

# Annual Report 2019

## Novamedia/Postcode Lotteries

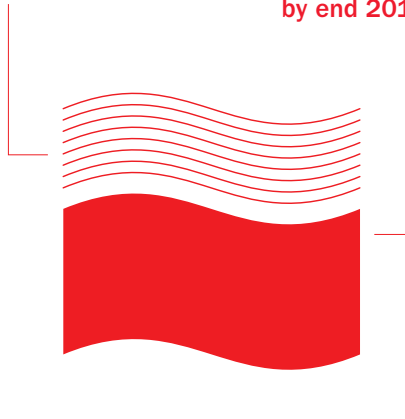


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## Novamedia/Postcode Lotteries

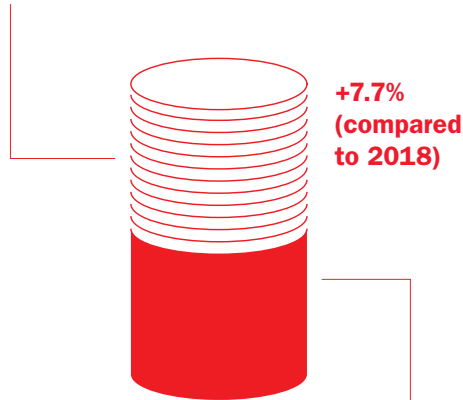
Making good citizenship fun

**12,196,208** subscriptions  
by end 2019



**22,014,606** prizes

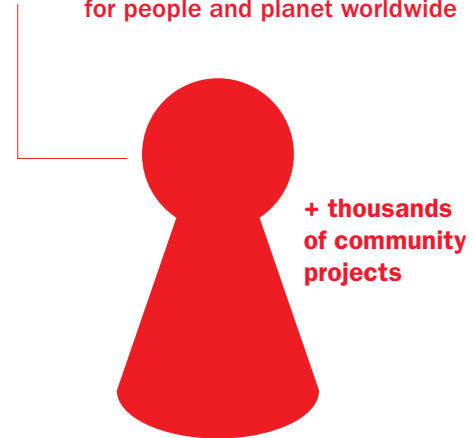
**€1.96 billion** revenue



**+7.7%**  
(compared  
to 2018)

**€798.8 million** contribution  
to charity

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



**+ thousands  
of community  
projects**

**1990 – 2019:**

# €10.1 billion

**donated to charities**

## Mission

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



## Cover

The World Wildlife Fund (WWF) works globally to protect endangered animals and their habitats. One such species is the polar bear. To help polar bears survive, WWF acts to safeguard the areas where they live and proposes solutions for curbing climate change.

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# Positive changes



Thanks to the millions of players in the five Postcode Lottery countries, a unique organisation has emerged. In joining forces, we are helping to strengthen civil society and contributing to positive changes in a world that desperately needs them.

*Gerdi Verbeet  
Chair, Supervisory Board,  
Novamedia*

In 2019, we saw protests all around the world. Increasing numbers of people who have not felt seen or heard have been raising their voices and moving into action. Fortunately, this is possible in many countries because their citizens live in democracies. In a healthy democracy, there's freedom of opinion and thought; you listen to each other, you make compromises, and sometimes you don't get your way. What's key is to stay involved and find ways to participate.

The lotteries Novamedia has founded support hundreds of organisations and thousands of projects and initiatives set up by engaged citizens. They're run by people who want to help others, to include, connect and stand up for

human beings, animals and nature. There are many ways of actively contributing to these ideals, but money is often essential.

It therefore means a lot that Novamedia/Postcode Lotteries has become the second-largest private donor in the world, after the Bill and Melinda Gates Foundation. That means we can offer more financial support than ever for the benefit of people and nature, towards a better world. So far, more than €10 billion has been donated. That's an impressive figure – but it's so much more than that. The work funded has reached into the very capillaries of society. Every time I witness the impact on people's lives and the difference every euro makes, it moves me deeply.



# United and resilient



It's been another year of successful growth for all five Postcode Lotteries. Together we raised a record of nearly €800 million in funding. It makes us the world's second-largest private charitable donor, behind the Bill and Melinda Gates Foundation. The total support we have given to charities and NGOs since we started in the Netherlands in 1989 now passed the incredible milestone of €10 billion.

Our youngest subsidiary, the Norwegian lottery, is halfway to reaching the government-set limits on its fundraising. Soon we may need to convince the authorities to allow us to sell more tickets.

In Germany, we've exceeded 500,000 subscriptions sold, and steady growth is expected in 2020 as well. We are very proud to welcome German soccer star Toni Kroos into our midst as an ambassador for the Deutsche Postcode Lotterie and the lotteries in Great Britain, Sweden, Norway and the Netherlands.

We also welcomed Dr Denis Mukwege, the 2018 Nobel Peace Prize laureate, as a new international ambassador. He and his co-laureate, Nadia Murad, deeply impress the world with their courage, strength and perseverance, and inspire us every day in our work. Thanks to our more than ten million lottery players, we are proud to support their important work helping women in the most violent situations.

Collaboration between the lottery teams in all the countries paid off at the 2019 Postcode Lotteries

*In March 2020 Boudewijn Poelmann handed over the chairman's gavel to Sigrid van Aken, making her the new CEO of Novamedia/Postcode Lotteries. He remains a member of the Executive Board.*

Green Challenge. The sustainable business competition was stronger than ever in its 13th year, thanks to their efforts to attract the best finalists. The Swedish Algae Factory won, and the German switchgear maker Nuventura took second place. It was a true pleasure for me to sit on the jury and witness the ambition and great ideas of all of these entrepreneurs.

## Resilience

In the final production phase in April of this annual report, the Corona Virus made headway. All our offices had to close. From home our teams found ways to adapt, thrive and bounce back. They kept serving our players, shared their expertise online, showing extraordinary creativity in helping our charities to help the vulnerable. It made me proud. We'll have to see what it brings us all in the year to come.

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 and to raise more funds for them. 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 2019, 3 million players were taking part annually, with over 4.1 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 2019, People's Postcode Lottery had 3.5 million players in the draw with 3.8 million tickets.

The Swedish Postcode Lottery (Svenska Postkodlotteriet) was launched in Sweden in September 2005. By the end of 2019, over 954,000 players were participating with 1.7 million tickets.

The German Postcode Lottery (Deutsche Postcode Lotterie) was launched across Germany in 2016. The first draw took place in

October. By December 2019, over 444,000 players were playing for charities in Germany with more than 560,000 tickets.

The Norwegian Postcode Lottery (Norsk Postkodelotteri) was launched in Norway in 2018. The first draw took place in November. By December 2019, more than 64,000 players were playing with over 71,000 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 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. In 2019 every Lottery donated up to 50% of its income from ticket sales to good causes. The total amount was almost €799 million, which was 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 August Norwegian ambassador Tom Stiansen travelled to Asker to meet the winners of the Månedsgevinsten.*

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, this was 50% in 2019. In Great Britain 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 Swedish Lottery awarded 31.8% of its paid lottery revenue to charities in 2019. In Germany a minimum of 30% goes to beneficiaries. During the Norwegian Lottery's start-up phase, 15% of proceeds went to WWF Verdens naturfond and SOS-barnebyer.



*In September, the Monatsgewinn of €600,000 went to Klettgau, Germany.*





The Grannyra in Söderbärke, Sweden, celebrated 105 winners sharing SEK 103 million. Nine became millionaires.



In Nieuw-Venep, the Netherlands, 2020 started with a bang, as over 3,500 players won the €54.7 million PostcodeKanjert together.

## Media

The Lotteries differ in terms of their access to the media, and to television in particular. In the Netherlands and Sweden, the 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 commercial television advertising, paired with a strong online strategy.

## Fundraising in Europe

In order to discuss games of chance at the European level and to underline the importance of fundraising for social organisations, all seven Lotteries are members of the Association of Charity Lotteries in Europe (ACLEU). Established in 2008, this international organisation represents

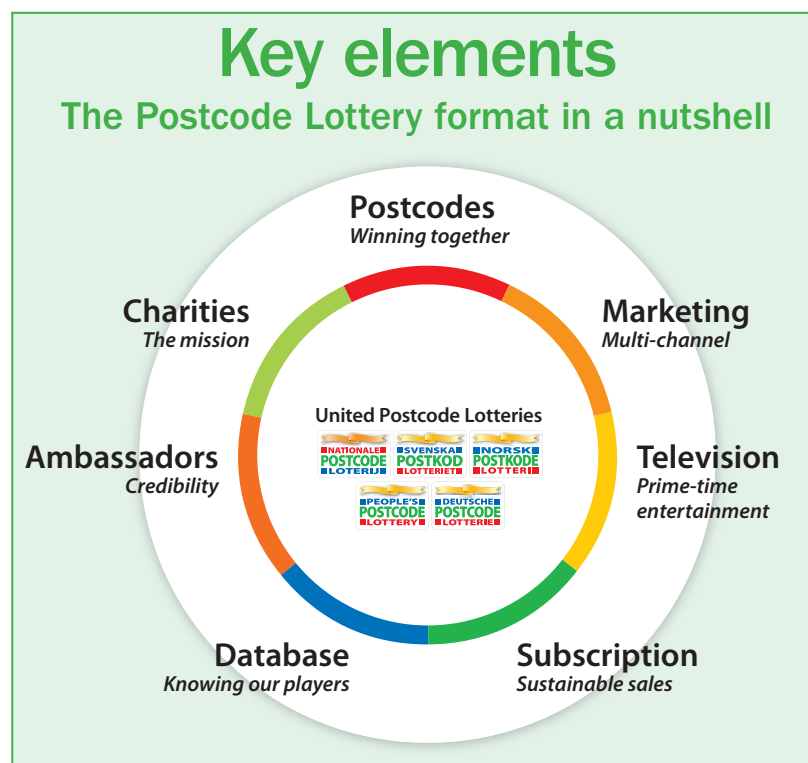
the interests of charity lotteries in Europe. One of its priorities is to raise awareness of the lottery model as a means of raising funds. The ACLEU's aim is that fundraising for charities will become an explicit objective of gaming policy.



Our seven lotteries belong to the Association of Charity Lotteries in Europe.



In September, £3 million was shared among 897 lucky players in St Helens, England. Seven neighbours pocketed the biggest share of the prize money.



# Our seven Lotteries in figures for 2019



444,732 players  
569,024 tickets  
988,752 prizes  
787 projects

Revenue	To charities	2016-2019:
€65.1 million	€19.5 million	€33.6 million to charities



3,493,443 players  
3,856,739 tickets  
7,548,061 prizes  
97 charities and more than 7,500 charities and good causes in total

Revenue	To charities	2005-2019:
€493.3 million	€157.8 million	€599.4 million to charities



64,226 players  
71,808 tickets  
27,320 prizes  
2 charities

Revenue	To charities	2018-2019:
€12.1 million	€1.8 million	€2.2 million to charities



954,352 players  
1,741,441 tickets  
3,265,005 prizes  
57 charities

Revenue	To charities	2005-2019:
€341.2 million	€96.9 million	€1.2 billion to charities



3,012,757 players  
4,179,394 tickets  
7,189,195 prizes  
123 charities

Revenue	To charities	1990-2019:
€753.2 million	€376.6 million	€6.2 billion to charities



751,099 players  
966,287 tickets  
1,765,498 prizes  
67 partners

Revenue	To charities	2002-2019:
€168.7 million	€84.3 million	€1.1 billion to charities



649,625 players  
811,515 tickets  
1,230,775 prizes  
55 charities and 3,266 clubs and associations

Revenue	To charities	1998-2019:
€123.7 million	€61.8 million	€969.1 million to charities

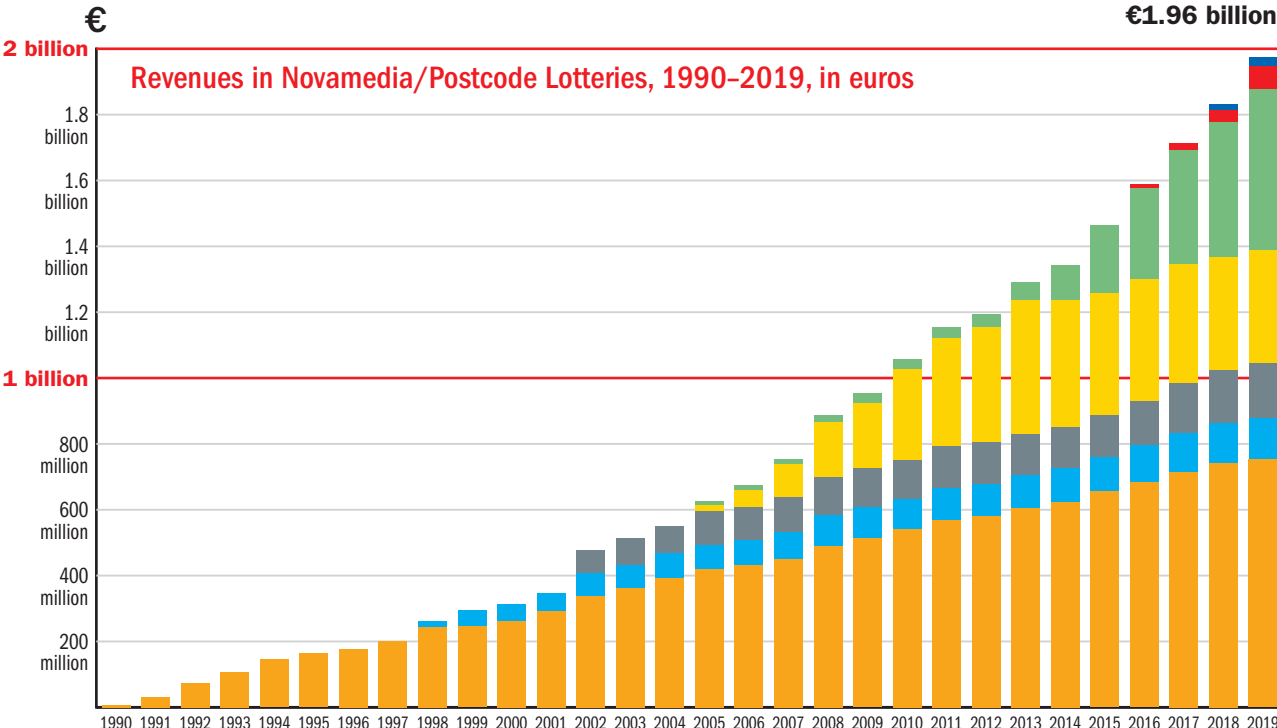


# Statement of income and expenditure for 2019 (EUR \* 1,000)

	Actual 2019			Actual 2018		
	€	€	%	€	€	%
<b>Income</b>						
Norsk Postkodelotteri	12,099			1,713		
Deutsche Postcode Lotterie	65,077			34,496		
People's Postcode Lottery	493,268			412,119		
Svenska Postkodlotteriet	341,161			345,664		
Nationale Postcode Loterij	753,169			741,344		
BankGiro Loterij	168,700			158,876		
VriendenLoterij	123,653			122,212		
<b>Net income</b>		1,957,127	100.0%		1,816,424	100.0%
<b>Contribution to beneficiaries</b>						
Norsk Postkodlotteri	1,815			411		
Deutsche Postcode Lotterie	19,523			10,349		
People's Postcode Lottery	157,846			131,878		
Svenska Postkodlotteriet	96,882			92,726		
Nationale Postcode Loterij	376,585			370,672		
BankGiro Loterij	84,350			79,438		
VriendenLoterij	61,827			61,106		
		798,827	40.8%		746,580	41.1%
<b>Lottery tax</b>		10,846	0.6%		5,749	0.3%
<b>Distribution to players</b>						
Prizes and gifts	864,037			808,916		
Charity prizes	60,077			50,793		
		924,115	47.2%		859,709	47.3%
Discount on prizes in kind and gifts	-200,263			-186,092		
Charity prizes and gifts within the contribution to beneficiaries	-42,730			-38,076		
		-242,993	-12.4%		-224,168	-12.3%
<b>Expenses</b>						
Marketing and organisational costs		488,775	25.0%		451,704	24.9%
Financial income and expenses (-)		-2,362	-0.1%		-2,021	-0.1%
Transaction result, land and buildings		2,054	0.1%		30,031	1.7%
Corporation tax		-556	0.0%		-6,240	-0.3%
<b>Result after corporation tax</b>		-23,306	-1.2%		-1,378	-0.1%



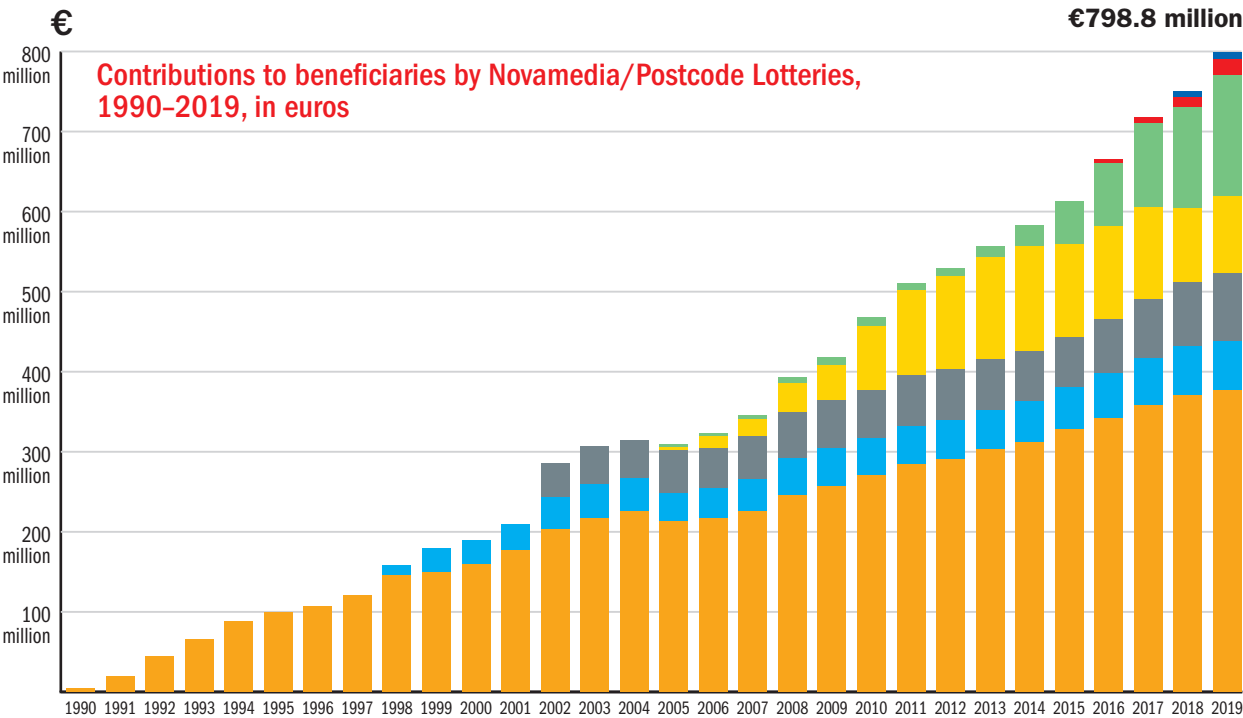
# Growth of Novamedia/Postcode Lotteries, 1990–2019



The Postcode Lotteries operate in the Netherlands, Sweden, Great Britain, Germany and Norway.

