift cards.*



- We want to be an employer of choice.
- We trust and empower our people to make change.
- We support our employees' health and well-being.

All our Lotteries commit themselves to these central objectives but are free to interpret them in their own ways depending on local contexts. The Lotteries in the various countries report individually on their annual progress toward sustainability.

## Awards

In spring 2018, the Sustainable Brand Index named Svenska Postkodlotteriet the top sustainable gambling industry brand in Sweden. Also in 2018, the People's Postcode Lottery started its journey with the UK government's Healthy Working Lives programme and received a bronze award for improving employees' health, safety and well-being.

## Sustainable renovation

In 2018, the Dutch Charity Lotteries got a new home – one that sets an example for others in the arena of sustainability. The Lotteries deliberately chose to renovate an existing office building to bring it in line with the goals set in the Paris climate agreement. Its use of innovative techniques and materials earned it an Outstanding rating from BREEAM, the world's oldest building sustainability certification body. A sustainable new company restaurant, La Lotteria, welcomes local residents.



*It would have been easier and cheaper if we had just demolished the building at Beethovenstraat 200 in Amsterdam, but we chose to have our new home renovated in the most sustainable way possible.*

## Voluntary work

The Lotteries regularly hold lectures and organise visits to beneficiaries' projects to motivate and inspire employees. We also offer opportunities for team members

to do hands-on volunteer work for some of the good causes our players support. On Rhine Cleanup Day in September, the German team helped to tidy riverbanks.

## Planet

All our Lotteries do their utmost to minimise their negative impact on the planet. That goes beyond opting for green electricity, FSC paper, solar panels and electric vehicles. For example, for the fifth year in a row, the Nationale Postcode Loterij sent each of its 2.8 million players a €12.50 gift card they could use to buy sustainable products at Albert Heijn supermarkets.

The Dutch Charity Lotteries' new home was once deemed Amsterdam's ugliest building. The jury of the international BREEAM Awards 2018 commended our

recently completed overhaul of the building. "The project successfully demonstrates sustainability of a derelict structure and in the broader community and surroundings," the jurors wrote. "It is a people-centric solution, providing high performance and widespread benefits across wide-ranging aspects."

As part of good employment practice, each Lottery spends an amount equalling up to 4% of salary expenditure on team training, learning and development. We also set up important industry discussions and foster sharing of expertise. Deutsche Postcode Lotterie began holding monthly breakfast meetings for all its employees, focusing on sustainability-related topics, such as how to live a greener life.



*The Sustainability Brand Index ranks brands on the basis of public and consumer perception of their sustainability efforts.*

# Where the millions go

## German Postcode Lottery Germany

### Lottery contributions\* in euros

#### Internationales Projekt

YOU Stiftung 25,000

#### Bundesweite Projekte total 542,624

Bühne für Menschenrechte e.V. 25,000  
Initiative Offene Gesellschaft e.V. 24,500  
Katarina Witt Stiftung gGmbH 464,124  
Plasticontrol e.V. 14,000  
Stiftung Partnerschaft mit Afrika e.V. 15,000

#### Baden-Württemberg total 1,001,383

Ackerdemia e.V. 23,600  
Arche IntensivKinder gGmbH 20,000  
BruderhausDiakonie - Jugendhilfen Deggingen 25,000  
Café Hope e.V. 20,000  
Diakonie Kork 33,000  
Freundeskreis Mensch e.V. 20,000  
Gemeinde Ittlingen 20,000  
Grünhof e.V. 45,705  
Heimatverein Ittlingen e.V. 50,000  
Hilfspakete 4 Jahreszeiten e.V. 51,675  
IMPULS Deutschland Stiftung e.V. 19,969  
Johannes-Diakonie Mosbach 20,000  
Laureus Sport for Good Foundation Germany 20,000  
Lesewelt Ortenau e.V. 20,000  
oekom e.V. 22,000  
Pferde bewegen Menschen e.V. 45,000  
REM Regenerative Energien Mittelbaden e.V. 39,936  
SKF Mannheim e.V. 20,000  
Solawi Bodensee e.V. 25,000  
SOS-Kinderdorf e.V. 20,000  
Stadtpiraten Freiburg e.V. 24,300  
Stiftung 'Achtung!Kinderseele' 20,000  
Wabe gGmbH 20,000  
WWF Deutschland Stiftung 46,000  
zusammen leben e.V. 24,964  
Other beneficiaries 305,234

#### Bayern total 1,208,052

Ackerhelden machen Schule gGmbH 25,000  
AWO Bezirksverband Unterfranken e.V. 40,000  
AWO Integration gGmbH 23,842  
Besonders e.V. 20,000  
Brot am Haken e.V. 25,000  
Christl. Sozialwerk Degerndorf-Brannenburg-Flintsbach e.V. 25,000  
Eichhörnchen Schutz e.V. 44,833  
Ein Herz für Streuner e.V. 20,000  
EmiLe Montessori-Schulverein