The VriendenLoterij and the BankGiro Loterij operate in the Netherlands.

By December, a total of 9,370,234 players were playing the Lotteries, with a total of 12,196,208 tickets. The Lotteries awarded over €798.8 million to charities in 2019.





Novamedia/Postcode Lotteries is the world's second-largest private charity donor, according to UK business newspaper City A.M., December 2019.



## HOW THE WORLD DONATES: THE YEAR'S BIGGEST GIVERS

### THE WORLD'S TOP PRIVATE DONORS

RANK, ORGANISATION (COUNTRY)	FOUNDED	\$2018/19	% CHANGE
1. Bill and Melinda Gates Foundation (USA)	2000	3.77bn	-27
2. Novamedia/Postcode Lotteries (Netherlands) *	1989	881.6m	+4
3. The Walton Family Foundation (USA)	1987	595.9m	+11
4. Wellcome Trust (UK)	1936	579m	
5. Hong Kong Jockey Club Charities Trust (China)	1993		
6. Ford Foundation (USA)	1936		
7. Lilly Endowment (USA)	1937		-2
8. The Robert Wood Johnson Foundation (USA)	1972		+17
9. William and Flora Hewlett Foundation (USA)	1967	416.8m	+2
10. Oak Foundation (Switzerland)	1983	357.2m	+61

**The world's second-largest private charity donor**

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

# Our international ambassadors

Our international ambassadors are well-known personalities who support the mission of the Postcode Lotteries worldwide. We're proud that they work with us and help to promote our mission.

This year, we're thrilled to welcome two new ambassadors: Dr Denis

Mukwege and Toni Kroos. You can meet the various Lotteries' national ambassadors on pages 23, 31, 35, 43, 51, 57 and 63.

## Welcome!

In 2019, we welcomed two new ambassadors. Dr Denis Mukwege is the medical director of Panzi Hospital in Bukavu, Congo, and a 2018 Nobel Peace Prize laureate. German professional footballer Toni Kroos, currently playing for Real Madrid and the German national team, is considered to be one of the best midfielders worldwide.



**Denis Mukwege**  
DR Congo

"With the help of the Postcode Lotteries, we are able to innovate and together with survivors of sexual violence take concrete measures to eradicate rape as a weapon of war."



**Toni Kroos**  
Germany

"Winning is wonderful – that I know. I wish everyone good luck! I'm really happy to be an ambassador for the Deutsche Postcode Lotterie. Together we can help a lot of children."



**Robin Wright**  
United States

"It's important to give the people that are facing injustice and fighting for their rights a voice."



**Desmond Tutu**  
South Africa

"All the profits that the Lotteries help to distribute go to projects that aim at making our world a better place."



**Muhammad Yunus**  
Bangladesh

"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

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



**Katarina Witt**  
Germany

"I couldn't think of a better way to use my popularity than to support charitable causes that help people."



**Richard Branson**  
Great Britain

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



**Bill Clinton**  
United States

"The Postcode Lottery is the best thing I have ever seen to involve ordinary people in charitable work. It's a great feeling to be a part of it."



**Sarah Brown**  
Great Britain

"Thanks to the Postcode Lotteries, Theirworld is able to reach many vulnerable children with their own dreams for a brighter future."



**Roger Federer**  
Switzerland

"The support we receive for the Roger Federer Foundation is a privilege and will enable us to improve education for even more children."



**Rafael Nadal**  
Spain

"I would like to thank the Postcode Lottery for lending its loyal support to all good causes, so many children will have a better future."



**George Clooney**  
United States

"It's an honour to be involved with the Postcode Lottery. It's saying: Let's all participate as a group and do good along the way."



**Emma Thompson**  
Great Britain

"When it comes to protecting human rights or saving the planet, some civil disobedience is needed. It's fantastic that the Lottery enables people to act this way!"



**Leonardo DiCaprio**  
United States

"The Postcode Lottery is an organisation that sees the deep connection between protecting the environment and ensuring the well-being of people."



# 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,



*The Waorani human rights activist Nemonte Nenquimo is leading the resistance against the Ecuadorian government, which wants to sell to oil companies land occupied by indigenous people in the Amazon region. These guardians of the Amazon rainforest need our support.*

## Our basis

### Vision

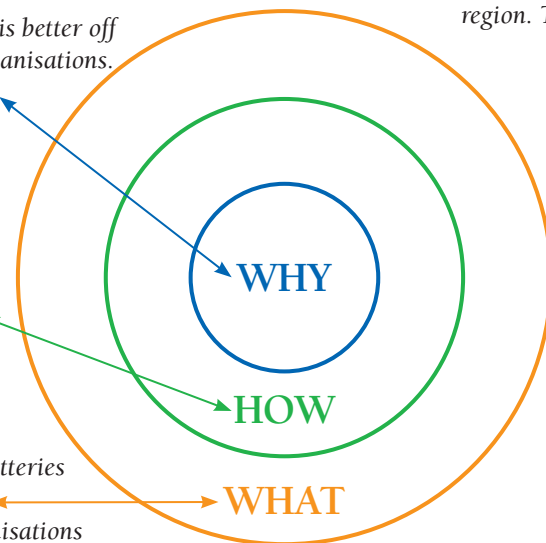
We believe the world is better off with strong social organisations. There can be no change without them.

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

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.

## The state of the earth

Despite the Paris Agreement on climate change in 2015, we appear unable to curb global warming. We notice its effects every day, and we are approaching the boundaries of what the earth can cope with. If we

exceed those boundaries, we will enter an unstable phase in which we will have little further control over what happens.

At the same time, we live in a world in which prosperity continues to increase and more people have the chance of living longer, healthier lives. But things are not improving for everyone. Unfortunately, the poorest group is getting poorer. And girls and women all over the world do not enjoy the same opportunities and rights that boys and men do.

## Our dream

We organise lotteries to raise funds for social organisations and good causes. Our goal – and our dream – 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:

### PLANET

#### 1. Climate change

Counteracting and adapting to global warming.

#### 2. Biosphere

Keeping it intact, restoring the functioning of ecosystems and biodiversity, and controlling biochemical substance flows, especially of phosphorus and nitrogen.

#### 3. 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
- Endangered species protection



*Thanks to the tickets purchased by our millions of players, the Postcode Lotteries can make a significant contribution to the fight against global warming and protect the living environment of emperor penguins.*

### PEOPLE

#### 1. Physical needs

Providing human beings with food, water, energy, income and jobs.

#### 2. Personal integrity and human rights

Working to ensure equal rights, social equality and equal access to education, as well as fighting oppression.

#### 3. 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



*In December, People's Postcode Lottery country director Annemiek Hoogenboom (right) and Sarah Brown of the beneficiary Theirworld, a Postcode Lotteries ambassador (2nd from left), visited the Greek Aegean Islands, where 5,500 refugee children will soon be able to return to school thanks to a contribution to the educational project Education Cannot Wait.*

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



# Postcode Lotteries Green Challenge 2019

In pursuit of its ideal of a greener world, the Dutch Postcode Lottery organised the 13th Green Challenge, an international competition for sustainable start-ups, in 2019. For the first time, it did so in close cooperation with the Postcode Lotteries in Germany, Sweden and Great Britain. With €1 million in prize money, the Green Challenge is one of the world's biggest competitions in the field of sustainable innovation.

## A record number of entries

A panel of experts chose the five finalists out of a record 1,167 entries from all over the world. They are working on solutions that our planet badly needs today. On Thursday 3 October, the finalists pitched their innovations in front of an international jury and 600 guests at the Gashouder in Amsterdam.

## The jury

2019's jury consisted of Boudewijn Poelmann, CEO of Novamedia; Eben Bayer, CEO and cofounder of Ecovative and the winner in 2008; Duncan Stutterheim, founder of ID&T and a sustainable entrepreneur; Nina Jensen, CEO of REV Ocean; and Isabella Gornall, managing director of Seahorse Environmental Communications. Following convincing pitches by



The five 2019 finalists, from left: Lars Jacobsson of Texel Energy Storage, Karina Peña of Field Factors, Fabian Lemke of Nuventura, Louise Bleach of Desolenator, and Sofie Allert of Swedish Algae Factory.



Former winner Eben Bayer of Ecovative was one of the five judges and a guest speaker at the final.

the finalists, Eben Bayer gave a talk in which he shared tips on how to overcome obstacles when setting up a new company.

## The winner: Swedish Algae Factory

After deliberation, the jury chose Sofie Allert, CEO and founder of Swedish Algae Factory, as the grand prize winner. Dark, cold seas nurture algae whose shells harbour unique properties that enable them to survive there. The material absorbs light very efficiently in a natural way and can be used to make solar panels more effective. It also has a moisturising and cleansing effect and is therefore useful as a natural ingredient in personal care products. The



Swedish Algae Factory is the only company in the world to cultivate these algae on a large scale. “We were so happy and honoured,” Allert said. “This will help us reach more customers for responsible care products and solar energy and increase our production capacity faster.”

## Greener switchgear: Nuventura

Fabian Lemke, cofounder and managing director of the German start-up Nuventura, received the runner-up prize of €200,000 for his team’s invention, a new switch for the power industry that uses air instead of SF6 gas. Nuventura is committed to building a sustainable energy sector worldwide and aims to replace switchgear containing the powerful, highly damaging greenhouse gas.



Journalist Max Christern hosted the final at a full Gashouder in Amsterdam. On the right, the jurors watch the finalists’ presentations.

## A sustainable trio

The other three nominees each won €100,000 for their green inventions. The Delft start-up Field Factors has devised a circular

system for sustainable rainwater management in cities. The system, Bluebloqs, collects rainwater and then purifies it for later use, for example in irrigation. Desolenator, from the UK, has developed a technology that uses residual heat collected by solar panels (about 85% of which is not converted to electricity) to purify polluted and salt water. And Sweden’s Texel Energy Storage makes a cost-effective battery for storing wind and solar energy.

DOEN Foundation and the business accelerator Rockstart.



## More than a cash prize

The prize money was made available by the Dutch Charity Lotteries’ DOEN Foundation, which supports green, socially inclusive and creative pioneers. In addition to the prize money, the finalists received six months of support and coaching to help them take their businesses forward. The programme, the Green Challenge DeepDive, was organised by the

Runner-up Fabian Lemke of Nuventura presented his entry, a switch for the power industry that uses air instead of harmful SF6 gas, making the sector more efficient and sustainable.



Jury chair and Novamedia CEO Boudewijn Poelmann presented the 2019 grand prize to Sofie Allert of Swedish Algae Factory. The company’s lab breeds algae that excel at capturing light, making them useful in solar energy production.

# Germany: Deutsche Postcode Lotterie



Statement of income and expenditure for 2019 (EUR \* 1,000)

	2019		2018	
	€	%	€	%
<b>Income</b>	65,077	100.0%	34,496	100.0%
<b>Lottery tax</b>	10,846	16.7%	5,749	16.7%
<b>Contribution to beneficiaries</b>	19,523	30.0%	10,349	30.0%
<b>Prizes</b>	19,736	30.3%	10,562	30.6%
<b>Expenses</b>				
Marketing and organisational costs	29,618	45.5%	23,643	68.5%
Financial income and expenses (-)	0	0.0%	0	0.0%
Corporation tax	0	0.0%	0	0.0%
<b>Result after corporation tax</b>	<u>-14,646</u>	<u>-22.5%</u>	<u>-15,807</u>	<u>-45.8%</u>

# €19.5 million raised for people and planet

Since the fourth Postcode Lottery launched in 2016, its players have contributed €33.6 million to charities throughout Germany. 2019 was another record-breaking year. Compared to 2018, the amount raised for charities almost doubled, to €19.5 million. The money supports 787 social and ecological projects nationwide.

## Winning together, helping together

The Deutsche Postcode Lotterie (German Postcode Lottery) contributes a minimum of 30% of its revenue to charitable organisations. Funds are distributed to projects based in the federal states where players live. People take part in the Lottery with ticket numbers that contain their postcodes. They win jointly with participating neighbours and communities while supporting charity projects close by.

## Growth

Thanks to monthly increases in the numbers of players and tickets sold, the Lottery's revenue grew by almost 90% in 2019. More than 500,000 tickets were included in the September draw. The total number of supported projects has

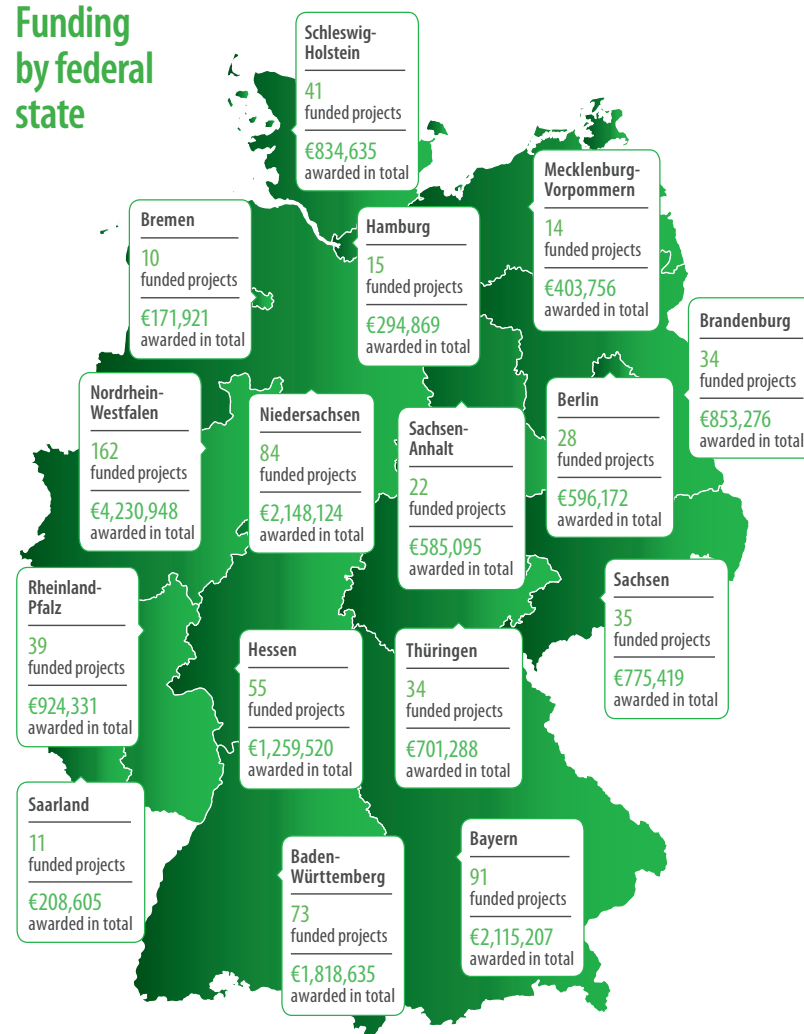
risen from 596 to 787. The Lottery is Germany's greenest, raising €10.5 million for 385 projects that bring people together around climate change and nature protection.

## Making a difference

The Lottery's mission is to support beneficiaries and increase public awareness of their causes. Its three funding areas are equality of opportunity, social cohesion and environmental protection.

Besides smaller and larger grants, which can be as much as €30,000, the Charities Board approves special grants twice a year, which have gone up till €300,000. On top of that, the Traumtaler (Dream Fund) prize has been awarded for the

## Funding by federal state



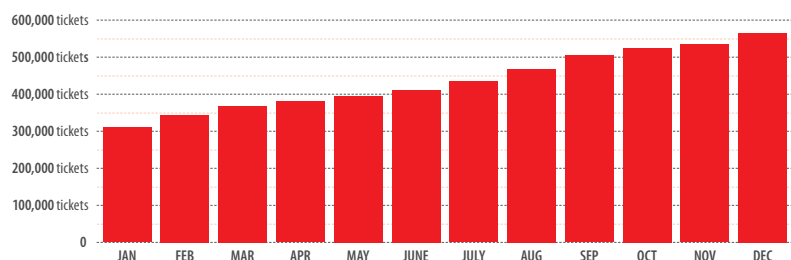
Donations to nationwide charity programmes	International funding	Traumtaler
RhineCleanUp gGmbH, ClientEarth e. V., Ackerhelden machen Schule gGmbH, BILD hilft e. V. „Ein Herz für Kinder“, Greenpeace e. V., Katarina Witt Stiftung gGmbH, Laureus Sport for Good Germany, IMPULS Deutschland Stiftung e. V., and other.	YOU Stiftung, Schildkrötenstiftung, sunshine4kids e. V., ZELTSCHULE e. V., Deutsche Umwelthilfe e. V., Pinke Zitronen e. V.	Bürger-Stiftung Düsseldorf
awarded in total €1,252,149	awarded in total €349,267	awarded in total €500,000

Distribution of amounts awarded by region in 2019.

second time. The €500,000 grant will make a great difference for BürgerStiftung Düsseldorf's project Lebendige Schulhöfe (Lively

Schoolyards) in Düsseldorf. Greening inner cities is a key way of fighting climate change, and this project sets a fantastic example.

## Number of tickets in draws in 2019



As the number of tickets sold grew steadily, the Deutsche Postcode Lotterie raised €19.5 million in 2019 for charities.





*In Hamburg, refugee women cook together at Chickpeace kitchen.*

Below is a selection of recent projects and beneficiaries.

## Chickpeace kitchen

**Awarded: €30,000**

Chickpeace is a catering service where refugee women from Syria, Somalia, Eritrea, Afghanistan and Iraq have been preparing meals

from their home countries since 2017. The number of female refugees in Germany has increased significantly. The Chickpeace project offers women social contact with the wider world and aims to show them the way to participation and independence.

## Climb: Study holidays for kids

**Awarded: €149,525**

At Climb, young adults supervise kids between the ages of 5 and 11 for two weeks during the school holidays. The programme *Starke Ferien für Kinder* takes place at primary schools. The children deepen their knowledge of German and maths and learn about research topics, their city, dream jobs, or sports and nutrition. Learning is fun and helps kids find solutions without getting disheartened by setbacks.

## Sunshine4kids

**Awarded: €80,000**

Sunshine4kids offers free sailing activities for children and teenagers in difficult life situations. It aims to show them new perspectives to help them regain self-confidence and a zest for life. Every year, children and young adults sail together in the

Hoffnungsflotte fleet, making friends across cultures and social boundaries. The sailing trips give children a chance to leave their problems and worries behind and get help from teachers and psychologists.

## VR for seniors

**Awarded: €14,000**

This project of the organisation *Lebensherbst* allows seniors with restricted mobility to experience the most beautiful places in their hometowns and the world via virtual-reality glasses. Extensive programming is required to make the technology suitable for seniors. Users' hometowns are filmed in videos suitable for VR glasses. The project substantially improves quality of life for care-home residents.

## Ackerdemia

**Awarded: €462,178**

Ackerdemia promotes the appreciation of food and better nutrition



*At Climb, children discover nature after their lessons during school holidays.*



*At Sunshine4kids, children with life challenges sail together, making friends, having fun and receiving support.*





Seniors can travel to their favourite places with virtual reality glasses.

with the educational programme GemüseAckerdemie. Over the course of a year, children and teenagers learn how to grow their own vegetables in an ecologically friendly way. Working together promotes cohesion in the group, and individual strengths are recognised.

## Return of the Waldrapp

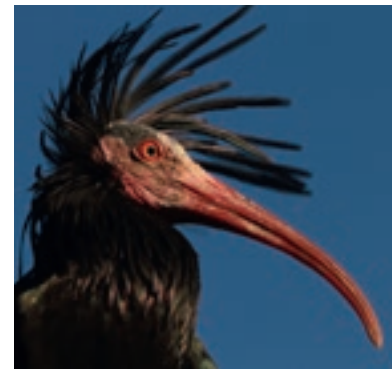
Awarded: €60,000

WWF aims to reintroduce an independent, viable migrating European population of 300 Waldrapp ibises. The Waldrapp ibis, also known as the northern



Children learn to grow their own vegetables at Ackerdemia.

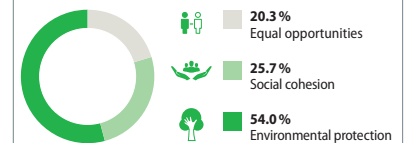
bald ibis, is one of the most critically endangered birds in the world. In the WWF's project,



The Waldrapp ibis is one of the most critically endangered birds in the world.

humans show young Waldrapps how to fly migratory routes. WWF also campaigns against the two primary causes of the birds' mortality – illegal hunting and electrocution by power lines – to promote the survival of the new population.

Funding areas in 2019



The Charities Board approves projects for funding as proposed by management.

## Charities Board

The Charities Board meets twice a year and approves the allocation of funds on the basis of the Lottery management's recommendations. Funded projects cover the areas of equality of opportunity, social cohesion and environmental protection.



Back row, left to right: Conny Michels (project leader, charities), Peter Clever (executive board member, Confederation of German Employers' Associations), Petra Rottmann (head of charities). Front row, left to right: Esra Küçük (board member, director of Allianz Kulturstiftung), Prof. Dr. Rita Süßmuth (former president of the German Bundestag, chair), Annemiek Hoogenboom (managing director).

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



*In December 2019 the Monatsgewinn went up to €1 million for the first time. Ambassador Kai Pflaume travelled to Brüggen to meet the winners.*

Three years after the launch of the Deutsche Postcode Lotterie, the number of tickets sold reached a peak of 569,024 – 91% more than in 2018. Thanks to the players, a record sum of €19.5 million was raised for 787 charity projects all over Germany. The number of winners increased as well: the Deutsche Postcode Lotterie gave away 988,752 prizes to winning ticketholders.

The size of the group winning the Monatsgewinn (Monthly Prize) grew nearly every month. The biggest group so far, from a postal area in Gräfenroda, Thuringia, contained 215 winners who won in November 2019. Gräfenroda evidently has lucky postcodes, because it won the prize twice. Overall, winners in 2019 scooped a total of €19.7 million in cash and car prizes.

## The prizes

Players sign up to play for just €12.50 per ticket and are entered in a draw per week. 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 €1 million. A highlight in 2019 was the Lottery's announcement of a new prize plan, in which the Monatsgewinn's total value went up from €600,000 to €1 million.

The winning postcode gets €500,000, and the other €500,000 is shared among the winners in the surrounding postal area. On

Sundays, the number of winning postcodes was raised to 20,000. The total monthly prize package grew to €2.2 million.



*Regional TV reported on the Monatsgewinn in Neukölln, Berlin, in August. Winners are pictured with Katarina Witt, mayor Martin Hikel and Bundestag member Fritz Felgentreu.*



JEDER MONAT 2,2 Millionen €		
POSTCODE MONATSGEWINN		
1.000.000 €		
POSTCODE	POSTLEITZAHLEN	SONNTAG
500.000 €	500.000 €	10.000 €
1.000 €	1.000 €	1.000 €
1.000 €	1.000 €	20.000 €

The prize plan as of December 2019.

## In the media

In 2019 the Lottery was visible in the media all over Germany. Twice as many mentions were made compared to 2018, reaching over 230 million people via radio and TV, in print, and online. Along with growing interest in the winners, the charities and the Lottery itself, cooperation with leading magazines in Germany increased awareness enormously. For example, coverage in the charity-focused magazine *Wir tun Gutes* reached three million readers. A successful partnership with *BILD der FRAU*,

Europe's leading lifestyle and women's magazine, led to coverage that was read by nearly five million people. Throughout the year, *BILD der FRAU* published articles and interviews on a range of newsworthy Lottery topics. The Deutsche Postcode Lotterie was also the first donor of the readers' award at the annual GOLDENE BILD der FRAU gala.

## Growing awareness

The fan base on all social media channels has been constantly growing. Besides daily posts on draw results and news of beneficiaries and winners, followers are keenly interested in Instagram and Facebook stories, as they are real and personal and always up to date. Our Facebook fan base grew by nearly 15,000 subscribers to over 70,000.

When Toni Kroos started as an ambassador, he shared his excitement with his 21 million Instagram followers. On top of



From left: *BILD der FRAU* editor Sandra Immoor, presenter and Lottery ambassador Kai Pflaume, *BILD der FRAU* readers' award winner Jacqueline Flory, German family affairs minister Franziska Giffey and the Lottery's Annemiek Hoogenboom.

that, we gave away his shoes from the 2018 UEFA Champions League Final on Facebook. The Lottery's marketing activities focus on successful on- and offline direct-response campaigns as well as

newspaper inserts and TV spots. In January 2019 the first edition of the newspaper insert *Postcode Aktuell* was published. The insert focuses on winners and charity projects in the state in which each newspaper is published.



Charity magazine *Wir tun Gutes* published an article about the Lottery and an interview with ambassador Katarina Witt.



The newspaper insert *Postcode Aktuell* is distributed all over Germany, with content tailored to each state.





# Charity Gala 2020

At the third annual Charity Gala of the Deutsche Postcode Lotterie almost 300 guests celebrated an incredible amount of €19.5 million raised for charities in 2019. The Lottery's beneficiaries, ambassadors, employees and winners, as well as politicians, were present for a night full of moving surprises, speeches and touching musical performances.

One highlight was a live video call to the Bye Bye Plastic Bags project in Bali. Melati, 17, and Isabel, 15, who started the youth movement in 2013, were surprised with a cheque from ambassador Kai Pflaume by way of the organisation Bundesverband Meeresmüll. Human rights activist Mattea Weihe gave an inspiring speech pleading for a more humanitarian society. Before leaving the stage, she was surprised with a cheque

for Sea-Watch e.V., presented by managing director Annemiek Hoogenboom. The evening ended with the announcement of the Traumtaler winner. BürgerStiftung Düsseldorf received €500,000 for Lebendige Schulhöfe, a project to replace concrete schoolyards in Düsseldorf with greenery, insects and birds. The new schoolyards will become a model for greening German cities.



Deutsche Postcode Lotterie managing director Annemiek Hoogenboom (right) presents a €100,000 cheque to Sea-Watch e.V.



The €500,000 Traumtaler award for 2019 went to BürgerStiftung Düsseldorf for its Lebendige Schulhöfe project.



# Deutsche Postcode Lotterie ambassadors



## Toni Kroos

In summer 2019, Toni Kroos became the Deutsche Postcode Lotterie's international ambassador. As a world-class footballer, a World Cup winner and the founder of the Toni Kroos Foundation, he knows how to combine winning with supporting good causes. As a father of three, he works to help critically ill children and their families to participate actively in life.

*"The Deutsche Postcode Lotterie and I are pursuing one goal: doing good together!"*

## 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. 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. I'm proud to be an ambassador for the Deutsche Postcode Lotterie."*

## Kai Pflaume

The award-winning and charming TV presenter Kai Pflaume has been an ambassador since 2017. He especially appreciates the unique concept of the Lottery. For him, social engagement is a matter of course.

*"When you win with the Deutsche Postcode Lotterie, 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."*



## Street Prize Presenters

**Giuliano Lenz** and **Felix Uhlig** deliver good news to winners all over Germany. To them it feels like the best job in the world – working for an organisation where both the players and the projects win.





CHAPTER 3

Great Britain:  
People's Postcode Lottery



Statement of income and expenditure for 2019 (EUR \* 1,000)

	2019		2018	
	€	%	€	%
Income	493,268	100.0%	412,119	100.0%
Contribution to beneficiaries	157,846	32.0%	131,878	32.0%
Prizes	197,307	40.0%	164,848	40.0%
Expenses				
Marketing and organisational costs	138,115	28.0%	115,393	28.0%
Result	0	0.0%	0	0.0%

# Making a difference

People's Postcode Lottery has been helping raise funds for charities and good causes, while increasing awareness of their work, since launching in 2005. With the amount to charities up by 19% in 2019, compared to the previous year, good causes are, as always, at the heart of what the Lottery does.

2019 saw an incredible milestone being reached in its 14-year story, with the total amount of money raised by players to date reaching half a million pounds.

## Support

Sir David Attenborough, Dame Emma Thompson and actors George Clooney, Olivia Colman and Carey Mulligan were among the high-profile charity ambas-

sadors and supporters to thank players for raising £500 million for 7,500 charities and good causes. This funding is transforming lives and communities in Britain and beyond.

## Win win

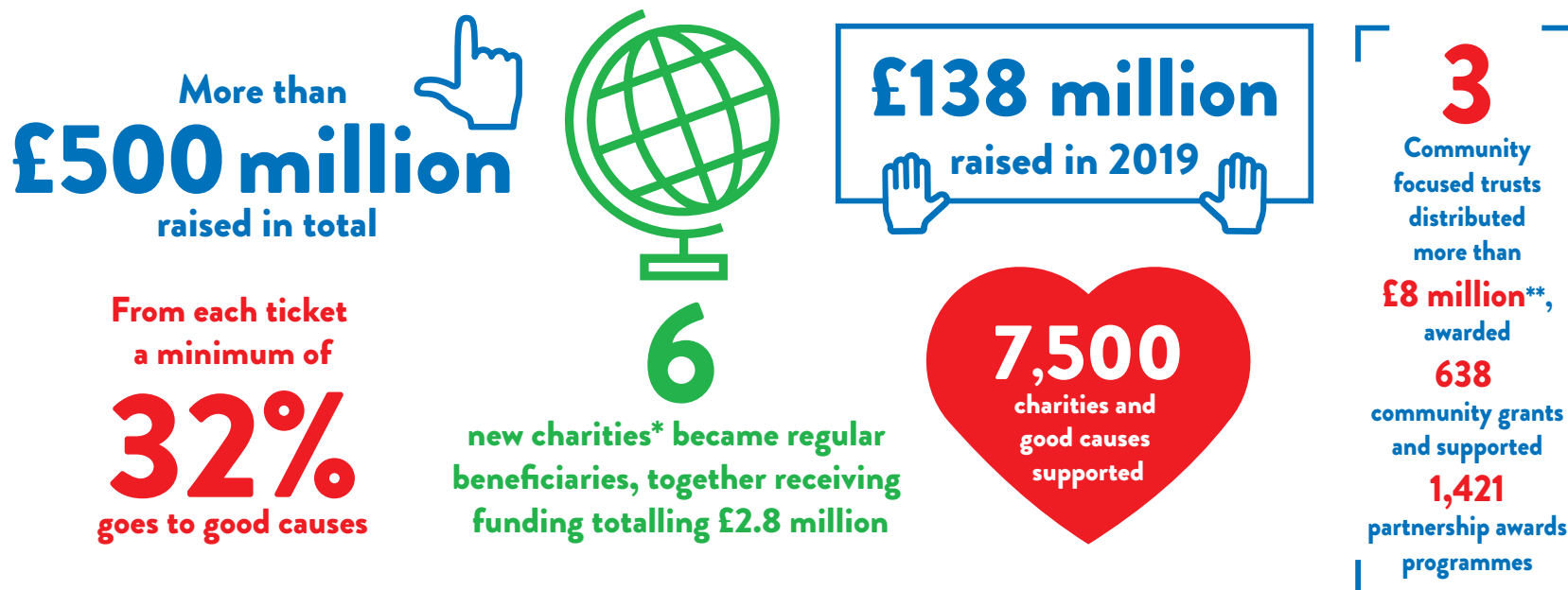
In 2019 players raised £138 million; that is £22 million more than in 2018. Together, almost three and a half million players across Britain are supporting the work of thousands of charities and good causes, from local community projects to international initiatives, while having the chance to win prizes. With People's Postcode Lottery good causes win and players win.

## How it works

Players sign up with their postcode and pay £10 a month. They are automatically entered into

20 monthly draws and prizes are announced every day of the month. Thanks to players, funds raised support a good cause or charity's work directly or are distributed by one of the 20 Postcode Trusts to a range of good causes. From each ticket, a minimum of 32% goes to good causes – exceeding the 20% required regulatory minimum by 12% – 40% is paid out in prizes and up to 28% covers operational costs, such as marketing and tax.

## Funding for impact



\*Action Against Hunger, Peace Direct, Medical Detection Dogs, Women for Women International, Care International and Alzheimer's Society

\*\*Funds raised by players and awarded from Postcode Community Trust, Postcode Local Trust and People's Postcode Trust

# Transforming lives and communities



*APOPO's scent detection rats cleared 1.5 million square metres of land in Angola of landmines in 2019.*

## Supporting good causes

Players of People's Postcode Lottery are making a difference, raising £138 million and supporting the work of thousands of charities and good causes in 2019.

## APOPO

Total raised: £3,575,000  
Funds awarded from Postcode Planet Trust

Charity APOPO trains African giant pouched rats to make life-saving discoveries, sniffing out

landmines and tuberculosis. In 2019, APOPO's HeroRATs retested more than 250,000 suspected tuberculosis patients, and the number of partner health clinics increased – reaching and benefiting more than 1,000 people. In Angola, 1.5 million square metres of land were cleared of landmines.

## NSPCC|National Society for the Prevention of Cruelty to Children

Total raised: £3,322,465

NSPCC are working to protect children and young people, making child abuse a thing of the past. Players support its Speak Out Stay Safe programme and Childline service. In 2019 funding helped Childline counsellors provide 21,915 counselling sessions, providing young people with a place to talk about their problems or dangers they are facing.

## RNIB|Royal National Institute of Blind People

Total raised: £2,238,440

With funding raised thanks to players, sight loss charity the RNIB has grown its Connect community by 20% across 11 networks in Britain – helping bring even more people affected by sight loss together. Led by blind and partially sighted people, Connect empowers and provides peer to peer support and opportunities to build friendships and share knowledge and experience.

## British Red Cross

Total raised: £4,886,647

Players have supported the British Red Cross since 2013, enabling its work to help anyone anywhere around the world when a crisis strikes. Funding raised by players is tackling the ongoing food crisis in Africa, supporting Syrian refu-



*Players are supporting leading children's charity NSPCC to stop abuse and help those affected recover.*



*Together, players and sight loss charity RNIB are breaking down the barriers facing blind and partially sighted people.*



*Funding helps the British Red Cross to support people at home and abroad in times of crisis and need.*



gees in Lebanon and assisting with the response to the Ebola outbreak in the Democratic Republic of Congo.

## Team Jak Foundation

Awarded: £17,500

Funds awarded from Postcode Local Trust

Providing emotional and social support to children and young

people with cancer and their families, Team Jak received funding to develop its Angel Garden. This outdoor area provides loved ones with a quiet space to reflect and remember those they have lost.

## Positively UK

Awarded: £20,000

Funds awarded from Postcode Community Trust

Charity Positively UK is led by and supports people living with



*With support from players, Team Jak offers emotional, social and practical support to children and young people with cancer and their families when they need it most.*



*Funds raised by players for Positively UK are helping those living with HIV, supporting their well-being and helping them to manage a diagnosis.*



*The world-famous White Cliffs of Dover are being protected and conserved by the National Trust, thanks in part to £2.2 million in funding raised by players.*

HIV to effectively manage any aspect of their diagnosis, care and life with HIV. Funding received helps deliver its Building Positive Knowledge project, through the development of a self-care toolkit. This resource guides mentors and those seeking support to tackle important issues within the HIV community.

## Vision Care for Homeless People

Awarded: £17,500

Funds awarded from People's Postcode Trust

The charity provides eye care to homeless and vulnerable people in a welcoming and friendly environment. Funding raised thanks to players enables the charity to develop its volunteer training and capacity.

## Let us do more

Under the law charity lotteries are limited to £10 million sales each year. This limit, in place since 2005, means good causes lose out on funding. People's Postcode Lottery called on the UK Government to raise the limits and "let us do more", ensuring charities and good causes receive the maximum amount of funding possible.

In July 2019, the UK Government announced a fivefold increase on the amount charity lotteries can raise each year to £50 million. A hugely significant win for the sector. These new limits should come into force during 2020.

**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).**



# Dream Fund 2020

Each year, good causes working together to bring an innovative, positive impact project to life can apply for a share of up to £3 million from the Postcode Dream Trust.



*Child victims and witnesses of violence and abuse will have a trauma-free space to give evidence and be interviewed thanks to the House for Healing project. Photographs posed by volunteer models for Children 1st.*

## House for Healing

House for Healing, from Children 1st, Victim Support Scotland, Children England and the University of Edinburgh, received £1.5 million to develop Britain's first ever Child's House. The centre, an alternative to the traditional legal court setting, will provide child victims and witnesses a trauma-free space to give evidence and be interviewed while also having access to much-needed support services.

## Wild woodland

Funding of £1,125,201 will support Kent Wildlife Trust and the Wildwood Trust's groundbreaking nature project to create Britain's first ever wild woodland. By reintroducing once native species including bison, wild boar



*The Wilder Blean project will rewild damaged ecosystems and habitats, helping native species to thrive.*



*Funding will help the Wild Oysters programme to restore Britain's native oysters.*

and other browsing animals, the Wilder Blean project will repair and rewild damaged ecosystems and habitats, helping native species to thrive.