München-Südost e.V. 20,000  
Eugen-Biser-Stiftung 20,000  
Fränkisches Bildungswerk für Friedensarbeit e.V. 20,000  
Franziskuswerk Schönbrunn gGmbH 25,000  
Ganzheitliches Leben und Lernen e.V. 20,000  
Green City e.V. 33,920  
Johanniter-Unfall-Hilfe e.V. RV Mittelfranken 22,300  
Johanniter-Unfall-Hilfe e.V., RV Oberbayern 34,160  
Kath. Jugendfürsorge der Diözese Augsburg e.V. 50,000  
KulturVerstrickungen e.V. 20,000  
Landesbund für Vogelschutz in Bayern e.V. (LBV) 108,500  
Lilith e.V. - Drogenhilfe für Frauen und Kinder 20,000  
oekom e.V. 22,000  
OpenLab Augsburg e.V. 24,747  
Stadt Schlüsselfeld 20,000  
Stiftung "Achtung!Kinderseele" 20,000  
Stiftung Ambulantes Kinderhospiz München 20,000  
Trägerverein Steigerwald-Zentrum / Nachhaltigkeit e.V. 50,000  
Verein z. Förderung d. KiTa Schönaue am Königsee 20,000  
VRD Stiftung für erneuerbare Energien 31,600  
Wildtierwaisen Schutz e.V. 23,400  
WWF Deutschland Stiftung 20,000  
Other beneficiaries 338,750

#### Berlin total 358,653

Ackerhelden machen Schule gGmbH 25,000  
BABB e.V. 20,000  
Girls Gearing Up International Leadership Academy e.V. 20,000  
Internationaler Bund (IB) 17,940  
Berlin-Brandenburg gGmbH 17,500  
Jonglirium e.V. 21,720  
Malteser Hilfsdienst e.V. 16,563  
Nestwärme e.V. 39,835  
Nomadisch Grün gGmbH 15,740  
Qualitätsverbund Netzwerk im Alter - Pankow e.V. (QVNIA e.V.) 19,760  
SchulePLUS Forum gUG (haftungsbeschränkt) 21,590  
SOS-Kinderdorf e.V. 24,000  
Starke Freunde e.V. - Förderverein der Kita Villa Umweltbüro für Berlin-Brandenburg e.V. 13,710  
Other beneficiaries 85,295

#### Brandenburg total 216,362

Artenvielfalt retten e.V. 20,000  
Associata-Assistenzhunde e.V. 24,000  
havel:lab e.V. 20,000  
Johanniter-Unfall-Hilfe e.V., Regionalverband Südbrandenburg 16,722  
Sinnflut e.V. 25,000  
Start with a Friend e.V. 11,000  
Verein Naturschutzpark Märkische Schweiz e.V. 12,260  
Wissenschaftsladen Potsdam e.V. 15,000

WWF Deutschland Stiftung 20,000  
Other beneficiaries 52,380

#### Bremen total 174,156

Ackerhelden machen Schule gGmbH 25,000  
BUND Bremen e.V. 19,790  
IMPULS Deutschland Stiftung e.V. 19,112  
Leuchtturmfabrik e.V. 19,800  
SOS-Kinderdorf e.V. 43,904  
Trauerland-Zentrum für Kinder & Jugendliche e.V. 19,000  
Other beneficiaries 27,550

#### Hamburg total 223,570

Ackerhelden machen Schule gGmbH 25,000  
alterNation e.V. 19,980  
DRK Hamburg Altona und Mitte KISO gGmbH 24,600  
DRK Kreisverband Hamburg-Harburg e.V. 20,000  
Greenpeace e.V. 50,000  
Hundebande e.V. 16,800  
PONTON 3 e.V. Verein für soziale Projekte 25,000  
Other beneficiaries 42,190

#### Hessen total 660,817

Arbeit und Bildung e.V. 19,200  
AWO Kreisverband Fulda e.V. 74,000  
Caritasverband für den Bezirk Limburg e.V. 20,000  
Evang. Verein für Wohnraumhilfe in Frankfurt e.V. 18,716  
FINE e.V. 20,000  
Friedberger Begegnungsgarten e.V. 20,000  
j4r-jobs4refugees gUG (haftungsbeschränkt) 25,000  
KlücksKinder gemeinnützige UG 18,000  
Laureus Sport for Good Foundation Germany 20,000  
LitCam gGmbH 20,000  
Miteinander-Füreinander Oberes Fuldata e.V. 19,440  
Momelino e.V. 24,983  
Naturefund e.V. 150,000  
SKF - Sozialdienst kath. Frauen Wiesbaden e.V. 18,400  
Sozialer Friedensdienst Kassel e.V. 19,976  
URSPRUNG Frankfurt gUG 20,000  
Other beneficiaries 153,102

#### Mecklenburg-Vorpommern total 213,101

Abstinenzverein Trockendock e.V. Rostock 18,000  
Deutsche Umwelthilfe e.V. 50,000  
DRK Kreisverband Rügen-Stralsund e.V. 12,300  
DRK Kreisverband Uecker-Randow e.V. 12,300  
Förderverein Kita Teldau e.V. 12,300  
Kreisdiakonisches Werk Greifswald e.V. 13,620  
Momelino e.V. 44,983  
Perspektive Wismar gGmbH 12,300  
Sozialwerk der EFG Malchin-Teterow e.V. 16,800  
Other beneficiaries 20,498

#### Niedersachsen total 1,145,890

ABC Bildungs- und Tagungszentrum e.V. 20,000  
Ackerdemia e.V. 23,600

\* Overview shows collective sums of supported beneficiaries.