## Wild oysters

The Zoological Society of London, Blue Marine Foundation and British Marine will use £1,180,353 to help restore Britain's native oysters. Pairing collective expertise and new technologies, the project aims to release 9 million oysters into the marine environment, recreating lost habitats. Oysters are of great environmental value, boosting biodiversity, filtering and cleaning coastal waters, creating habitats for other species and drawing down carbon.



# Postcode Hero Award 2020

In 2020, the Postcode Hero Award went to the renowned broadcaster and natural historian Sir David Attenborough in recognition of his environmental work. The award honours outstanding individuals who show passion, commitment and courage in building influential movements for change through outstanding collaborative and philanthropic work.

## Protect the planet

For more than six decades, Sir David Attenborough has informed and inspired millions about the beauty and fragility of the natural world.

In recognition of this environmental work, Sir David was honoured with a Postcode Hero award. An award totalling £500,000 was presented to the renowned broadcaster and natural historian for charity Fauna and Flora International (FFI). The funding from the Postcode Planet Trust, made possible by our players, will support the conservation charity's important work as it strives to stop biodiversity decline and protect the planet's threatened wildlife and habitats.

## Mountain gorilla

Thanks to players of People's Postcode Lottery, FFI has received more than £1.2 million since 2017. This funding has aided many of



Country director Annemiek Hoogenboom and managing director Clara Govier presented Sir David Attenborough with the Postcode Hero Award and £500,000 for FFI in honour of his six decades of environmental work.

FFI's species and habitat projects, including its mountain gorilla conservation programme, which recently saw the population of these animals grow; as a result, they are no longer listed as critically endangered.

## Fauna & Flora International

Fauna & Flora International is known for its innovative, landmark programmes and projects, many of which have come to be regarded as classic examples of conservation practice, using sound science and taking account of human needs.



Fauna & Flora International's conservation programme helped the mountain gorilla population to grow. As a result, they are no longer listed as critically endangered.



# Players and winners

Almost three and a half million – that’s the number of active players making a direct, positive and lasting impact on lives and communities in Britain and beyond, while having the chance to win prizes.

Every day, people win with People’s Postcode Lottery. Prizes range between £10 and £30,000, right up to a share of the monthly £3 million Postcode Millions prize. Following the Dutch Postcode Lottery model, books were a new prize for August and December’s draws. A total of 12,681 winning players in August received a copy of *365 Days Wild*, published by supported charity The Wildlife Trusts.



*In Torquay, England, ambassadors Judie McCourt and Danyl Johnson helped 874 players celebrate winning May’s first Postcode Millions.*

In 2019, 78% of all players celebrated a win and more than £170 million in prize money was shared among winning postcodes across England, Scotland and Wales.

## Success story

People’s Postcode Lottery is a growing fundraising success story, with 66% of British postcodes playing. More than one million new tickets were acquired during the year. Paid tickets and player base growth were up by 15% and 16% year on year, respectively.

The single greatest ever sales day was recorded in November, with 33,312 tickets sold, beating the previous record by over 2,500 sales. The more tickets sold, the more funds available for good causes. This much needed funding is supporting thousands of projects and initiatives, contributing to a better, fairer world.



*August saw 495 players in Dartford, England win shares of the Postcode Millions multi-million-pound prize.*



*A postcode in Bootle, England, made six neighbours Postcode Lottery winners as part of December’s #30KADAY campaign. They shared £180,000 between them.*



## Lucky winners

In an exciting first, May's draw month saw two Postcode Millions celebrations take place. A total of £6 million was shared among 1,212 lucky winners across two winning postcode sectors in Torquay and East Riding, in England.

Every day during the July, September and December draws, £30,000 winning postcodes were announced with the #30KADAY campaign, over the course of which there were a total of 329 winning tickets.

## Big screen debut

People's Postcode Lottery made its big screen debut, venturing into cinema screen advertising for the first time. The ad, celebrating players having raised £500 million for charities and good causes and featuring high-profile ambassadors and supporters including Sir David Attenborough, Dame Emma Thompson, George Clooney, Olivia Colman and Carey Mulligan, had a prime spot ahead of feature film *Downton Abbey*.



Nine neighbours in Hull, England, won £30,000 per ticket as part of July's #30KADAY campaign.

## People's Postcode Lottery ambassadors

**Judie McCourt**  
*"Players of People's Postcode Lottery are part of a community of people who are making a better world. Money raised by players is supporting people living with HIV, providing schoolchildren with a nutritious breakfast, covering underreported news and much, much more."*



**Danyl Johnson**  
*"Knocking on doors and ringing bells right across the country. It's been an even bigger and better year, with millions of players celebrating a win and raising an outstanding £500 million for thousands of charities and good causes."*



**Jeff Brazier**  
*"It's wonderful to meet so many winners, finding out what it means and how the money will make a difference to them and their lives. But with the Postcode Lottery, it's not just players that win, the good causes they support win too."*



**Matt Johnson**  
*"Visiting a past winner in Wales and showing her a special message all the way from a couple in Africa, who were able to see each other properly for the first time in years thanks to sight-saving cataract surgery, was very special. This simple operation was only made possible thanks to players just like her."*



**Fiona Phillips**  
*"From protecting the iconic White Cliffs of Dover and tackling loneliness by bringing people together with reading to transforming young lives through sport in disadvantaged areas, funding raised by players is making a very real difference to communities right across the country."*

# Norway: Norsk Postkodelotteri



Statement of income and expenditure for 2019 (EUR \* 1,000)

	2019		2018	
	€	%	€	%
<b>Income</b>	12,086	100.0%	1,708	100.0%
Other income	13	0.1%	5	0.3%
<b>Total income</b>	12,099	100.1%	1,713	100.3%
<b>Contribution to beneficiaries</b>	1,815	15.0%	411	24.1%
<b>Prizes</b>	8,456	70.0%	886	51.9%
<b>Expenses</b>				
Marketing and organisational costs	11,438	94.6%	4,651	272.3%
Financial income and expenses (-)	89	0.7%	-61	-3.6%
Corporation tax	-184	1.5%	0	0.0%
<b>Result after corporation tax</b>	<u>-9,705</u>	<u>-80.3%</u>	<u>-4,296</u>	<u>-251.5%</u>



# Raising funds for charities in Norway

The Norsk Postkodelotteri (Norwegian Postcode Lottery) is the youngest of the family of Postcode Lotteries. Since it started in August 2018, it has contributed NOK 21,838,214 to two charitable organisations.

Because we are a new lottery in Norway, we're still explaining to people how the Postcode Lottery works: playing to win together with your neighbours and supporting charities at the same time. The Lottery is becoming better and better known in Norway. To highlight the importance of our players' contribution to civil society, we broadcast three-minute TV spots showing our winners as well as our support of WWF Verdens naturfond and SOS-barnebyer.



*"Thanks to the strong commitment among Norwegians, we can work even harder for animals and the environment," says Karoline Andaur, secretary-general of WWF Verdens naturfonds (centre), shown with Jorun Stiansen and Thomas Stiansen.*

## Our beneficiaries

The Norsk Postkodelotteri provides funding to two charities working in the areas of children's rights, social welfare, the environment and human health. The contributions are unearmarked, to be used at the beneficiaries' discretion, as long as they act within their predefined fields of work.

The Lottery's permit limits its annual turnover to NOK 300 million, so a maximum of 125,000 subscriptions are available each month. After the deduction of prize money, 50% of the proceeds go to the beneficiaries SOS-barnebyer and WWF Verdens naturfond.

## WWF Verdens naturfond

Awarded: NOK 10,919,107 in total over 2018–2019



*WWF fights on behalf of nature and the environment around the world. Its goals are 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: NOK 10,919,107 in total over 2018–2019



*SOS-barnebyer 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.*



# Players and winners

As of December 2019, the Norsk Postkodelotteri has 64,226 players, taking part with a total of 71,808 tickets via monthly subscriptions. Since the Lottery's start in 2018, more than 21,190 people have won prizes. The Lottery has generated NOK 21,838,214 for charities so far.



*In November, Jorun Stiansen and Tom Stiansen visited happy winners of the Månedsgevinsten in Sandefjord.*



*Ambassador Tom Stiansen surprised this lucky Postnummergevinstwinner from Slependen with a selfie and two cheques from the Norsk Postkodelotteri.*

## How to play

Players enter with numbers based on their postcodes, so if you win, you win with others in your area. Players pay NOK 200 by debit card, direct debit or bank transfer to take part in each monthly draw. Only players' actual ticket numbers are entered in the draws, so all prizes are guaranteed to be won every draw.

## Plenty of prizes

Many players have already celebrated winning the monthly Postkodegevinst, in which NOK 1 million is paid out to the winning postcode and NOK 250,000 in the wider postal area. Of course, there were also weekly prizes. Each week players in one postcode shared NOK 250,000 and those in the wider postal area shared another NOK 100,000. NOK 100,000 in traveller's cheques





In September, ambassador Jorun Stiansen travelled to Tananger and gave away NOK 10,000,000 to the winners of the Kjempegevinst.

was won every week by players in another lucky postcode. Some prizes are brought to the winners' doorsteps by one of our celebrity ambassadors.

## New players

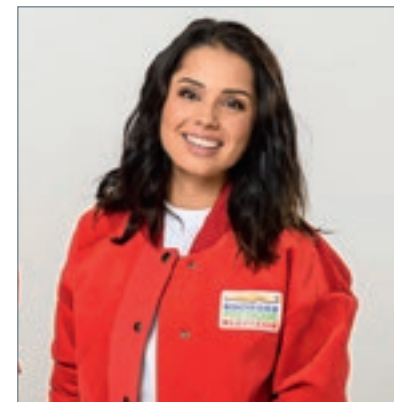
Players join us in a variety of ways. They may notice one of our marketing campaigns, meet a member of our field marketing sales force,

see us on TV or read an article about our winners or beneficiaries. Or they might interact with the Lottery on social media. Players can also join by contacting our customer service department.



We used various media to encourage people to play the Norsk Postcodelotteri.

## Norsk Postkodelotteri ambassadors



**Jorun Stiansen**

Our ambassador Jorun Stiansen is a successful singer and artist in Norway. She rose to fame as the winner of *Idol* in 2005.

*"The Norsk Postkodelotteri'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 welcomed former Alpine skiing world champion Tom Stiansen as our new ambassador. Tom hosts the popular reality TV show *71° 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 2019 (EUR \* 1,000)

	2019		2018	
	€	%	€	%
Income from paid tickets	304,397		308,877	
Income from free and winner tickets	34,574		33,967	
	338,971	100.0%	342,844	100.0%
Other income	2,190	0.6%	2,820	0.8%
<b>Total income</b>	<b>341,161</b>	<b>100.6%</b>	<b>345,664</b>	<b>100.8%</b>
<b>Contribution to beneficiaries</b>	<b>96,882</b>	<b>28.6%*</b>	<b>92,726</b>	<b>27.0%</b>
<b>Prizes</b>	<b>136,092</b>	<b>40.1%</b>	<b>146,346</b>	<b>42.7%</b>
<b>Expenses</b>				
Marketing and organisational costs	107,434	31.7%	105,921	30.9%
Financial income and expenses (-)	-753	-0.2%	-671	-0.2%
Corporation tax	0	0.0%	0	0.0%
<b>Result after corporation tax</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>

\* Contribution to beneficiaries as a percentage of income from paid tickets: 31.8% (2018: 30.0%).

# Charities always win

The Svenska Postkodlotteriet (Swedish Postcode Lottery) contributed SEK 1,022,669,475 to charitable organisations in 2019, reaching a total of over SEK 11 billion since the Lottery started in 2005. The players, while having fun, have made the world a better place for people, animals and the environment. Many of our players emphasise that this is an important part of why they play.



At the annual Charity Gala in February 2020, the beneficiaries shared the the Lottery's 2019 charity pot of SEK 1.023 billion.

## Our beneficiaries

Svenska Postkodlotteriet provides long-term support to organisations

working in the areas of children's rights, social welfare, human rights and development aid, the environment, human health and medical research. The majority of contributions are unearmarked, to be used at the organisations' discretion, as long as they act within their predefined fields of work.

## One new beneficiary

In 2019 one new organisation, BirdLife Sverige (BirdLife Sweden), was added as a beneficiary of the Svenska Postkodlotteriet. The Lottery now supports 57 charitable organisations.

### BirdLife Sverige

BirdLife Sverige was founded in 1945 when the bird section of the Swedish Society for Nature Conservation became the Swedish Ornithological Society. The asso-

ciation is the Swedish partner of BirdLife International, which strives to conserve birds, their habitats and global biodiversity, working with others towards sustainability in the use of natural resources. BirdLife Sverige participates in cooperative local and global bird protection and research projects.

## Children's rights charities

### Mentor Sverige

Awarded: SEK 7 million

Mentor Sverige (Mentor Sweden) works via mentoring to give young people aged 13 to 17 self-esteem and power, enabling them to grow. In 2019 over 20,000 young people benefited from Mentor Sweden's various programmes. For many



TV presenter Rickard Sjöberg interviewed the 2020 Gala keynote speakers, both 2018 Nobel Peace Prize laureates: Yezidi genocide survivor Nadia Murad and Dr Denis Mukwege, medical director of Panzi Hospital in Congo.





Teenagers Alva, Hadi, Geneth, Najma and Sofia have each had the support of a mentor through one of Mentor Sverige's programmes.

young people, mentoring is a source of security, inspiration and motivation. It strengthens them

in making positive decisions and opting out of violence and drugs. Mentoring is an exchange between

generations that often benefits both mentees and mentors in a constantly evolving way.



Riksföreningen Sveriges Stadsmissioner (the Swedish Association of City Missions) uses "life-story groups" as a way of combating isolation among elderly people and preventing mental illness. Developed with funding from the Svenska Postkodlotteriet, the project and the method behind it have attracted great interest from missions as well as politicians, parishes, health centres, the media and the general public.

## Social welfare charities

### Riksföreningen Sveriges Stadsmissioner

Awarded: SEK 24 million

The Riksföreningen Sveriges Stadsmissioner (Swedish Association of City Missions) relieves distress every day through its various activities supporting people living in deprivation. Every day, it helps children and young people who need adult support, families with children in crisis, single mothers struggling financially, young adults in need of therapy, young parents requiring help and advice, older people suffering from loneliness, and men and women living with homelessness or drug abuse. The association responds to urgent problems as well as working for lasting change through conversation, motivation and guidance towards inclusion in society.



Farahanguz is 8 years old and has a hearing impairment. She and more than 2,400 other children with disabilities attended school in 2019 with help from the Swedish Committee for Afghanistan. Most go on to regular schools, where teachers receive support and training in children's rights and areas such as Braille and sign language.



*Nordens Ark is working with the Red Panda Network to preserve the red panda and the Eastern Himalayan broadleaf and conifer forests, one of the planet's richest biodiversity hotspots.*

## Human rights and development aid charities

### **Svenska Afghanistankommittén**

**Awarded: SEK 17 million**

The Svenska Afghanistankommittén (Swedish Committee for Afghanistan (SCA)) empowers people to change their lives. In 2019, more than 87,000 children in Afghanistan (58% of whom were girls) attended more than 2,600 classes in schools supported by the SCA. Each year, more than 2 million people receive medical care at clinics and hospitals run by the organisation. The SCA also supports the rehabilitation of people with disabilities and contributes to development in rural areas.

## Environmental charities

### **Nordens Ark**

**Awarded: SEK 7 million**

Nordens Ark strives to strengthen populations of endangered species by releasing individuals into the wild and improving habitats. Nordens Ark is engaged in conservation, rearing, research and training as well as increasing public awareness of biological diversity. Since the turn of the millennium, hundreds of mammals and birds born at Nordens Ark have been released into nature, among them otters in the Netherlands, wildcats in Germany and lynxes in Poland. Sweden's peregrine falcon population has been reinforced with more than 175 individuals, and its amphibian population with 10,000 animals.

## Health care and research charities

### **Hjärnfonden**

**Awarded: SEK 16 million**

Hjärnfonden (the Swedish Brain Foundation) awards scholarships and grants to researchers and research groups to enable or enhance important research. Its areas of engagement cover all parts of the human nervous system: the brain, the spinal cord and the peripheral nervous system. The foundation also works to increase knowledge among the general public through information, lectures and seminars. Its goals are to find new, effective treatments and to intensify vital research. Research also deals with the development and potential of the healthy brain.

## Postkodstiftelsen

Unlike other Lottery beneficiaries, Postkodstiftelsen (the Swedish Postcode Foundation) is not the final recipient of the funding it receives. Its mission is to support domestic and international projects that tackle social challenges and contribute to lasting positive change, alter norms through art and culture, promote children's rights, and use sport as a tool for social change. In 2019, the foundation funded more than 80 new projects.

## Special project funds

In March 2019, financial support was granted for nine special projects within the framework of two of the UN's Sustainable Development Goals: Goal 3, Good Health and Well-Being, and Goal 16, Peace, Justice and Strong Institutions. The projects received a total of SEK 64.5 million.



*Caroline Ingre and her research team want to solve the puzzle of the incurable disease ALS. They're working to understand how it can be prevented, treated and diagnosed earlier. Ingre's research is funded by the Swedish Brain Foundation.*

**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 Svenska Postkodlotteriet is the largest charity lottery in Sweden. By December 2019, 954,352 players were taking part, with 1.7 million tickets bought via monthly subscription. Since the Lottery started in 2005, more than 1,200 people have become Postcode Lottery millionaires – 51 of them in 2019. The Lottery has generated more than SEK 11 billion for charities so far.



*In the last draw of the year, the largest-ever Grannyra prize pot of SEK 209 million was shared among 95 neighbours. Agnesberg now has 18 new millionaires.*

## How it works

The Svenska Postkodlotteriet uses the same format as the other Postcode Lotteries: each ticket number is based on the player's

postcode, and therefore, winners are usually neighbours. Players pay monthly by direct debit, invoice or debit card and enter all the draws in each month paid for. Winners are announced daily.

## New players

New players sign up via our marketing campaigns, our field marketing efforts in cinemas and stores, our website, and our cus-

tomers service department. Our TV shows featuring segments on winners and charities, our interactions on social media, articles about winners and beneficiaries, and our many events all generate interest



*When 145 winners brought friends and family members on a holiday to Rhodes, Greece, 700 people got to enjoy a unique Postcode Lottery prize. Our TV presenter Kicken (left) took a walk with winners Malin and Joakim.*



*Golden envelopes were delivered all over Sweden. Events took place in local squares to honour the winners. They also helped us to promote our brand and interact with players and their neighbours. Our TV presenter Sandra celebrates with winner Annelie.*





At the Grannyra in Västorp, 208 winners shared SEK 107 million; 24 of them are now millionaires.

in the Postcode Lottery and are important channels for attracting players.

## Prizes

In 2019, SEK 1.4 billion – 40% of Lottery revenues – was awarded back to players as prizes. Generous cash amounts were given away

every week. Many winners were able to choose their prizes from a selection of sustainable merchandise. In April, 145 winners went on an all-inclusive holiday in Rhodes, Greece, with family and friends. Over 700 people enjoyed an exclusive experience with our Lottery ambassadors and TV host Rickard Sjöberg. All travel and non-cash prizes are climate-compensated.

## Postkodlotteriets Guldkväll

In October, 900 people won a whole new experience – a tailor-made weekend in Stockholm with a friend, including a Saturday evening gala. There, winners and beneficiaries got the chance to meet artists and enjoy performances and on-stage interviews with beneficiaries. The winners and their families and friends gave the experience rave reviews.



Birgitta was one of the nine people made millionaires by the Grannyra in Söderbärke. We celebrated 105 winners sharing SEK 103 million.

## The Grannyra

The Grannyra is the Svenska Postkodlotteriet's grand prize. In 2019, the pot for the three Grannyras totalled SEK 419 million, making it the largest ever. In 2019, 408 players shared the Grannyra, and 51 of them became millionaires. The Grannyras were broadcast on TV4 during prime time on Fridays.

## Online gaming

Online bingo and scratch cards have been appreciated by our players for several years. In 2019, we decided to focus on the Lottery, which affords a much greater opportunity to contribute to civil society. Players were informed, and the games were phased





*In October, 900 winners and their friends got to enjoy an amazing exclusive weekend in Stockholm. At the Postkodlotteriets Guldkväll winners and beneficiaries came together to enjoy performances and on-stage conversations with charities.*

out. Operations were closed on 9 December.

## TV shows

Our three shows on one of Sweden's largest channels, TV4, serve as an important branding channel for the Svenska Postkodlotteriet. The linear formats entertain viewers while keeping the brand up to date, resulting in increased ticket sales and decreased player drop-off. Every week, year-round, one of three programmes is broadcast: *Postkodmiljonären*, *Drömpyramiden* or *En ska bort*. Hosted by Rickard Sjöberg, each episode contains clips of the week's winners being surprised with golden envelopes, as well as segments featuring our beneficiaries.

*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 27.8% audience share on average.

In *Drömpyramiden* ("Pyramid of Dreams"), a two-player team answers questions to climb a pyramid of shipping containers that contain their dream prizes, up to a total value of SEK 1 million. The show aired for five weeks in autumn and was linked to the *Drömcontainern* event, for which postcode winners were invited to their town's main square for festivities and prize handouts. Every week during the show's run, SEK 1 million was shared by winners in one postal area and another SEK 1 million by those in one postcode, and a car went to one happy winner.

*En ska bort* ("Odd one out") is another quiz show in which contestants get a chance to win up to SEK 1 million. The competing

two-player team sees a headline and four images and has to choose the one that doesn't match the heading.

## Media coverage

Our prizes and winners attract media coverage several times each week all over Sweden in both the national and local media. Our beneficiaries' work, made possible by our players' contributions, often features in articles as well.

## Social media

The Svenska Postkodlotteriet has a strong social media presence and meets its players and the wider public on Facebook, Instagram, YouTube and Twitter. Facebook-only live shows such as *Live från Grannyran* and live backstage

broadcasts from *Postkodmiljonären* attract high numbers of views and interactions. With over 216,000 followers, the Lottery's Facebook page offers players a simple way to connect, boosting support. Our beneficiaries also use the hashtag #postkodeffekten on social media when they post about projects funded by the Lottery. This makes it easy for us to interact with their followers on social media and strengthens the Postcode Lottery brand.

## The Swedish gambling market in 2019

A new gambling law came into force in Sweden on 1 January 2019. It regulates who is allowed to offer games and lotteries on the



*In the Postkodmiljonären special, Anna Planting-Gyllenbåga represented the charity Autism- och Aspergerförbundet. A post featuring Anna reading her poem about what it's like to have autism was our most liked post on Facebook in 2019, with over 1.6 million views, 33,200 likes and over 2,000 appreciative comments.*



Women's rights organisation Kvinna till Kvinna's secretary-general, Petra Tötterman Andorff, talked with singer Lisa Nilsson at the Postkodlotteriet Guldkväll about supporting women in war and conflict.

Swedish market and under what conditions. The market has been divided into three regulated parts. In the lottery category, only the Swedish state company Svenska Spel and lotteries whose net proceeds go to charity, such as the Postcode Lottery, are allowed permits.

Charity lotteries were granted a one-year grace period to comply with the new law. It applies to Svenska Postkodlotteriet as of 1 January 2020. Extensive preparations during 2019 resulted in the Lottery receiving certifications for draw systems and information security (under the ISO/IEC 27001 standard). The Lottery has also updated all its internal procedures and processes to comply

with the new requirements. For the first time, the Lottery has been granted a five-year permit, valid from 1 January 2020 through 31 December 2024.

The Swedish Gambling Association (Sper), an organisation of licensed gambling and lottery operators in Sweden, has set marketing and gaming responsibilities guidelines. Sper's work has evolved 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 the current chair of Sper's board.

## Svenska Postkodlotteriet ambassadors

The Svenska Postkodlotteriet has a strong team of ambassadors. They are all well-known public faces of the Lottery, meeting our winners every week to hand out golden envelopes and hosting our TV shows.



**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."*



**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."*



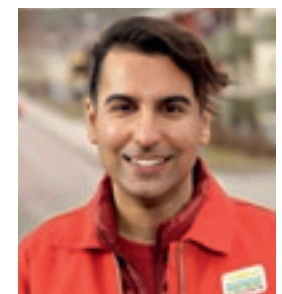
**Rickard Sjöberg**  
Host of *Postkodmiljönären*, *Drömpyramiden* and *En ska bort*  
*"It's an enormous privilege to host as many interesting and fun shows as I do when I go to work. And at the same time being able to contribute to organisations that really change the world for the better!"*



**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."*



**Jesper Blomqvist**  
TV presenter and former professional football player  
*"What makes me most happy and proud about my work at the Postcode Lottery is the fact that we're one of the largest private donors in the world to charity organisations. It gives me immense pleasure every time I see, read and understand how much money the Lottery is able to give every year to their work for a better world."*



**Daniel Paris**  
TV presenter, radio host and influencer  
*"I remember watching the Postcode shows as a child and loving every second of it. It's mind-blowing to me that I can call this my job as an adult. It's such an honour! And I love what I do. I feel like I'm changing people's lives and the world for the better."*



# The Netherlands: Nationale Postcode Loterij



Consolidated statement of income and expenditure for 2019  
(EUR \* 1,000)

	2019		2018	
	€	%	€	%
<b>Income</b>				
Dutch Postcode Lottery	753,169	72.0%	741,344	72.5%
BankGiro Lottery and FriendsLottery	292,353	28.0%	281,088	27.5%
	1,045,522	100.0%	1,022,432	100.0%
<b>Contribution to beneficiaries</b>				
Dutch Postcode Lottery	376,585	50.0%	370,672	50.0%
BankGiro Lottery and FriendsLottery	146,176	50.0%	140,544	50.0%
	522,761	50.0%	511,216	50.0%
<b>Distribution to players of Dutch Postcode Lottery</b>				
Prizes and gifts	387,753	51.5%	374,631	50.5%
Charity prizes and gifts	30,533	4.1%	27,616	3.7%
	418,286	55.6%	402,247	54.2%
Discounts received on prizes in kind and gifts	-159,797	-21.2%	-146,366	-19.7%
Charity prizes and gifts within the contribution to beneficiaries	-19,355	-2.6%	-20,300	-2.7%
	239,134	31.8%	235,581	31.8%
<b>Distribution to players of BankGiro Lottery and FriendsLottery</b>				
Prizes and gifts	80,397	27.5%	77,317	27.5%
<b>Expenses</b>				
Marketing and organisational costs	202,170	19.3%	202,095	19.8%
Financial income and expenses (-)	-1,698	-0.2%	-1,289	-0.1%
Transaction result, land and buildings	2,054	0.2%	30,031	2.9%
Corporation tax	-371	0.0%	-6,240	-0.6%
<b>Result after corporation tax</b>	<u>1,046</u>	<u>0.1%</u>	<u>18,725</u>	<u>1.8%</u>

# Charities always win

Since it began 30 years ago, the Nationale Postcode Loterij (Dutch Postcode Lottery) has contributed about €6.2 billion to charities dedicated to helping the planet and its people. It now supports 123 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. The Lottery conducts 14 draws a year and distributes a percentage of the proceeds among its beneficiaries. Since the Lottery's inception, our income has grown every year. In 2019, we raised a record €753.2 million, representing a total contribution to charity of almost €376.6 million. This funding supported 123 organisations. Of the grants awarded, 18 were one-off donations and 24 were extra contributions to long-term beneficiaries.

## Institutional support

The Nationale Postcode Loterij provides long-term institutional support to organisations working in the areas of poverty alleviation, human rights, nature conservation, environmental protection, and social cohesion. We fund organisations working on behalf of the planet and its people both in the Netherlands and abroad. In 2019, approximately 38% of our contributions went to causes in the Planet category and the rest to People. The Supervisory Board of Holding Nationale Goede Doelen Loterijen NV, the holding com-

pany of the three Dutch Charity Lotteries, decides how funds will be allocated and admits new beneficiary organisations.

## Long-term support

The Nationale Postcode Loterij has contractual relationships with its beneficiaries. The annual donations they receive depend on the Lottery's proceeds each year. Five-year contracts are in place with beneficiaries added since 1994. During a beneficiary's last year



*At the Goed Geld Gala 2020, the World Wildlife Fund, African Parks Network and Peace Parks Foundation received a donation of €16.9 million from the Dream Fund for their five-year rescue plan for the unique Kavango-Zambezi nature reserve in southern Africa.*

under contract, 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 or group of charities to carry out a project that will make an especially big difference. We established the fund in 2009 with the aim of enabling one or more beneficiaries each year to fulfil a cherished dream. By supporting Dream Fund projects, the Lottery aims to achieve major changes for people and the planet inside and outside the Netherlands. In 2019, we selected a dream project aimed at protecting the people and wildlife in the Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA) in Angola, Botswana, Namibia, Zambia and Zimbabwe.



*A donation amount of €10 billion once seemed unthinkable. But at the Goed Geld Gala 2020, CEO Boudewijn Poelmann announced that the Postcode Lotteries have passed this landmark since their founding 30 years ago.*





*Mohammad Yunus, the main guest speaker at the gala, and lottery ambassador Winston Gerschtanowitz thrilled seven long-term beneficiaries with €1 million each for their investment funds.*

## Blurring borders in Africa: a giant step for people, animals and nature

The Kavango-Zambezi Transfrontier Conservation Area, Africa's largest cross-border nature reserve, is unique on earth. This UNESCO World Heritage site houses the largest inland river delta, the world-famous Victoria Falls and the largest population of African elephants. However, the area is under severe pressure and in danger of being lost forever.

African Parks, Peace Parks Foundation and the World Wildlife Fund dreamed of a continuous Kavango-Zambezi nature reserve where elephants, other wild animals and local people could all flourish. Thanks to a €16.9 million grant from the Postcode Lottery's Dream Fund, their vision will now become a reality.

With the local population and the governments of Botswana, Zambia, Angola, Zimbabwe and Namibia, the organisations are creating a borderless nature reserve in Kavango-Zambezi. The Kwando River will be a protected artery. Elephants will be given more space, enabling them to live in harmony alongside the local population without conflict. Moreover, the new reserve will offer plenty of economic opportunities and tourism-related jobs.



*Correctbooks last pupils throughout their school years. With an extra contribution from the Lottery, Edukans is helping 400,000 children to learn more effectively.*

## One-off and extra contributions

In 2019, we had the financial latitude to give no fewer than 18 organisations special one-off grants to help them make an even bigger difference, in addition to providing 24 current beneficiaries with extra grants.

## A focus on entrepreneurship

Entrepreneurs are a major driving force behind sustainable development and social impact. The Nationale Postcode Loterij has supported their efforts from the beginning, for example through establishing the DOEN Foundation, which has been assisting enterprising pioneers for 30 years, and by encouraging sustainable innovators through the annual Postcode Lotteries Green Challenge.

Using Lottery revenue to provide impact-driven companies with loans and investments helps them to bring about even more change. Thus, our one-off donations to beneficiaries in 2019 focused on impact funds run by some of our charities, with the aim of boosting the organisations' effectiveness.

## Nature-inclusive farmers

For example, Birdlife in the Netherlands' Rijke Weide Vogelfonds buys agricultural land and leases it to farmers on condition that they farm in a nature-inclusive way. Birdlife also protects meadow birds by supporting farmers' cooperatives that practise nature-friendly agriculture. A one-off extra contribution from the Lottery will enable it to invest more in similar initiatives.

## Addressing the "missing middle"

Although there seems to be enough money in the market to finance the growing number of impact-driven organisations in the Netherlands and abroad, there often appears to be a mismatch between providers of capital and those seeking it. The main cause is risk perception, which deters investors from funding mid-sized firms. A contribution from the Lottery can make a difference by serving as bridging finance to allow an organisation to grow to a size acceptable to regular funders or as co-finance to reduce risk for other investors in a fund.



*Planting trees is an effective means of achieving climate targets. An extra contribution will help Natuur en Milieu-federaties to plant millions of trees in the Netherlands.*

## Sustainable development

For this reason, the Lottery made extra contributions to ICCO and Solidaridad, which will use the money to help small private investors in the Netherlands provide loans to farmers through the organisations' programmes via their new online platform PlusPlus. We also gave Amref Flying Doctors an extra contribution to develop health initiatives in Africa through its Amref Ventures programme. One of these, the WaterStarters project in Kenya, enables small entrepreneurs to sell

the quality of teaching. Extra project funding is allowing Edukans to provide primary schools in five African countries with Correctbook's reusable notebooks, which last pupils throughout their time at school. They write in them with special pens, and everything is erasable. Teachers can use the notebooks to make lessons more interactive, helping 400,000 children to learn more effectively.

### Plan Boom

Planting trees is an effective way of meeting climate targets. The Netherlands will gain millions more of them in the next four



*The Hivos Food & Lifestyle Fund invests in local companies in southern Africa that produce food for the local market in a sustainable way. An extra contribution will enable it to invest further in a sustainable food system.*

clean, affordable drinking water to people in their communities. The role of entrepreneurship in sustainable development was an important theme at the Goed Geld Gala 2020.

Four more projects awarded extra or one-off grants in 2019 are described below.

### Correctbook

Many African schools suffer from a lack of materials that impairs

years, thanks to Plan Boom (Tree Plan), a joint project of Natuur en Milieufederaties, other nature organisations, municipalities and volunteers. Involving the public is important because many people see the climate crisis as something that doesn't concern them. Extra project funding will make it easier for more people to take action for a better climate and a greener Netherlands.



*A Lottery donation will enable the Plastic Soup Foundation to continue working to stop plastic pollution for the next three years.*

### 100WEEKS

Under this scheme, poor women in developing countries receive 100 weekly payments of €8 via their mobile phones. They decide for themselves how to use the money to improve their own lives and those of their families. They also receive training on how to start a business and build a better life. With the Lottery's one-off donation, 100WEEKS will be able to grow further and help more women and their families in Rwanda, Ghana, Uganda and Côte d'Ivoire.

### Plastic Soup Foundation

The Plastic Soup Foundation aims to stop plastic ending up in the environment by tackling the problem at the source. It also conducts research into the possible negative effects that microscopic plastic particles in personal care products and synthetic fibres in clothing have on human health. The Lottery's one-off donation will help to reduce plastic pollution.



*A grant will allow 100WEEKS to send even more women in developing countries 100 weekly €8 mobile payments to improve their lives.*

**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

The Nationale Postcode Loterij (Dutch Postcode Lottery) had 3,012,757 players playing with a total of 4,179,394 tickets by the end of 2019. Its turnover increased by 1.6% in 2019 to a record €753.2 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 the Postcode Loterij unique: everybody playing in a winning street or neighbourhood wins together.

## Live from our studio

Our TV shows continue to serve as an engaging communication channel for the Nationale Postcode Loterij. As well as featuring prize draws, they always highlight one or more of our charities. Every weekday, two live shows go out from the studio in our building on Beethovenstraat in Amsterdam.

The Netherlands' most popular morning TV show, *Koffietijd* ("Coffee Time"), gives our beneficiaries a platform for publicising their work. And at 5pm every day, *5 Uur Live* ("5 O'Clock Live") features fascinating interviews, up-to-date information and, of course, segments highlighting the work of our charities.

## Our most popular shows

*Postcode Loterij Miljoenenjacht* ("Postcode Lottery Hunt for Millions") has been a favourite of Dutch TV viewers for 18 years. This exciting game show, presented by Linda de Mol, is



*In September, Jeroen won the biggest prize of the Miljoenenjacht season. Presenter Linda de Mol (right) handed him a cheque for €444,000.*

regularly watched by more than 1.5 million people. Not only do players in the studio stand a chance of winning €5 million, but Lottery players at home can suddenly become millionaires too.

## Postcode Loterij Eén tegen 100

*Eén tegen 100* ("One against 100"), presented by our ambassador Caroline Tensen, has also remained high in the viewer ratings since



*This lucky winner was one of nine new millionaires in Nieuw-Vennep, where the €54.7 million PostcodeKanjor was won on New Year's Day 2020.*



*Stella played with three tickets and won a fantastic €75,000 in the Street Prize. To top it off, she also received a brand new BMW.*



it started in 2000. A permanent feature on the show is the presentation of the Street Prize by our ambassador Gaston Starreveld.

## National campaigns

We use national ad campaigns such as those for the Street Prize and PostcodeKanjers to encourage new players to join us. We ran ads announcing the 2019 prize pot in January. And in spring and autumn, we ran a campaign linked to the TV show *Postcode Loterij Miljoenenjacht*. October saw



All over the Netherlands, we announced the value of 2019's prize pot: €329.7 million.



We used various media to encourage people to play for a PostcodeKanjers worth €54.7 million.



It was smiles all round at the PostcodeKanjers neighbourhood party in the village of Berkhout, where players in the winning postcode heard how much they'd won per ticket.

the start of a campaign promoting the October and December PostcodeKanjers, worth a total of €65.4 million. There was plenty of TV coverage of the biggest ever PostcodeKanjers draw, held on New Year's Day 2020. We announced the winners on our exciting new live game show, *The Biggest Quiz*.