	2018		2018		2018
Aktion Fischotterschutz e.V.	25,000	Junior Uni Wuppert.Kinder-u.		Landschaftspflegeverband Westsachsen e.V.	20,000
Arbeits- und Sozialberatungs-		Jugend Univ.f.d.Berg.Land gGmbH	20,000	Momelino e.V.	20,000
Gesellschaft (ASG e.V.)	25,000	Laureus Sport for Good Foundation Germany	40,000	NABU KV Freiberg e.V.	20,000
Bildungs- und Aktionsnetzwerk Wandel e.V.	25,000	LitCam gGmbH	60,000	Pavillon der Hoffnung e.V. in Leipzig	15,000
BUND Landesverband Niedersachsen e.V.	67,000	Malteser Werke gGmbH	30,440	PRIMAKLIMA e.V.	85,385
Diakonie Himmelsthür e.V.	20,000	Momelino e.V.	24,983	SFZ Förderzentrum gGmbH	15,146
Diakonisches Werk Friesland -		NABU LV NRW e.V.	48,000	SOS-Kinderdorf e.V.	18,031
Wilhelmshaven e.V.	30,572	NABU Stadtverband Leverkusen e.V.	22,000	Sukuma arts e.V.	25,000
DRK Kreisverband Wolfsburg e.V.	22,000	NaturAktiv e.V.	24,000	UFER-Projekte Dresden e.V.	19,600
EDUCATION Y e.V.	25,000	oekom e.V.	20,000	Volkssolidarität Reichenbach e.V.	20,000
Förderverein der Ev. Familien-Bildungsstätte		PAUL kocht gGmbH	25,000	Other beneficiaries	74,140
Delmenhorst e.V.	25,000	Pro Düsseldorf e.V.	49,000		
Förderverein Kinder- und Jugendarbeit		Regenbogen Duisburg Gesellschaft.		<b>Sachsen-Anhalt total</b>	<b>345,709</b>
in Emlichheim e.V.	20,000	zur psychosoz. Versorgung mbH	20,000	Ackerdemia e.V.	23,600
GBA Gemeinnützige Gesellschaft		Schaephuysen Heimspiel e.V.	25,000	Amnesty International Deutschland e.V.	25,000
für Behindertenarbeit	46,713	SkF - Sozialdienst kath. Frauen Köln e.V.	20,000	DRK Kreisverband Wittenberg e.V.	24,600
Heinz Sielmann Stiftung	49,213	SOS-Kinderdorf e.V.	25,000	Ein Platz für Kinder gGmbH	20,000
Hüller Medienwerkstatt e.V.	23,320	Stiftung 'Achtung!Kinderseele'	20,000	IMPULS Deutschland Stiftung e.V.	46,046
Johanniter-Unfall-Hilfe e.V.	60,000	Stiftung Regenbogen e.V.	40,000	Jugendförderungszentrum Gardelegen e.V.	20,000
Klimaschutzagentur Weserbergland gGmbH	25,000	Tafel Duisburg e.V.	30,000	Momelino e.V.	44,983
Laureus Sport for Good Foundation Germany	70,000	Tausche Bildung für Wohnen e.V.	64,820	Naturefund e.V.	50,000
Momelino e.V.	24,983	Tierpark Weeze gGmbH	100,000	pasapa Mensch und Beruf e.V.	20,000
Muutos e.V.	20,000	United Charity GmbH (Toni Kroos Stiftung)	27,200	Other beneficiaries	71,480
NABU Niedersachsen e.V.	47,493	vision:teilen e.V.	40,000		
Paritätischer Niedersachsen e.V. KV Peine	24,000	wielebenwir e.V.	20,000	<b>Schleswig-Holstein total</b>	<b>455,713</b>
Protohaus gGmbH	24,000	Zentrum für ambulante Palliativversorgung und		Ackerdemia e.V.	23,600
Regionales Umweltbildungszentrum Hollen e.V.	25,000	Hospizarbeit (ZAPUH) Grenzland e.V.	25,000	BUND Inselgruppe Föhr-Amrum e.V.	25,000
Stadtteilladen e.V.	25,000	Other beneficiaries	671,968	Diakonisches Werk Südtondern gGmbH	24,880
Stiftung 'Achtung!Kinderseele'	20,000			DRK Betreuungsdienste Herzogtum	
Stiftung HELP e.V.	25,000	<b>Rheinland-Pfalz total</b>	<b>474,708</b>	Lauenburg gGmbH	17,100
Talentfabrik gGmbH	25,000	Ackerdemia e.V.	23,600	DRK Kreisverband Pinneberg e.V.	24,600
Tierhaus e.V.	20,000	Bürgerstiftung Pfalz	25,000	DRK KV Herzogtum Lauenburg e.V. -	
Verein für Ökologie und		Caritasverband Westerwald-Rhein-Lahn e.V.	20,000	Wasserwacht	25,000
Umweltbildung Osnabrück e.V	40,725	Die Wortfinder e.V.	20,000	Greenpeace e.V.	32,000
Other beneficiaries	222,271	DRK Bereitschaft Contwig e.V.	20,000	Küste gegen Plastik e.V.	29,000
		DRK KV Südwestpfalz e.V.	24,000	LOOP Kinder- und Jugendhilfe gGmbH	50,000
<b>Nordrhein-Westfalen total</b>	<b>2,411,075</b>	Förderung des Ehrenamts e.V.		SOS-Kinderdorf e.V.	16,160
Ackerhelden machen Schule gGmbH	25,000	Tafel Ludwigshafen	35,000	Verein Jordsand e.V.	48,588
Aufbruch am Arrenberg e.V.	250,000	IMPULS Deutschland Stiftung e.V.	46,046	Verein Jordsand zum Schutz	
Bergischer Naturschutzverein e.V.	20,018	Lebenshilfe Bad Dürkheim e.V.	45,000	der Seevögel und der Natur e.V.	50,000
BUND Landesverband NRW e.V.	50,000	Malteser Hilfsdienst e.V. Kaiserslautern	29,312	Zentrale Bildungs- u.Beratungsstelle	
BürgerStiftung Düsseldorf	100,000	Reitverein Bruchhausen e.V.	20,000	für Migrant*innen e.V.	19,750
Chancenwerk e.V.	20,000	Stiftung Lebensraum - Mensch.Boden.		Other beneficiaries	70,035
Diakonisches Werk Dortmund		Wasser.Luft.	25,000		
und Lünen gGmbH	49,600	Stiftung Ökologie & Landbau - SÖL	20,000	<b>Thüringen total</b>	<b>361,584</b>
Die Rheinpiraten e.V.	20,000	WECF (Women Engage for a Common Future) e.V.	20,000	Ackerdemia e.V.	23,600
Dinslakener Tafel e.V.	20,000	Wildtierschutz Deutschland e.V.	25,000	Ackerhelden machen Schule gGmbH	25,000
Dortmunder Tafel e.V.	45,000	Other beneficiaries	76,750	Deutsche Umwelthilfe e.V.	49,200
DRK KV Oberhausen (Rhld.) e.V.	23,000			Diakonie Landgut Holzdorf gGmbH	18,800
DRK KV Wattenscheid e.V.	25,000	<b>Saarland total</b>	<b>121,258</b>	Diakoniewerk Gotha gGmbH	24,000
DRK Nordrhein gGmbH	20,000	Ackerhelden machen Schule gGmbH	25,000	DRK Kreisverband Suhl e.V.	24,600
Ev. Kinderheim-Jugendhilfe Herne/		ANIMALS UNITED e.V.	19,300	Jesus-Projekt Erfurt e.V.	17,150
Wanne-Eickel gGmbH	40,000	IMPULS Deutschland Stiftung e.V.	46,046	kijufi - Landesverband Kinder-	
Evangelische Stiftung Volmarstein	25,000	Lebenshilfe Saarbrücken Dienste gGmbH	10,000	& Jugendfilm Berlin e.V	20,000
FAIR.STÄRKEN e.V.	40,000	Malteser Hilfsdienst e.V. Homburg	12,000	Laureus Sport for Good Foundation Germany	20,000
Frauen helfen Frauen e.V.	20,000	Malteser Hilfsdienst e.V. Sankt Ingbert	8,912	Momelino e.V.	44,983
Freizeitanlage Aa-See Bocholt e.V.	20,000			SOS-Kinderdorf e.V.	21,016
Gelsenkirchener Tafel e.V.	20,000	<b>Sachsen total</b>	<b>409,220</b>	Sozialverband VdK Hessen-Thüringen e.V.	15,900
Gesellschaft der Franziskanerinnen		AWO Lausitz Pflege- und Betreuungs-gGmbH	18,918	Other beneficiaries	57,335
zu Olpe gGmbH	20,000	Conni e.V.	23,000		
Grafschafter Diakonie gGmbH	20,000	Frohnatur e.V.	20,000		
IMPULS Deutschland Stiftung e.V.	46,046	Interkultureller Garten Coswig e.V.	15,000		