## Marketing 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 media, online and offline. As usual, in 2019 we made documentaries, special websites and reports focusing on our charities and the work they do. The Dutch national and regional media gave plenty of coverage to the Postcode Loterij, our winners, our support for charities, and our other projects. For example, the Holwerd aan Zee and Marker Wadden Dream Fund projects received a lot of publicity. We're also proud to say that our sustainable building got several media mentions, some for being

nominated for Architectenweb's office building of the year award.

## Our biggest prize: the PostcodeKanjers

We ran two PostcodeKanjers in 2019. In October, prizes went to the village of Berkhout, in the province of Noord-Holland, with the winners sharing €10.7 million. On 1 January 2020, we revealed the winning location of the latest PostcodeKanjers, worth a massive €54.7 million: the village of Nieuw-Vennep in the western Netherlands. Half the prize – more than €27 million – was shared by nine players in one postcode, and the other half by 3,618 players in Nieuw-Vennep's other postcodes. Never before has the Postcode





*For Martijn from Almelo, 2020 got off to an incredible start – on New Year's Day, he won €628,600 on the Postcode Loterij's TV show The Biggest Quiz.*

Loterij handed out so many Kanjer cheques. Also on New Year's Day, players in five other postcodes around the country shared €547,000. The payouts made the front pages of national newspapers and featured heavily on Dutch TV news.

## Millions of euros in winnings

More than €329 million in cash and gifts were up for grabs in

the Nationale Postcode Loterij in 2019. We awarded the Street Prize once a week all year and every weekday in August. We also held three draws for the €1 million prize and four draws for the €2 million prize, both shared by players in the winning postcode and postcode area. Every Saturday in 2019, we threw a party in the neighbourhood that won the €100,000 Buurt-Ton. And a special Buurt-Ton prize in April saw a postcode 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 playing in the same postcode.

## Non-cash prizes

In 2019, 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 Loterij suitcases, bicycles and gift cards. Throughout the year, various neighbourhoods won Willem&Drees organic produce boxes and Fairtrade breakfast boxes.

## Greener prizes

We do our utmost to ensure that our prizes are as sustainable and responsibly sourced as possible. For example, Postcode Loterij suitcases consist mainly of recycled materials, and Postcode Loterij backpacks and Ocean Clean Wash blankets are made of 100% recycled plastic. We also give away



*In Harlingen, winners of the €2 million prize were beaming as Gaston Starreveld gave them gold envelopes containing prizes worth between €62,500 and €250,000.*



*In Loenen aan de Vecht, winners picked up a delicious breakfast from Willem&Drees and enjoyed it with their neighbours in the summer sun.*



Every Friday we place a full-page advertisement in the NRC Handelsblad newspaper highlighting the important work of our beneficiary charities.



*The popular Dutch singing duo Nick & Simon gave a dazzling concert for winners of the Postcode Loterij.*





Our ambassador Quinty Trustfull shows off one of the most sustainable prizes in our 2019 range: the Ocean Clean Wash blanket, made of 100% recycled plastic.

Healthy Seas Socks, made of recycled nylon from abandoned fishing nets. All CO<sub>2</sub> emissions in 2019 were offset.

## Player gifts

This year we sent every player a copy of the third cookbook from

the series *Koken met Kanjers* (“Cooking with ‘Kanjers’”), featuring chef Yotam Ottolenghi. Toward the end of the year, we sent out another gift, the Voordeelagenda (Discount Diary). It contains information about our charities plus hundreds of deals and discounts worth thousands of euros.

## Eat veggie, on us

For the sixth year in a row, we sent each of our 3 million players a €12.50 gift card they could use at Albert Heijn supermarkets to buy ingredients for a vegetarian meal. Sent by CO<sub>2</sub>-neutral post, they were part of a national campaign promoting ethical eating.

## 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.

December saw the start of the second season of 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.

## Nationale Postcode Loterij ambassadors

The Nationale Postcode Loterij 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



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 2019  
(EUR \* 1,000)

	2019		2018	
	€	%	€	%
<b>Income</b>				
BankGiro Lottery	168,700	16.1%	158,876	15.5%
Dutch Postcode Lottery and FriendsLottery	876,822	83.9%	863,556	84.5%
	<u>1,045,522</u>	<u>100.0%</u>	<u>1,022,432</u>	<u>100.0%</u>
<b>Contribution to beneficiaries</b>				
BankGiro Lottery	84,350	50.0%	79,438	50.0%
Dutch Postcode Lottery and FriendsLottery	438,411	50.0%	431,778	50.0%
	<u>522,761</u>	<u>50.0%</u>	<u>511,216</u>	<u>50.0%</u>
<b>Distribution to players of BankGiro Lottery</b>				
Prizes and gifts	65,519	38.8%	62,164	39.2%
Charity prizes and gifts	21,860	13.0%	16,724	10.5%
	<u>87,379</u>	<u>51.8%</u>	<u>78,888</u>	<u>49.7%</u>
Discounts received on prizes in kind and gifts	-22,232	-13.2%	-20,916	-13.2%
Charity prizes and gifts within contribution to beneficiaries	-16,868	-10.0%	-12,487	-7.9%
	<u>48,278</u>	<u>28.6%</u>	<u>45,485</u>	<u>28.6%</u>
<b>Distribution to players of Dutch Postcode Lottery and FriendsLottery</b>				
Prizes and gifts	271,252	30.9%	267,413	31.0%
<b>Expenses</b>				
Marketing and organisational costs	202,170	19.3%	202,095	19.8%
Financial income and expenses (-)	-1,698	-0.2%	-1,289	-0.1%
Transaction result, land and buildings	2,054	0.2%	30,031	2.9%
Corporation tax	-371	0.0%	-6,240	-0.6%
<b>Result after corporation tax</b>	<u>1,046</u>	<u>0.1%</u>	<u>18,725</u>	<u>1.8%</u>

# Partners for culture

The partner organisations of the BankGiro Loterij (BankGiro Lottery) work in the fields of the arts, culture and heritage preservation. We are the Netherlands' only lottery devoted to funding cultural activities. In 2019, we provided institutional support for 67 partners and one-off grants for 10 more. Half the price of every ticket sold went to cultural organisations. The amount we donated in 2019 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, program-

ming 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 the organisations we support are described below.

## Rembrandt Year

The Mauritshuis, the Rijksmuseum, the Rembrandt House Museum and Museum

De Lakenhal joined forces in 2019 to commemorate the 350th anniversary of the death of the Dutch master Rembrandt van Rijn. Rembrandt Year festivities included special exhibitions, a special newspaper posted to every home in the Netherlands, and online Rembrandt journals.

## National Holocaust Museum

The National Holocaust Museum will open in two locations in Amsterdam's Jewish Cultural Quarter in 2022. It will commemorate victims and will encourage moral reflection on the past and the present. The museum's ultimate aim is to promote an inclusive society with equal rights for all.



*At the Charity Gala, ambassador Ilse DeLange (right) presented a cheque to Cathalijne Broers, director of De Nieuwe Kerk in Amsterdam. The extra contribution will be used to create a permanent exhibition.*



*The National Holocaust Museum will use its one-off donation to roof over the former schoolyard, the heart of the museum.*





Due to a large increase in visitor numbers, the Lalique Museum in Doesburg will move to a new home in the Commanderij.

## Lalique Museum

The Lalique Museum in Doesburg is devoted to the work of the French jewellery and glass artist René Lalique, a major innovator of the 19th century. It opened in 2011, and towards the end of the

decade, the number of visitors had increased to such an extent that relocation was necessary. Thanks to a one-off donation, the museum has found a new home in the Commanderij, a protected historic building in the old heart of Doesburg.



Through replicating feel and fragrance, the Van Abbemuseum encourages visitors to enjoy art through multiple senses.

## The Secret of Orange

In 2021, following extensive renovations, Paleis Het Loo will open an all-new underground museum below the forecourt. Next year, 50,000 more people are expected to visit, for a total of 500,000 visi-

tors over the year. Partly thanks to extra support from the Lottery, they will be able to view a new permanent exhibition, *The Secret of Orange*, featuring stories about the royal family of Orange-Nassau from the 16th century to the present day.



The history of the residents of Paleis Het Loo will be shown in the permanent exhibition *The Secret of Orange*.

## Feel the museum

Following the success of its Special Guests programme, designed to make art more accessible, the Van Abbemuseum wanted to make inclusiveness the norm. The museum will use its Lottery grant not only to highlight a wider range of social perspectives but also to help people enjoy art through multiple senses. This will make it more inclusive for people with disabilities as well as more exciting for a broader audience.

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 Loterij 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 Loterij Fund, which in turn support the performing and visual arts, cultural projects and concerts.

## BankGiro Loterij VIP Card

The BankGiro Loterij treats its players like VIPs. The BankGiro Loterij VIP Card gives them unique benefits, such as free admission to more than 100 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 400,000 visits to museums and buy more than 178,000 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 Loterij 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 2019, the VIP Card raised a total of €4.7 million for our partner museums.

## Player's choice

In 2019, even more players chose a specific cultural institution to support. Being able to choose where 50% of their money goes increases their engagement. And that means extra income for our partners. In December, a total of 229,139 players played with earmarked tickets.

## Recruitment channels

We kept our players informed about our work and that of our beneficiaries through online and



*On Sunday 19 May, 31 BankGiro Loterij VIPs climbed the highest windmill in the world: De Nolet. The day ended with a boat trip through Schiedam.*

offline campaigns, social media activity and TV shows. The BankGiro Loterij also attracted new players via a unique mix of

media and messages, national campaigns, in-person recruitment at museums, and daily prizes.

## TV shows

The BankGiro Loterij often featured on Dutch TV in 2019. As well as a new season of the popular, exciting game show *BankGiro Loterij The Wall*, we brought another hit show back to Dutch screens: *BankGiro Miljonairs* ("BankGiro Millionaires"). Everyone who took part in the Lottery had a chance to win a turn sitting in the hot seat and playing to win a million euros. The popular show *Maestro*, in which Dutch celebrities try to master the profession of conductor, celebrated its fifth anniversary. Finally, we also broadcast a new series of *Verzamelkoorts!* ("Collection Fever!"). Presenter Kim-Lian van der Meij visited guests including



*Recruiting new players in museums, such as the Hermitage Amsterdam, attracts people who join specifically to support particular museums.*





More than 1 million Dutch people watched the thrilling episode of BankGiro Miljonairs in which Francy won €125,000.



Winners of tickets to the BankGiro Loterij Summer Concerts enjoyed world-class performances amid the renowned acoustics and ambience of Amsterdam's Concertgebouw.

five-time world darts champion Raymond van Barneveld, who owns an impressive collection of action-hero figures.

## Summer Concerts

In 2019, we embarked on a new joint project with the Concertgebouw in Amsterdam, one of the world's most beautiful concert halls and a regular Lottery partner. At the BankGiro Loterij



There was plenty of media interest in the Stedelijk Museum Schiedam when it won the BankGiro Loterij Museumprijs 2019.

Summer Concerts in July and August, a broad audience attended more than 80 concerts by artists

from all over the world, in genres ranging from classical to country. The VIP Card gave our players priority when buying tickets, plus a 50% discount.

## Prizes

In 2019, the BankGiro Loterij's total announced prize pot amounted to a massive €59.7 million. In addition to big cash prizes, we gave away more than 100,000 other prizes per draw, including city outings (such as museum visits), tickets to musicals, and numerous art-related prizes (for example, Rembrandt cheese knives and a suitcase decorated with a



One great BankGiro Loterij prize in 2019 was a suitcase embellished with a detail of Van Gogh's masterpiece "Almond Blossom".



Throughout 2019, we surprised lucky players with a huge range of prizes worth up to €1 million.

detail from Van Gogh's masterpiece "Almond Blossom").

## Treats for our winners

Our special prize packages gave lucky winners unforgettable days and nights out. Some winners and their guests were received like royalty at the musical *Anastasia*. Others enjoyed the ultimate Christmas extravaganza in an all-inclusive evening at the World Christmas Circus. We also gave away tickets for the BankGiro Loterij Summer Concerts at the Concertgebouw in Amsterdam.

## Publicity highlights

Several events particularly captured the media's interest in 2019. The association The Dutch Mill once again organised the annual BankGiro Loterij Molenprijs (Wind- and Watermill Prize), whose winner is chosen by public vote. We contributed €75,000 to the winning mill, De Lelie, located in Puttershoek. The Stedelijk Museum Schiedam won the €100,000 BankGiro Loterij



Museumprijs (Museum Prize), organised jointly with the Prins Bernhard Cultuurfonds and the Museums Association. And more than 1 million Dutch people visited 5,000 historic sites that were opened to the public

for the BankGiro Loterij Open Monumentendag in September.

## Internet and social media

Online, our partners help us by

hosting competitions and suggesting exhibitions, shows and events that we can recommend to our followers. The Lottery now has more than 440,000 Facebook fans. On Instagram, culture lovers @sophie.kugel and @dutchgirlsins-

museums toured the country with their BankGiro Loterij VIP Cards, showing our 15,000-plus followers a sampling of all the museums cardholders can visit for free.



Singer and presenter Jamaï Loman (right) made two winners from Vleuten, near Utrecht, very happy with €100,000.



These winners were welcomed as VIPs at the Rijksmuseum, where they got to see "The Night Watch" being restored and enjoyed dinner.



On Instagram, we posted a picture of art student Sophie almost becoming one with Alessandro Mendini's mosaic staircase at the Groninger Museum.

## BankGiro Loterij ambassadors

We're proud to introduce our five ambassadors. They help to get people in the Netherlands involved with art and culture in an inviting, accessible 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 Loterij. Art and culture are vulnerable, so I'm happy to do what I can to make the BankGiro Loterij and its partners even better known."



**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 Loterij. I do that by performing at special cultural venues like museums. I hope that this will kindle people's enthusiasm for culture even more."



**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**  
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."



**Robert ten Brink**  
TV presenter  
"I like going to a museum or the theatre, especially with my children or grandchildren. The BankGiro Loterij encourages as many players as possible to do the same, and the VIP Card makes it so easy."



# The Netherlands: VriendenLoterij



## Consolidated statement of income and expenditure for 2019 (EUR \* 1,000)

	2019		2018	
	€	%	€	%
<b>Income</b>				
FriendsLoterij	123,653	11.8%	122,212	12.0%
Dutch Postcode Lottery and BankGiro Lottery	921,869	88.2%	900,220	88.0%
	1,045,522	100.0%	1,022,432	100.0%
<b>Contribution to beneficiaries</b>				
FriendsLoterij	61,827	50.0%	61,106	50.0%
Dutch Postcode Lottery and BankGiro Lottery	460,934	50.0%	450,110	50.0%
	522,761	50.0%	511,216	50.0%
<b>Distribution to players of FriendsLoterij</b>				
Prizes and gifts	49,175	39.8%	49,479	40.5%
Charity prizes and gifts	7,684	6.2%	6,453	5.3%
	56,859	46.0%	55,932	45.8%
Discounts received on prizes in kind and gifts	-18,234	-14.7%	-18,810	-15.4%
Charity prizes and gifts within contribution to beneficiaries	-6,507	-5.3%	-5,289	-4.4%
	32,118	26.0%	31,833	26.0%
<b>Distribution to players of Dutch Postcode Lottery and BankGiro Lottery</b>				
Prizes and gifts	287,412	31.2%	281,065	31.2%
<b>Expenses</b>				
Marketing and organisational costs	202,170	19.3%	202,095	19.8%
Financial income and expenses (-)	-1,698	-0.2%	-1,289	-0.1%
Transaction result, land and buildings	2,054	0.2%	30,031	2.9%
Corporation tax	-371	0.0%	-6,240	-0.6%
<b>Result after corporation tax</b>	<u>1,046</u>	<u>0.1%</u>	<u>18,725</u>	<u>1.8%</u>

# A helping hand

In 2019, the VriendenLoterij (FriendsLottery) contributed €61,826,640 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 46 organisations receive funding every year to continue their important work of promoting human health and well-being. They include the Dutch Heart Foundation, the Nederlandse Brandwonden Stichting (Dutch



*In October, Queen Máxima visited the Mind Young Studio, an online platform where young people can discuss mental health issues.*



*With a suitcase full of children's books, astronaut André Kuipers encouraged kids to read during the summer holidays. The project was an initiative of the Nationaal Fonds Kinderhulp (Children's Aid Fund).*

Burns Foundation) and Fonds Gehandicaptensport (Disabled Sport Foundation).

Nearly 70% of our players play for the benefit of charities they've chosen themselves. This means that more than 3,200 charitable organisations, clubs and associations receive funding from the VriendenLoterij. They vary from small local clubs to large organisations like the Nationaal Fonds Kinderhulp (Children's Aid Fund), which this year received €2,990,914 million in so-called earmarked donations in addition to regular funding.

## Inclusiveness

In addition to supporting its long-term beneficiaries, this year the Lottery made one-off donations to nine organisations that help people sidelined in society by poverty, debt or disability to participate again.

With the support of HM Queen Máxima, SchuldenLabNL (DebtLabNL) is working with government and business to tackle the problem of debt. It is rolling out successful projects proven to help alleviate debt and poverty throughout the Netherlands. StreetPro, established by former footballer Edgar Davids, provides guidance for young people at risk due to poverty, addiction or a complicated





Employees packed 10,224 birthday boxes for the Jarige Job foundation at the VriendenLoterij's 30th anniversary party.

home situation. The foundation has already helped 760 young people into education or work. In 2019, we also supported Emma at Work, a temporary employment agency for young people with chronic illness. The foundation assists them with personal development and helps them find work by matching them with employers.



Ambassador Johnny de Mol surprised Mrs Van der Laan with a visit to Soestdijk Palace, thanks to a contribution to the National Foundation for the Elderly.

## Special projects

Our beneficiaries can apply for additional financial support for special initiatives, funded by the proceeds of two extra draws. In 2019, we supported five additional projects.

The Maag Lever Darm Stichting (Stomach-Liver-Bowel Foundation) received a grant for its Deltaplan Alvleesklierkanker (Pancreatic Cancer Delta Plan). Pancreatic cancer is one of the disease's deadliest forms, and survival rates have not improved for years. Under the plan, 17 hospitals are working with researchers, doctors and patients toward a treatment breakthrough. The Jarige Job foundation also received an extra contribution from the VriendenLoterij, allowing it to send an extra 10,224 of its birthday boxes to children in homes without the money to celebrate. The boxes were packed by VriendenLoterij employees at the Lottery's 30th birthday party.

## FriendsFoundations

The VriendenLoterij supports a number of organisations established by Dutch celebrities, including the tennis pro Esther Vergeer and the pro footballers Giovanni van Bronckhorst, Edwin van der Sar and Dirk Kuyt. Through their foundations, they help people who often find themselves sidelined in society and inspire them to take charge of their lives.