# Where the millions go

	2018	To 2018 inclusive		2018	To 2018 inclusive
<b>People's Postcode Lottery Great Britain</b> <b>Lottery contributions in millions of euros</b>			Scottish Air Ambulance* Street Soccer* The Sentry Thomson Reuters Foundation Tottenham Hotspur Foundation		
People's Postcode Trust: Small Grants Programme	3.2	23.4	Postcode Care Trust: Carers Trust Missing People Music in Hospitals & Care* Prince of Wales's Charitable Foundation The Reader	3.5	20.3
Postcode Green Trust: Bumblebee Conservation Trust* Buglife* ClientEarth* Ellen MacArthur Foundation Greenpeace* Keep Britain Tidy Plantlife - Back from the brink* Surfers Against Sewage* The Conservation Volunteers The Royal Parks Trees for Cities*	3.5	20.4	Postcode Children Trust: Children 1st Children North-East Daisy Chain Girlguiding Magic Breakfast Place2Be Whizz-Kidz	3.4	15.2
Postcode Culture Trust: Edinburgh International Book Festival mac birmingham National Galleries of Scotland National Museum Wales / Amgueddfa Cymru National Museums of Scotland Scottish Book Trust* Sistema Scotland V&A Dundee Youth Music	3.4	19.8	Postcode Community Trust: Small Grants Programme	3.2	15.1
Postcode Animal Trust: Battersea Marine Conservation Society Medical Detection Dogs Riding for the Disabled Association TRAFFIC INTERNATIONAL* Wildfowl & Wetlands Trust	3.3	16.8	Postcode African Trust: Action Against Hunger UK AfriKids Amref Health Africa UK Book Aid International Mary's Meals Ndlovu Care Group Peace Direct	3.5	13.2
Postcode Global Trust: CARE International Child & Youth Finance International Humanity & Inclusion UK Médecins Sans Frontières Theirworld	3.3	14.9	Postcode Planet Trust: African Parks Apopo Cool Earth* Fauna & Flora International* Global Witness Royal Zoological Society of Scotland Zoological Society of London	3.5	15.8
Postcode Heroes Trust: Dame Kelly Holmes Trust Ellen MacArthur Cancer Trust	3.4	16.1	Postcode Dream Trust	3.5	15.7
			Postcode Sport Trust: Cruyff Foundation Greenhouse Sports Homeless World Cup* Lord's Taverners Newcastle United Street League	3.5	12.7
* Special projects					



	2018	To 2018 inclusive		2018	To 2018 inclusive
Postcode Earth Trust:	3.5	10.6	The Royal Society of Wildlife Trusts	3.2	8.9
Forum for the Future*			UNICEF	3.2	5.1
National Trust			War Child	3.2	9.2
National Trust Scotland			WaterAid	3.2	9.2
Royal Botanic Garden Edinburgh			Woodland Trust	3.2	8.9
Royal Botanic Gardens, Kew			WWF UK	3.1	12.1
Science Museum Group					
WRAP*					
Yorkshire Dales Millennium Trust					
Postcode Local Trust:	3.2	13.1			
Small Grants Programme					
Postcode Support Trust:	3.5	11.9			
Alzheimer's Society			SOS-barnebyer	205,463	205,463
Contact The Elderly			WWF Verdens naturfond	205,463	205,463
Dementia Adventure					
Grandparents Plus					
Magic Me*					
The Food Train*					
The Silver Line					
Volunteering Matters					
Postcode Innovation Trust	3.4	6.2			
Postcode Equality Trust:	3.5	6.3			
Clooney Foundation for Justice			Amnesty International	1.4	14.1
Helen Bamber Foundation*			Bris – Children's Rights in Society	0.9	18.0
Human Rights Watch			Civil Rights Defenders	0.9	5.3
Liberty (Civil Liberties Trust)			Diakonia	1.7	13.3
Womankind*			ECPAT Sweden	0.5	4.4
Women for Women International			ERIKS Development Partner	1.4	11.2
			Fairtrade Sweden	0.5	2.6
			Friends	0.6	6.7
			Fryshuset	1.6	9.5
			Greenpeace	1.7	21.6
			Hand in Hand Sweden	0.9	8.5
			Human Rights Watch	0.5	1.5
			Keep Sweden Tidy	0.6	3.9
			Médecins Sans Frontières Sweden	2.3	32.6
			Mentor Sweden	0.6	3.8
			MIND	0.5	1.0
			My Special Day	0.6	6.1
			Neuro Sweden	0.6	6.7
			Nordens Ark	0.6	6.3
			Operation Smile	1.1	5.2
			Peace Parks Foundation Sweden	0.6	7.9
			Plan International Sweden	1.8	17.9
			Raoul Wallenberg Academy	0.5	1.0
			Redcross Sweden	2.2	32.8
			Save the Children Sweden	2.5	60.5
			SOS Children's Villages Sweden	1.8	24.7
			Special Project 1 2018	6.3	6.3
			Special Project 2 2018	5.1	5.1
			Star for life	0.6	7.5
			Sweden for UNHCR	2.0	15.2
			Swedish Alzheimer's Foundation	0.6	7.4
			Swedish Association of City Missions	2.2	23.6
			Swedish Asthma and Allergy Association	0.6	6.7
			Swedish Childhood Cancer Fund.	1.8	52.9
			Swedish Committee for Afghanistan	1.6	8.5
ActionAid	3.2	6.1			
Amnesty International	3.1	6.0			
Barnardo's	1.2	1.2			
Breast Cancer Care	1.2	1.2			
British Red Cross	1.2	1.2			
Canal & River Trust	3.2	5.2			
Cats Protection	1.2	1.2			
CLIC Sargent	2.2	7.9			
Crisis UK	1.2	1.2			
Depaul UK	3.2	6.1			
Dogs Trust	3.1	11.2			
Friends of the Earth	3.1	5.1			
Guide Dogs for the Blind Association	1.2	1.2			
Maggie's	3.2	8.9			
National Society for the Prevention of Cruelty to Children	1.2	1.2			
Oxfam	2.2	6.5			
PDSA	2.2	7.3			
Plan International UK	3.2	5.2			
Royal National Institute of Blind People	1.2	1.2			
Royal Voluntary Service	3.1	8.9			
Save the Children	3.1	6.0			
Sightsavers	1.2	1.2			
The Ramblers	3.1	6.0			