The former volleyball star Bas van de Goor's foundation organises activities promoting exercise among people with diabetes. In 2019, he walked the famous Camino de Santiago in northern Spain with a group of people with diabetes for the third time. Part of

its tried-and-tested method at its S.V. GIO summer school.

## Making wishes come true

In 2019, 104 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 2019 Prize Marathon campaign benefiting the



A gala opening inaugurated the Senda de Bas walking trail in northern Spain, named after Bas van de Goor, whose foundation encourages people with diabetes to exercise.

the route has been named Senda de Bas in honour of his message that exercise is the best medicine for diabetes. The Giovanni van Bronckhorst Foundation organises an after-school sports and education programme for children with learning difficulties. It received an extra contribution from the VriendenLoterij in 2019 to deploy

Nationaal Ouderenfonds (National Foundation for the Elderly), we also fulfilled wishes for lonely elderly people. For example, we surprised Mrs Van der Laan, 83, who seldom leaves her home. Our ambassador Johnny de Mol took her on a visit to Soestdijk Palace, a former residence of the Dutch Royal Family, complete with high tea.

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.



# Every player counts

The VriendenLoterij celebrated its 30th anniversary in 2019 – reason enough to celebrate with great campaigns, special prizes, lots of activities at local clubs, and many heartfelt wishes granted. In the autumn, we held a successful prize marathon to help the Nationaal Ouderenfonds (National Foundation for the Elderly) in its efforts to reduce loneliness among older people. By the end of the year, the VriendenLoterij had 649,625 players playing with a total of 811,515 tickets, generating funds for charities supporting human health and well-being.

## A unique concept

The VriendenLoterij 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 55 regular beneficiaries or one of more than 3,200 local foundations, clubs and associations.

## Winning with your phone

In the VriendenLoterij, your mobile number is your ticket num-

ber. That means players always have their tickets with them. The VriendenLoterij app lets them see right away whether they've won a prize.

## Millions in prizes

The total prize pot for 2019 was worth a record €48 million. We distributed more than 1.6 million prizes to players, including four €1 million awards, plus a €2 million prize in January. Every week we announced a €25,000 winner, and every month we awarded a €100,000 prize, as well as treats



*VriendenLoterij ambassador Gerard Joling (centre) surprised this happy couple from Almere with a fantastic prize of €2 million.*

such as iPads, iPhones, HDTVs, luxury travel vouchers, and various gift cards. We also gave away our popular VriendenLoterij tulip bicycles, and 53 lucky people won Volkswagen Polos.

## A wealth of experiences

VriendenLoterij prizes are fun for winners and their loved ones too. You might win a hotel stay, a dinner voucher, or an outing of your

choice for four people. In January, 200 VriendenLoterij winners, each accompanied by three friends, attended the spectacular Vrienden Van Amstel Live! music event in Rotterdam. Another 120 winners were invited to attend the ABN AMRO World Tennis Tournament with a guest.

Other treats that delighted winners in 2019 included tickets to an open-air concert by André Rieu in Maastricht, a Wimbledon package in London, and an exclusive week in Paris including a visit to the Roland-Garros tennis final.

## A very special shop

In the run-up to the expensive month of December, we launched the VriendenLoterij Voordeelshop (Special Offer Shop). This webshop exclusively for our players offers discounts of up to 70 per cent on various name-brand products.



*Winner Nel (left) from Vinkeveen was over the moon when ambassador Lucille Werner handed her the keys to a brand new car.*



*In the VriendenLoterij's exclusive Voordeelshop (Special Offer Shop), players can buy name-brand products from toys to electronics at friendly prices.*





*This year's Prize Marathon was dedicated to supporting the National Foundation for the Elderly's efforts to reduce loneliness among older people. Hugo de Jonge, the Dutch Minister of Health, Welfare and Sport, attended the launch of the campaign.*

## Prize Marathon

Our biggest campaign in 2019, the Prize Marathon, was dedicated to the Nationaal Ouderenfonds (National Foundation for the Elderly) and its work combating loneliness among older people. Our campaign made a national impact and enjoyed the support of Dutch celebrities, media outlets, and many members of the public. Thanks to everybody who bought tickets in support of the Nationaal Ouderenfonds, the campaign helped tens of thousands of lonely people to benefit from weekly social contact. And with 275,000 prizes up for grabs, we also made a lot of winners happy.

## On TV

The VriendenLoterij'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"), broadcast from the TV studio in our building. Our charities are also highlighted in the popular *Dance Dance Dance*, in which Dutch celebrities dance together to raise money for good causes. And our winners can be seen every Sunday evening on *VriendenLoterij: De Winnaars* ("FriendsLottery: The Winners").



*In 2019, players of the VriendenLoterij had the chance to win thousands of Eredivisie prizes, including a VIP executive box package for a PSV Eindhoven match.*

## Hit shows return

In 2019, the VriendenLoterij brought two popular programmes of the past back to the screen. *Lingo* is a fun, educational daily word game presented by our new ambassador Jan Versteegh, who announces a VriendenLoterij winner every episode. And in *Echt Waar?!* ("Really?!"), clubs, associations and foundations affiliated with the VriendenLoterij compete to raise as much money as possible for their organisations.

## Social 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 14 years, the VriendenLoterij and the Dutch football premier league, the Eredivisie, have been working together to promote a healthier society. Players playing

for their favourite clubs have a chance to win great cash prizes while supporting the clubs' youth training and social projects. PSV's project is a good example – it's the first club in the Netherlands to start an amputees' football team for players with one leg or arm.

## Playing for the club

In 2019, even more money than in the previous year went to thousands of local clubs and associations. This funding is raised through activities such as telephone campaigns in which clubs ask 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.

## Club of the Week

In 2019, the VriendenLoterij started awarding its Club of the Week grant. Every week, €10,000 goes to a club, association or foundation that could use a little extra help. Recipients use the money for purposes such as making clubhouses more sustainable and facilitating neighbourhood social activities.



*As Club of the Week, Vrienden van Katwijk (Friends of Katwijk) received €10,000 to purchase an ExperienceTable for care home residents.*

# VriendenLoterij 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 VriendenLoterij's support for people in need of a helping hand. Ambassadors sur-

prise 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 dealing with health problems or social marginalisation.

## Ambassadors



**Johnny de Mol**

*"I'm impressed by the passion and enthusiasm of the VriendenLoterij and its charities. Like them, I think it's important that everyone gets to participate in society."*



**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!"*



**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."*



**Wolter Kroes**

*"I'm grateful that as an ambassador of the VriendenLoterij 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!"*



**Lucille Werner**

*"For people with a disability, self-confidence and a healthy attitude are vital to social success. Thanks to Lottery players, my foundation can help them to keep building a positive self-image."*



**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."*



**Dennis van der Geest**

*"It's great to see how the VriendenLoterij helps organisations that promote sport and a healthy society. As a former professional athlete, I'm proud that I can contribute to this."*



**Jan Versteegh**

*"Thanks to everyone who plays the VriendenLoterij, people get the support they need, plus there are happy winners. It's a win-win situation!"*

## Friends



**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."*



**Giovanni van Bronckhorst**

*"Thanks to the support of the VriendenLoterij, we can make a difference for disadvantaged primary school children, enabling them to go on to secondary school with the right tools."*



**Herman van Veen**

*"Thanks in part to the players of the VriendenLoterij, we get to help disadvantaged children forget their problems for a day and enjoy music and games in the countryside."*



**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."*



**Dirk Kuyt**

*"Thanks to the support of the VriendenLoterij, my foundation organises around 80 sports events every year for people with physical disabilities. I'd like to thank all the Lottery's players for this opportunity."*



**Yvonne van Gennip**

*"My goal is to help every talented child to develop further and get the best out of themselves. Thanks to the VriendenLoterij players, we can support them financially so that no ambitious, talented athlete is lost to us."*



# 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 chairman until March 2020, and his partner, Annemiek Hoogenboom, to raise funds for local and international charities using innovative marketing techniques. By the end of 2019, Novamedia/Postcode Lotteries had grown into a company employing 1,280 people in five countries.



*Employees of the Data Service departments, representing 10 nationalities and five countries, met up at the Deutsche Postcode Lotterie's Charity Gala.*

## 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.

## Bookselling and publishing 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 Park Uitgevers (with the imprints Nieuw Amsterdam, Podium, Wereldbibliotheek, Bas Lubberhuizen and Fontaine Uitgevers), the online bookshop BookSpot, and Scheltema (including Pied à Terre), Amsterdam's largest bookstore.

Novamedia is governed by a three-member Executive Board. In March 2020 Boudewijn Poelmann handed over the chairman's gavel to Sigrid van Aken. He remains a member of the Executive Board. Company director Annemiek Hoogenboom also heads the Deutsche Postcode Lotterie and the People's Postcode Lottery. Novamedia employed 47 people as of 31 December 2019.

## 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 2019 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 to protect against the sale of shares in Novamedia or of its intellectual property rights related to the Postcode Lottery format.

As the owner, developer and investor of lottery concepts, Novamedia establishes and implements Postcode Lotteries that raise funds for charities worldwide. Novamedia charges a licence fee for the use of these brands and formats by third parties. This fee is used to recoup the high investment required to set up a lottery.

## Dutch Charity Lotteries

Together, the Nationale Postcode Loterij, VriendenLoterij and BankGiro Loterij – the Dutch Charity Lotteries – make up Holding Nationale Goede Doelen Loterijen NV. They have a licence 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 Lotteries. It also decides how revenues are distributed among the charities and which



The executive management of Novamedia and the Postcode Lotteries.





*As a Cycle Friendly Employer, People's Postcode Lottery is encouraging its team to commute more by bike.*

new beneficiaries are admitted. The Lotteries' joint organisation employs a total of 624 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 lottery 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 established Postcode Lottery Limited in Great Britain. Postcode Lottery Limited is incorporated in England and Wales and trades under the name People's Postcode Lottery. The Lottery is licensed and regulated by the Gambling Commission, the regulatory body for gambling in Britain. People's Postcode Lottery is an external lottery manager, managing multiple charity lotteries on behalf of 20 charitable grant-giving trusts and 32 charities and good causes. It is regulated under permits 000-000829-N-102511 and 000-000829-R-102513.

People's Postcode Lottery ensures that it meets the regulatory objectives of being crime-free, fair and open and protecting children and

vulnerable people. The draw process is central to achieving this. An independent adjudicator from Thorntons Solicitors is present at and supervises all draws. The draw engine itself is GLI-certified, meeting stringent security standards, and PwC Certification BV performs the annual IT audit to ensure that the Gambling Commission's Remote Technical Standards are covered. PwC LLP conducts the financial auditing of Postcode Lottery Ltd.

As well as a dedication to responsible play, security is central to the organisation's operations. People's Postcode Lottery takes the management and protection of players' data and personal information extremely seriously. People's Postcode Lottery is ISO 27001 accredited, recognising the highest security standards, and was among

the first companies in the UK to be certified to the BS 10012 data protection standard.

## Svenska Postkodlotteriet

The Svenska Postkodlotteriet's permits are issued by the Swedish Gambling Authority and held by the association Svenska Postkodföreningen. The Lottery's beneficiaries 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. The association decides on the addition of new beneficiaries and determines how proceeds are distributed among them. Novamedia Sverige has operated the Swedish Postcode Lottery since 2005.

Auditing for Novamedia Sverige AB, the operator, is carried out by PwC, while KPMG audits the Svenska Postkodföreningen.



*Players of the Svenska Postkodlotteriet received a cookbook of environmentally friendly recipes.*





*The Deutsche Postcode Lotterie team helped to tidy up riverbanks on RhineCleanUp day. Next to them in the photo is a lifelike model of a sperm whale.*

## 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 social and ecological benefits. 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 charities across all 16 federal states. Financial auditing is carried out by PwC. Draws are supervised by a civil-law notary.

## Norsk Postkodelotteri

After many years of effort, things finally came together in 2017, and the Norsk Postkodelotteri was able to start operating, working with partners SOS-barnebyer and WWF Verdens naturfond in Norway. The Lottery's permit limits its turnover, so each month only 125,000 subscriptions are available. After Novamedia established the Norsk Postkodelotteri in Norway, the first draw took place on 2 November 2018 in Oslo.

The Norwegian Gaming Authority grants and supervises the Lottery's permit. Auditing of Norsk Postkodelotteri AS is carried out by PwC. The draw engine is GLI-certified.



*Svenska Postkodelotteriet managing director Cecilia Bergendahl celebrated the Lottery's attainment of ISO 27001 certification with employees.*

## How we live our mission

Our charity lotteries are social enterprises in heart and soul. We support 974 charities across the globe, providing them with flexible and often long-term funding. Sustainability and social responsibility are part of 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, and that conserving and protecting the earth's natural resources and ecosystems is necessary to ensure their continued sustainable and fair use. Our charity lotteries are organised around these objectives.

## Good Operations

On the basis of our vision, mission and core values and our ongoing





*In partnership with 2015 Green Challenge winner Land Life Company, the Dutch Charity Lotteries planted 305,587 trees to offset their CO<sub>2</sub> emissions – including those produced by prizes.*

dialogue with stakeholders, the international family of Postcode Lotteries has developed the Good Operations (GO) agenda. It sets out our goals and directs our efforts toward specific, ambitious objectives. We aim to run a completely sustainable and ethical organisation and to be recognised as a frontrunner in responsible leadership. We also focus on the well-being of our people and making a positive impact on the planet. We strive to do all this through the following areas of activity:

#### **Being a great place for people 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.

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

#### **Maximising the positive impact of our funds.**

- We work with our charities in long-term partnerships based on trust.
- We make 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.

#### **Engaging in customer-focused campaigning.**

- We work to engage actual and

potential players in our mission and promote sustainable behaviour and good citizenship.



*Nationale Postcode Loterij ambassador Gaston Starreveld encouraged 3 million players to buy vegetarian food from Albert Heijn stores using their Lottery gift cards.*

- 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.

#### **Achieving leadership in responsible value chains.**

- We purchase products and services that are socially and environmentally sustainable and have a positive impact on the climate.
- 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.

#### **Operating with integrity.**

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



- We guard 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.

All our Lotteries are committed 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.

## Protecting the planet

All our Lotteries do their utmost to minimise their negative impact on the planet. Their efforts go beyond opting for green electricity, FSC paper, solar panels and electric vehicles. In 2019, for the sixth year in a row, the Nationale Postcode Loterij sent each of its 3 million players a €12.50 gift card, this time to shop for vegetarian products at Albert Heijn supermarkets. And players in Sweden received a special edition of the cookbook *Recept som förändrar världen* ("Recipes to Change the World").

The Svenska Postkodlotteriet has offset emissions across its business since 2011 by investing in CO<sub>2</sub>-reduction projects. In 2019, these included wind turbines in Vietnam and tree-planting projects in northern India. Meanwhile, the Dutch Charity Lotteries reduced emissions from their operations – including prizes – by 18% compared to 2018. The remaining CO<sub>2</sub> was offset through the planting of 305,587 trees in degraded areas and investing in clean cookstove projects in developing countries.



*At the end of their spectacular trip to South Africa, Postcode Lottery winners from five countries attended a match between our international ambassadors Rafael Nadal and Roger Federer in the Cape Town football stadium.*

## Sustainable transport

Employees of the Dutch Charity Lotteries again received public transport cards allowing them free travel by train, bus, metro and tram. Bicycles, e-bikes and shared cars were also provided for their use. Employees of the Deutsche Postcode Lotterie also received free public transport cards.

People's Postcode Lottery gained Cycle Friendly Employer accreditation in 2019. With 350 team members and 700 daily commutes, the Lottery is promoting cycling as a healthy and sustainable way of getting to and from work.

## Security awareness

The lotteries handle personal data as carefully as possible. To

this end, we run a company-wide security awareness e-learning programme for all employees. In 2019, our Swedish and Dutch lotteries received ISO 27001 certification for meeting ISO's international security standard, joining the People's Postcode Lottery, which gained accreditation in 2017.

## Voluntary work

The Lotteries regularly hold lectures and organise visits to beneficiaries' projects to motivate and inspire employees. We also offer our colleagues opportunities to do hands-on volunteer work for some of the good causes our players support. Deutsche Postcode Lotterie participated in RhineCleanUp, Dreck-weg-Tag and Reinkippen-Aktion Düsseldorf in 2019. More than half the team took part in the cleanup actions, in which more

than 176,362 kilograms of rubbish and 200,000 cigarette butts were collected. The projects raised awareness for environmental protection throughout the country. And the Dutch Lottery team helped the North Sea Foundation with its beach clean-up campaign.

As part of good employment practice, each Lottery spends an amount equal 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 holds monthly breakfast and lunch meetings for all its employees on sustainability-related topics, such as how to live a greener life.