## Norwegian Postcode Lottery Norway

### Lottery contributions in euros

SOS-barnebyer	205,463	205,463
WWF Verdens naturfond	205,463	205,463

## Swedish Postcode Lottery Sweden

### Lottery contributions in millions of euros

Amnesty International	1.4	14.1
Bris – Children's Rights in Society	0.9	18.0
Civil Rights Defenders	0.9	5.3
Diakonia	1.7	13.3
ECPAT Sweden	0.5	4.4
ERIKS Development Partner	1.4	11.2
Fairtrade Sweden	0.5	2.6
Friends	0.6	6.7
Fryshuset	1.6	9.5
Greenpeace	1.7	21.6
Hand in Hand Sweden	0.9	8.5
Human Rights Watch	0.5	1.5
Keep Sweden Tidy	0.6	3.9
Médecins Sans Frontières Sweden	2.3	32.6
Mentor Sweden	0.6	3.8
MIND	0.5	1.0
My Special Day	0.6	6.1
Neuro Sweden	0.6	6.7
Nordens Ark	0.6	6.3
Operation Smile	1.1	5.2
Peace Parks Foundation Sweden	0.6	7.9
Plan International Sweden	1.8	17.9
Raoul Wallenberg Academy	0.5	1.0
Redcross Sweden	2.2	32.8
Save the Children Sweden	2.5	60.5
SOS Children's Villages Sweden	1.8	24.7
Special Project 1 2018	6.3	6.3
Special Project 2 2018	5.1	5.1
Star for life	0.6	7.5
Sweden for UNHCR	2.0	15.2
Swedish Alzheimer's Foundation	0.6	7.4
Swedish Association of City Missions	2.2	23.6
Swedish Asthma and Allergy Association	0.6	6.7
Swedish Childhood Cancer Fund.	1.8	52.9
Swedish Committee for Afghanistan	1.6	8.5

# Where the millions go

	2018	To 2018 inclusive		2018	To 2018 inclusive
Swedish Committee for UNICEF	2.3	29.6	Dutch Caribbean Nature Alliance	0.5	7.2
Swedish Olympic Committee	1.0	4.8	Dutch Council for Refugees	10.0	295.2
Swedish Outdoor Association.	0.6	6.3	Edukans	0.5	2.5
Swedish Sailing Federation	0.5	2.5	European Climate Foundation	2.9	9.1
Swedish Ski Association	1.4	6.1	Fairfood	0.5	6.1
The Guides and Scouts of Sweden	0.9	7.7	Forest Stewardship Council (FSC)	1.0	1.0
The Hunger Project Sweden	0.6	4.3	Foundation for Refugee Students UAF	0.9	19.7
The Kvinna till Kvinna Foundation	1.1	8.6	Free Press Unlimited	4.4	21.4
The Swedish Autism and Asperger Association	0.5	0.5	Friends of the Earth Netherlands	1.4	35.8
The Swedish Brain Foundation	1.4	7.0	Girls Not Brides	0.5	4.5
The Swedish Cancer Society	2.3	35.3	Global Witness	0.5	1.0
The Swedish Heart-Lung Foundation	1.8	27.8	Goois Natuurreservaat	0.9	25.4
The Swedish National Association for People with Intellectual Disability	0.6	4.8	Greenpeace	4.3	70.7
The Swedish Postcode Foundation	17.5	151.9	HIER klimaatbureau	1.0	1.0
The Swedish Rheumatism Association	0.6	7.0	Hivos	1.4	32.7
The Swedish Sea Rescue Society	1.4	25.5	Human Rights Watch	1.4	13.6
the Swedish Society for Nature Conservation (SSNC)	1.5	12.3	Humanitas	4.5	58.4
Vi Agroforestry	1.1	4.9	ICCO	1.4	19.6
WaterAid	1.1	6.5	IMC Weekendschool	0.5	5.5
We Effect	1.7	13.7	International Consortium of Investigative Journalists (ICIJ)	1.0	1.0
World Childhood Foundation	0.6	2.5	IUCN NL	3.3	27.7
World's Children's Prize Foundation	0.5	3.2	IVN Natuureducatie	3.3	37.4
WWF - World Wide Fund for Nature	1.8	57.0	JINC	1.4	1.9
Former special projects and beneficiaries	0.0	221.6	Johan Cruyff Foundation	1.4	16.3
			Justice and Peace - Shelter City Initiative	1.0	1.0
			Kansfonds	10.0	132.8
			KNCV Tuberculosis Foundation	0.9	1.8
			Krajicek Foundation	0.5	3.9
			LandschappenNL	13.5	329.2
			Leonardo DiCaprio Foundation	0.9	1.8
			Liliane Foundation	1.4	25.5
			LINDA.foundation	0.5	2.4
			Lokale Fondsen Nederland	0.5	1.5
			Mama Cash	1.4	12.8
			Marine Stewardship Council	0.5	5.8
			Médecins du Monde Netherlands	0.5	6.6
			Médecins sans Frontières Netherlands	13.5	377.5
			Movies that Matter	0.5	0.5
			Natuur & Milieu	10.3	54.9
			Natuurmonumenten	13.8	419.9
			Netherlands Helsinki Committee	1.0	1.0
			Netherlands Leprosy Relief	1.4	40.3
			Oranje Fonds	15.0	202.6
			Oxfam Novib	13.5	404.3
			PAX	2.1	8.8
			Peace Parks Foundation	4.4	41.1
			PharmAccess	0.9	4.7
			Plan International Netherlands	5.3	62.9
			Prince Claus Fund	1.8	13.2
			Rafa Nadal Foundation	1.0	4.5
			Rare	1.0	1.0
			RAVON and Good Fish Foundation	2.0	2.0

## Dutch Postcode Lottery The Netherlands

### Lottery contributions in millions of euros

AAP	0.5	11.9
Aflatoun International	0.5	4.5
African Parks Network	0.9	14.3
Aidsfonds	2.3	42.9
Amnesty International	3.6	90.7
Amref Flying Doctors	1.9	37.0
ARK Nature	0.9	24.9
Bellingcat	0.5	0.5
Birdlife in the Netherlands (Vogelbescherming)	16.8	61.6
Both ENDS	0.5	0.5
Carbon War Room	0.5	9.1
CARE Nederland	2.4	6.7
Children's Fund MAMAS	0.5	13.0
Clinton Foundation	3.7	31.4
Commonland	0.9	3.3
Cordaid	2.7	69.2
Dance4Life	0.5	8.0
De Natuur en Milieufederaties	3.9	51.5
Defence for Children - ECPAT Netherlands	0.5	6.6
Dierenbescherming	1.8	43.0
Dr. Denis Mukwege Foundation	0.5	3.0



	2018	To 2018 inclusive		2018	To 2018 inclusive
Resto VanHarte	0.5	5.9	Bonnefantenmuseum	0.6	3.1
Rewilding Europe	0.9	3.9	Centraal Museum Utrecht	2.1	6.3
Right To Play	0.5	6.0	Cobra Museum	0.3	9.1
Rocky Mountain Institute	3.7	13.9	De Museumfabriek	0.2	2.6
Roger Federer Foundation	0.5	0.5	De Nieuwe Kerk Amsterdam	0.6	5.3
Rutgers	0.9	27.3	Drents Museum	0.5	4.6
Save the Children Netherlands	0.9	20.8	EYE	0.9	3.2
Scouting Netherlands	0.5	4.2	Foam Fotografiemuseum Amsterdam	0.4	7.2
Sea Shepherd	0.9	18.3	Frans Hals Museum	0.6	3.7
Simavi	0.9	23.5	Gemeentemuseum Den Haag	1.1	8.5
Solidaridad	1.4	17.3	Groninger Museum	0.7	4.9
SOS Children's Villages Netherlands	1.4	31.0	Grote Kerk, Veere	0.8	0.8
Stichting Kinderpostzegels Nederland	0.5	5.0	Hendrick de Keyser, Historic Houses Association	1.2	19.9
Stichting Vluchteling	5.2	74.7	Hermitage Amsterdam	1.0	19.3
Terre des Hommes	5.2	61.4	Het Concertgebouw	2.1	15.8
The Center Against Child Trafficking and Trafficking	0.5	3.0	Het Nieuwe Instituut	0.2	4.2
The Climate Group	0.9	12.3	Jewish Historical Museum	0.2	5.0
The DOEN Foundation	24.7	678.5	Kunsthall Rotterdam	0.7	4.8
The Dutch Urgenda Foundation	2.1	8.3	Maritime Museum Rotterdam	0.6	0.8
The Elders	0.5	4.5	Museum Arnhem	0.2	2.0
The Hague Institute for Innovation of Law (Hiil)	1.0	1.0	Museum Beelden aan Zee	0.3	2.9
The Hunger Project	0.5	5.3	Museum Boijmans Van Beuningen	1.2	9.6
The National Foundation for the Promotion of Happiness	0.5	8.6	Museum Catharijneconvent	0.3	2.6
The North Sea Foundation	0.5	2.5	Museum de Fundatie	1.0	4.1
The Red Cross	5.4	105.7	Museum Het Dolhuys, Haarlem	0.7	0.7
The Sentry	0.9	3.3	Museum Martena, Franeker	0.2	0.2
Theirworld	4.5	6.5	Museum of Friesland	0.6	3.1
UNHCR	2.3	37.3	Museum Plus Bus	0.5	4.5
UNICEF	13.5	374.8	Museum Speelklok	0.3	4.4
Vereniging Nederlands Cultuurlandschap	0.5	8.9	Museum Steamtram Hoorn-Medemblik	0.3	3.7
vfonds	10.0	60.4	Nationaal Museum van Wereldculturen	0.9	8.1
Voedselbanken Nederland	0.5	4.0	Naturalis Biodiversity Center	0.7	8.4
Waddenvereniging	0.5	25.4	Nederlands Fotomuseum	0.8	3.4
Wakker Dier	0.5	3.9	NEMO	1.0	6.0
War Child	3.9	35.8	Netherlands Open Air Museum	1.3	12.5
Wilde Ganzen	0.9	7.4	Noordbrabants Museum	0.6	4.5
Wildlife Justice Commission	0.5	0.5	Paleis Het Loo	1.0	7.0
WOMEN Inc.	0.5	4.0	Prins Bernhard Cultuurfonds	17.4	236.5
World Food Programme	1.4	21.8	Railway Museum	1.0	6.6
World Press Photo	1.7	13.8	Rembrandt Association	0.4	4.2
World Wide Fund for Nature Netherlands	15.5	387.9	Rijksmuseum van Oudheden		
Young Africa	1.0	1.0	(the National Museum of Antiquities)	0.6	3.9
YY Foundation	0.5	3.4	Schunck, Heerlen	0.3	0.3
Other and former beneficiaries	37.6	282.8	Singer Laren	0.4	5.5
			Stadsmuseum Harderwijk, Harderwijk	0.4	0.4
			Stedelijk Museum Amsterdam	0.6	3.4
			Teylers Museum	0.5	3.6
			The 4 State Museums (Kröller-Müller Museum, Mauritshuis, Rijksmuseum, Van Gogh Museum)	10.7	161.8
			The Dutch Mill Society	1.2	10.6
			The National Maritime Museum	0.5	7.8
			The Netherlands Institute of Sound and Vision	0.5	5.3
			Van Abbemuseum	0.2	3.1
			Zeeuws Museum	0.2	2.2
			Zeeuws Maritiem MuZEEum, Vlissingen	0.4	0.4
			Zuiderzee Museum	0.9	8.6
			Other and former beneficiaries	10.0	248.5

## BankGiro Lottery The Netherlands

### Lottery contributions in millions of euros

Amsterdam Museum	0.4	3.8
Anne Frank House	0.3	4.4
Aviodrome, Lelystad	0.4	0.4
Bakkerijmuseum De Oude Bakkerij, Medemblik	0.3	0.3
BankGiro Lottery Fund	4.3	62.8
BOEi	0.6	8.8

# Where the millions go

## FriendsLottery The Netherlands

### Lottery contributions in millions of euros

	2018	To 2018 inclusive
Aidsfonds	0.9	21.6
Alzheimer Netherlands	1.3	11.0
AMC Foundation: Medicine for society	1.0	1.0
Amsterdam UMC Cancer Center Amsterdam	1.1	33.7
Bas van de Goor Foundation	0.3	2.0
CliniClowns Foundation	0.2	5.8
CPNB	0.5	0.5
De Leescoalitie	0.4	0.4
De Kindertelefoon	0.3	0.3
Diabetes Fonds	1.2	18.9
Dirk Kuyt Foundation	0.2	1.0
Dutch Burns Foundation	0.8	13.1
Dutch Cancer Society	1.7	23.2
Dutch foundation for disabled children (NSGK)	1.2	6.0
Dutch Heart Foundation	1.6	21.3
Dutch Kidney Foundation	1.1	15.3
Edwin van der Sar Foundation	0.3	1.3
Epilepsiefonds	0.7	10.9
Esther Vergeer Foundation	0.4	1.9
Fonds Gehandicaptensport	0.9	7.9
Fonds Slachtofferhulp	1.9	24.5
HandicapNL	2.2	17.9
Friendship Sports Centre	0.7	1.8
Giovanni van Bronckhorst Foundation	0.2	0.8
Golden Days Foundation Netherlands	0.6	1.3
Herman van Veen Arts Center Foundation	0.1	1.0
Hersenstichting Nederland	1.2	15.9
Hulphond Nederland	0.6	1.0
Humanitas	0.2	61.9
Jantje Beton	1.9	21.4
Jeugdfonds Sport & Cultuur	0.9	2.6
Johan Cruyff Foundation	0.2	35.8

	2018	To 2018 inclusive
KiKa	0.9	6.8
KNCV Tuberculosis Foundation	0.1	10.1
Krajicek Foundation	0.1	6.6
Leergeld Nederland	0.2	0.2
Lucille Werner Foundation	0.2	2.5
Lung Foundation Netherlands	1.1	17.5
Maag Lever Darm Stichting	1.5	17.8
Make-A-Wish Netherlands	0.6	7.3
Nationaal Fonds Kinderhulp	4.2	47.9
Nationaal Fonds tegen Kanker	0.1	0.2
Nationaal Monument Sint-Jan	0.3	4.2
National Foundation for the Elderly	2.6	19.5
Nationale Vereniging de Zonnebloem	1.5	9.6
Natuurmonumenten	0.5	3.6
Nederlandse Vereniging voor Autisme	0.3	3.1
Het Oogfonds	0.3	3.3
Pink Ribbon	0.7	7.8
Princess Beatrix Spierfonds	0.9	13.8
ProstaatKankerStichting.nl	0.1	0.1
ReumaNederland	0.8	13.3
ruud van nistelrooy foundation	0.2	2.2
Spieren voor Spieren	1.6	5.4
Stichting De Schoolschrijver	0.5	0.5
Stichting Het Vergeten Kind	3.3	11.8
Stichting Life Goals Netherlands	0.2	0.4
Stichting Metakids	0.8	2.1
Stichting MIND	0.6	11.8
Stichting Jarige Job	0.2	0.2
Stichting Kinderpostzegels Nederland	0.8	4.5
Stichting Lezen & Schrijven	0.2	2.1
Stichting MS Research	0.2	5.5
Stichting Zeldzame Ziekten Fonds	0.1	1.1
The DOEN Foundation	3.1	82.8
The Red Cross	0.3	8.0
VeiligheidNL (Hoorstichting)	0.2	3.0
Vier het Leven	1.0	1.4
Yvonne van Gennip Talent Fonds	0.1	0.2
Other and former beneficiaries	3.9	186.1





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