# Where the millions go

## Deutsche Postcode Lotterie Germany

### Lottery contributions in euros

	2019	To 2019 inclusive	2019
<b>International projects</b>	<b>349,267</b>	<b>374,267</b>	
Deutsche Umwelthilfe e.V.	169,800	169,800	
Pinke Zitronen e.V.	26,467	26,467	
Schildkrötenstiftung	13,000	13,000	
sunshine4kids e.V.	50,000	50,000	
YOU Stiftung	60,000	85,000	
ZELTSCHULE e.V.	30,000	30,000	
<b>Nationwide projects</b>	<b>1,252,149</b>	<b>1,830,773</b>	
Ackerdemia e.V.	30,000	30,000	
Ackerhelden machen Schule gGmbH	30,000	30,000	
Aktionsgemeinschaft Artenschutz e.V.	17,000	17,000	
Animal Equality Germany e.V.	24,320	24,320	
Animals' Angels e.V.	12,000	12,000	
ANIMALS UNITED e.V.	30,000	30,000	
BILD hilft e.V. "Ein Herz für Kinder"	100,000	100,000	
BUND LV Mecklenburg-Vorpommern e.V.	60,000	60,000	
Clean River Project e.V.	30,000	30,000	
ClientEarth e.V.	60,000	60,000	
gemeinnützige CLIMB GmbH	21,175	21,175	
Greenpeace e.V.	60,000	110,000	
IMPULS Deutschland Stiftung e.V.	58,428	58,428	
Initiative Offene Gesellschaft e.V.	100,000	124,500	
INKOTA-netzwerk e.V.	17,600	17,600	
Katarina Witt Stiftung gGmbH	250,000	714,124	
Laureus Sport for Good Germany	49,334	49,334	
Orang-Utans in Not e.V.	36,000	36,000	
RhineCleanUp gGmbH	60,000	60,000	
Schüler für Tiere e.V.	25,000	25,000	
Seniorpartner in School - Bundesverband e.V.	30,000	30,000	
Spielend lernen e.V.	20,000	20,000	
subvenio e.V.	25,000	25,000	
Verbund Offener Werkstätten e.V.	59,740	59,740	
VRD Stiftung für Erneuerbare Energien	46,552	46,552	
Other beneficiaries	0	40,000	
<b>Federal states totals</b>	<b>17,921,801</b>	<b>31,410,671</b>	
Baden-Württemberg	1,818,635	3,236,944	
Bayern	2,115,207	3,751,629	
Berlin	596,172	1,197,315	
Brandenburg	853,276	1,338,990	
Bremen	171,921	471,327	
Hamburg	294,869	535,692	
Hessen	1,259,520	2,173,780	
Mecklenburg-Vorpommern	403,756	711,499	
Niedersachsen	2,148,124	3,586,007	
Nordrhein-Westfalen	4,230,948	7,608,307	
Rheinland-Pfalz	924,331	1,560,452	
Saarland	208,605	348,320	
Sachsen	775,419	1,348,250	
Sachsen-Anhalt	585,095	1,043,744	
Schleswig-Holstein	834,635	1,400,308	
Thüringen	701,288	1,098,107	
<b>Federal states</b>			
<b>Baden-Württemberg</b>			
Ackerdemia e.V.			72,178
Ackerhelden machen Schule gGmbH			55,000
Bike Bridge e.V.			58,000
El Palito e.V.			60,000
gemeinnützige CLIMB GmbH			32,550
Grünhof e.V.			59,897
Mentor Stiftung Deutschland			60,000
Offene Jugendwerkstatt Oberderdingen e.V.			60,000
Pferde bewegen Menschen e.V.			180,000
REM Regenerative Energien Mittelbaden e.V.			90,000
unw e.V.			90,000
VRD Stiftung für Erneuerbare Energien			104,862
WWF Deutschland			120,000
Other beneficiaries			776,148
<b>Bayern</b>			
APPELL e.V.			46,900
ArrivalAid gUG (haftungsbeschränkt)			35,546
AWO Bezirksverband Unterfranken e.V.			47,610
Eichhörnchen Schutz e.V.			88,500
Förderverein KiTa St. Mariä Himmelfahrt e.V.			90,000
Green City e.V.			113,086
IMPULS Deutschland Stiftung e.V.			59,947
KiBeG - Gemeinn. Gesellschaft für Kinderbetreuung mbH			38,500
KlinikClowns Bayern e.V.			35,174
SOS-Kinderdorf e.V.			79,362
Transition Regensburg e.V.			70,000
Verein zur Förderung der KiTa Schönaue.V.			140,000
WWF Deutschland			90,000
Other beneficiaries			1,180,582
<b>Berlin</b>			
Ackerhelden machen Schule gGmbH			30,000
Ärzte der Welt e.V.			30,000
BAUFACHFRAU Berlin e.V.			59,680
Girls Gearing Up International			
Leadership Academy e.V.			30,000
Kunst-Stoffe - Zentralstelle für wiederverwendbare Materialien e.V.			45,360
Malteser Hilfsdienst e.V. - Berlin			30,000
SOS-Kinderdorf e.V.			30,000
Stiftung für Mensch und Umwelt			30,000
STOP MICRO WASTE gUG			30,000
Umweltbüro für Berlin-Brandenburg e.V.			30,000
Other beneficiaries			251,132
<b>Brandenburg</b>			
Ackerdemia e.V.			30,000
Ackerhelden machen Schule gGmbH			55,000

	2019		2019		2019
ARTPORT_making waves e.V.	30,000	WWF Deutschland	88,476	<b>Sachsen</b>	
Förderverein des Neue Energien		Other beneficiaries	17,100	Ackerdemia e.V.	30,000
Forum Feldheim e.V. (NEF e.V.)	30,000			Ackerhelden machen Schule gGmbH	55,000
Helversensche Stiftung		<b>Niedersachsen</b>		BUND Deutschland RG Dresden e.V.	71,248
für Arten- und Biotopschutz	144,000	Ackerdemia e.V.	30,000	BUND LV Sachsen e.V.	96,372
IB Berlin-Brandenburg gGmbH	45,000	Ackerhelden machen Schule gGmbH	55,000	Interkultureller Garten Coswig e.V.	88,756
IMPULS Deutschland Stiftung e.V.	59,947	Aktion Fischotterschutz e.V.	85,000	Momelino gGmbH	29,239
Linie 94 e.V.	30,000	AWO Bezirksverband Hannover e.V.	53,373	Ökolöwe - Umweltbund Leipzig e.V.	29,100
SOS-Kinderdorf e.V.	58,176	Greenpeace e.V.	90,000	Orang-Utans in Not e.V.	39,800
Verein Naturschutzpark Märkische Schweiz e.V.	54,770	Momelino gGmbH	59,818	PRIMAKLIMA e.V.	60,000
Other beneficiaries	316,383	NABU Deutschland e.V.	90,000	Stiftung Zuhören beim Bayerischen Rundfunk	30,000
		NABU LV Niedersachsen e.V.	55,000	Other beneficiaries	245,904
<b>Bremen</b>		NABU Niedersachsen e.V.	79,860		
Ackerhelden machen Schule gGmbH	30,000	Naturefund e.V.	150,000	<b>Sachsen-Anhalt</b>	
Arbeit & Ökologie e.V.	30,000	Til Schweiger Foundation	60,000	Ackerdemia e.V.	30,000
Arbeit & Ökologie, Betrieb der ÖkoNet gGmbH	5,021	Windmühle Lechtingen e.V.	60,000	Ackerhelden machen Schule gGmbH	55,000
gemeinnützige CLIMB GmbH	24,000	Other beneficiaries	1,280,073	BUND Sachsen-Anhalt e.V.	57,300
IMPULS Deutschland Stiftung e.V.	29,100			Deutsche Umwelthilfe e.V.	28,700
Kindergruppe He du da e.V.	12,300	<b>Nordrhein-Westfalen</b>		Deutsche Wildtier Stiftung	90,000
KulturPflanzen e.V.	24,000	BUND Landesverband NRW e.V.	74,813	Garten Eden e.V.	28,300
Malteser Hilfsdienst e.V. - Bremen	3,000	BürgerStiftung Düsseldorf	767,000	Momelino gGmbH	29,935
Sozialer Friedensdienst Bremen e.V.	14,500	Förderverein NaturGut Ophoven e.V.	90,000	Trägerverein Burg Lenzen e.V.	30,000
		Litcam gGmbH	60,000	Verband Naturpark "Unteres Saaletal" e.V.	30,000
<b>Hamburg</b>		NaturAktiv e.V.	88,200	WWF Deutschland	60,000
Bergedorf im Wandel e.V.	19,747	Pro Düsseldorf e.V.	93,600	Other beneficiaries	145,860
BUND Hamburg e.V.	57,255	RhineCleanUp gGmbH	99,700		
Büro für Entwicklung gUG (haftungsbeschränkt)	12,797	SOS-Kinderdorf e.V.	158,311	<b>Schleswig-Holstein</b>	
gemeinnützige CLIMB GmbH	22,000	sunshine4kids e.V.	63,000	Ackerdemia e.V.	30,000
Klimawoche e.V.	28,000	Toni Kroos Stiftung	292,000	Ackerhelden machen Schule gGmbH	55,000
kulturchoc gUG	27,800	Verein für Gartenkultur und Heimatpflege e.V.	60,000	ADS-Grenzfriedensbund e.V.	62,400
Nussknacker e.V. / alphina gGmbH	25,000	WECF e.V. (Women Engage for		Amnesty International Deutschland e.V.	30,000
PONTON 3 e.V. - Verein für soziale Projekte	30,000	a Common Future)	88,385	BUND Inselgruppe Föhr-Amrum e.V.	85,000
Quadriga gGmbH	25,000	Wuppertaler Kinder- und Jugenduniversität		BUND Schleswig-Holstein e.V.	74,832
Umwelthelden e.V.	13,599	f. d. Bergische Land gGmbH	90,000	LOOP Kinderhilfe e.V.	30,000
Other beneficiaries	33,671	Other beneficiaries	2,205,939	SOS-Kinderdorf e.V.	30,000
				Villekula e.V.	30,000
<b>Hessen</b>		<b>Rheinland-Pfalz</b>		ZBBS e.V.	56,500
Ackerdemia e.V.	30,000	Ackerdemia e.V.	30,000	Other beneficiaries	350,903
Ackerhelden machen Schule gGmbH	55,000	Ackerhelden machen Schule gGmbH	55,000		
AWO Kreisverband Fulda e.V.	41,000	Aktionkinderschutz e.V.	30,000	<b>Thüringen</b>	
FINE Frankfurter Institut		Bethanien Kinderdörfer gGmbH	30,000	Ackerdemia e.V.	30,000
für nachhaltige Entwicklung e.V.	119,000	gemeinnützige CLIMB GmbH	33,300	Ackerhelden machen Schule gGmbH	30,000
Gesellschaft für Naturschutz		Pfälzischer Verein für soz. Rechtspflege KL e.V.	30,000	Clean River Project e.V.	30,000
und Auenentwicklung (GNA e.V.)	80,000	SOS-Kinderdorf e.V.	90,000	Diakoniewerk Gotha gGmbH	30,000
IB Südwest gGmbH	71,710	Sportverein 1921 Sommerloch e.V.	60,000	ELAN e.V.	43,500
IMPULS Deutschland Stiftung e.V.	59,947	Stiftung "Achtung!Kinderseele"	30,000	NABU Thüringen e.V.	58,810
j4r-jobs4refugees gUG (haftungsbeschränkt)	66,900	Stiftung Lebensraum	60,000	Netzwerk Energiewende Jetzt e.V.	30,000
Naturefund e.V.	120,000	Other beneficiaries	476,031	Paritätische BuntStiftung Thüringen	30,000
Zukunftsstiftung Landwirtschaft	40,000			Stiftung "Achtung!Kinderseele"	60,000
Other beneficiaries	575,963	<b>Saarland</b>		Verein Prof. Herman A. Krüger e.V.	30,000
		Ackerdemia e.V.	30,000	Other beneficiaries	328,978
<b>Mecklenburg-Vorpommern</b>		Ackerhelden machen Schule gGmbH	30,000		
Ackerhelden machen Schule gGmbH	55,000	Diakonisches Werk an der Saar gGmbH	20,000		
Bergwaldprojekt e.V.	27,600	Malteser Hilfsdienst e.V. St. Ingbert	5,584		
Ecosphäre e.V.	29,200	McDonald's Kinderhilfe Stiftung - Homburg	3,000		
Gesellschaft zur Rettung der Delphine e.V.	29,600	SOS-Kinderdorf e.V.	16,521		
Malteser Hilfsdienst e.V. - Mecklenburg	25,000	Stiftung "Achtung!Kinderseele"	30,000		
polylux e.V.	24,000	SWSM Sozialwerk Saar-Mosel gGmbH	13,500		
Rewilding Oder Delta e.V.	59,680	The Blue Mind e.V.	30,000		
Sozialwerk der EFG Malchin-Teterow e.V.	23,500	Waldritter e.V.	30,000		
Städtische Kindertageseinrichtungen					
der LH Schwerin Kita gGmbH	24,600				



# Where the millions go

	2019	To 2019 inclusive		2019	To 2019 inclusive
<b>People's Postcode Lottery Great Britain</b>					
<b>Lottery contributions in millions of euros</b>					
People's Postcode Trust: Community Grants Programme	3.2	26.5	Postcode Care Trust: Carers Trust Missing People Music in Hospitals & Care Prince of Wales's Charitable Foundation The Reader	3.2	23.5
Postcode Green Trust: Bumblebee Conservation Trust ClientEarth Ellen MacArthur Foundation Greenpeace Keep Britain Tidy Surfers Against Sewage The Conservation Volunteers The Royal Parks Trees for Cities	3.3	23.7	Postcode Children Trust: Buttle UK Children 1st Children North-East Daisy Chain Magic Breakfast Place2Be Whizz-Kidz	3.3	18.5
Postcode Culture Trust: Edinburgh International Book Festival mac birmingham National Galleries of Scotland National Museum Wales / Amgueddfa Cymru National Museums of Scotland Sistema Scotland V&A Dundee	3.3	23.1	Postcode Community Trust: Community Grants Programme	3.2	18.2
Postcode Animal Trust: Battersea Marine Conservation Society Medical Detection Dogs Riding for the Disabled Association TRAFFIC INTERNATIONAL Wildfowl & Wetlands Trust	3.3	20.1	Postcode African Trust: Action Against Hunger UK AfriKids Amref Health Africa UK Book Aid International Global Fund for Children Mary's Meals Ndlovu Care Group Peace Direct	3.3	16.4
Postcode Global Trust: CARE International Children on the Edge Humanity & Inclusion UK Médecins Sans Frontières	3.3	18.2	Postcode Planet Trust: African Parks Apopo Clinton Foundation Cool Earth Fauna & Flora International Global Witness Royal Zoological Society of Scotland Zoological Society of London	3.3	19.1
Postcode Heroes Trust: Dame Kelly Holmes Trust Ellen MacArthur Cancer Trust Scottish Air Ambulance Street Soccer The Sentry Thomson Reuters Foundation Tottenham Hotspur Foundation	3.3	19.4	Postcode Dream Trust	3.3	19.0
			Postcode Sport Trust: Cruyff Foundation Greenhouse Sports Homeless World Cup Lord's Taverners Newcastle United Street League Women in Sport	3.3	15.9
			Postcode Earth Trust: Forum for the Future	3.3	13.9





# Where the millions go

	2019	To 2019 inclusive		2019	To 2019 inclusive
Swedish Alzheimer's Foundation	0.7	8.1	Commonland	0.9	4.2
Swedish Association of City Missions	2.3	25.8	Cordaid	3.7	72.9
Swedish Asthma and Allergy Association	0.7	7.4	Dance4Life	0.5	8.5
Swedish Childhood Cancer Fund	2.0	54.9	Defence for Children	0.5	7.1
Swedish Committee for Afghanistan	1.6	10.1	Deltaplan Biodiversiteitsherstel	1.5	1.5
Swedish Committee for UNICEF	2.4	32.0	Dierenbescherming	1.8	44.8
Swedish Olympic Committee	0.9	5.7	Dr. Denis Mukwege Foundation	0.9	3.9
Swedish Outdoor Association	0.7	7.0	Dutch Caribbean Nature Alliance	0.5	7.7
Swedish Sailing Federation	0.5	3.0	Dutch Council for Refugees	10.0	305.2
Swedish Ski Association	1.4	7.5	Edukans	2.1	4.6
The Guides and Scouts of Sweden	0.9	8.6	The Elders	0.5	5.0
The Hunger Project Sweden	0.7	5.0	European Climate Foundation	0.9	10.0
The Kvinna till Kvinna Foundation	1.1	9.7	Fairfood	0.5	6.6
The Swedish Autism and Asperger Association	0.5	1.0	Foundation for Refugee Students UAF	0.9	20.6
The Swedish Brain Foundation	1.5	8.5	Free a Girl	1.0	2.0
The Swedish Cancer Society	2.4	37.7	Free Press Unlimited	2.4	23.8
The Swedish Heart-Lung Foundation	2.0	29.8	Friends of the Earth Netherlands	1.4	37.2
The Swedish National Association for People with Intellectual Disability	0.7	5.5	Girls Not Brides	0.5	5.0
The Swedish Postcode Foundation	18.0	169.9	Global Witness	0.5	1.5
The Swedish Rheumatism Association	0.7	7.7	Goois Natuurreservaat	0.9	26.3
The Swedish Sea Rescue Society	1.5	27.0	Greenpeace	2.3	72.9
the Swedish Society for Nature Conservation (SSNC)	1.5	13.8	Healthy Entrepreneurs	1.0	1.0
Vi Agroforestry	1.0	5.9	Hivos	2.4	35.0
WaterAid	1.0	7.5	Human Rights Watch	1.4	15.0
We Effect	1.7	15.4	Humanitas	4.5	62.9
World Childhood Foundation	0.7	3.2	The Hunger Project	0.5	5.8
World's Children's Prize Foundation	0.5	3.7	ICCO	2.4	21.9
WWF - World Wildlife Fund	1.9	58.9	IMC Weekendschool	0.5	6.0
Former special projects and beneficiaries	0.0	233.0	IUCN NL	3.7	31.4
			IVN Natuureducatie	1.4	38.8
			JINC	0.5	2.9
			Johan Cruyff Foundation	2.4	18.7
			Kansfonds	10.0	142.8
			KidsRights	1.5	1.5
			KNCV Tuberculosis Foundation	0.9	2.7
			Krajicek Foundation	3.0	6.9
			LandschappenNL	16.0	345.1
			Liliane Foundation	1.4	26.8
			LINDA.foundation	0.5	2.9
			Mama Cash	1.4	14.2
			Marine Stewardship Council	0.5	6.3
			Médecins du Monde Netherlands	0.5	7.1
			Médecins sans Frontières Netherlands	13.5	391.0
			Movies that Matter	0.5	1.0
			Natuur & Milieu	1.8	56.7
			De Natuur en Milieufederaties	4.5	56.0
			Natuurmonumenten	15.6	435.5
			Netherlands Leprosy Relief	1.4	41.7
			Oceana	1.0	4.4
			Oranje Fonds	15.0	217.6
			Oxfam Novib	14.5	418.8
			PAX	0.5	9.3
			Peace Parks Foundation	1.4	42.5

## Nationale Postcode Loterij The Netherlands

### Lottery contributions in millions of euros

100WEEKS	0.5	0.5
AAP	0.5	12.4
Aflatoun International	0.5	5.0
African Parks Network	0.9	15.2
Aidsfonds	4.3	47.2
Amazon Frontlines	1.0	1.0
Amnesty International	3.6	94.3
Amref Flying Doctors	3.7	40.6
ARK Nature	0.9	25.8
Bird Life in the Netherlands	2.8	64.4
Both ENDS	0.5	2.0
Carbon War Room	0.5	9.6
CARE Nederland	0.9	7.6
Centrum tegen Kinderhandel en Mensenhandel	0.5	3.5
Children's Fund MAMAS	2.7	15.7
Clinton Foundation	1.8	33.2

	2019	To 2019 inclusive		2019	To 2019 inclusive
PharmAccess	0.9	5.6	<b>BankGiro Loterij The Netherlands</b>		
Plan International Netherlands	3.2	66.1			
Plastic Soup Foundation	1.0	1.6	<b>Lottery contributions in millions of euros</b>		
Prince Claus Fund	0.5	13.7	Amsterdam Museum	0.3	4.2
Rafa Nadal Foundation	0.5	5.0	Anne Frank House	0.3	4.7
The Red Cross	7.4	113.1	BankGiro Lottery Fund	4.3	67.1
Resto VanHarte	0.8	6.7	BOEi	0.6	9.4
Rewilding Europe	1.9	5.8	Bonnefantenmuseum	0.3	3.3
Right To Play	0.5	6.5	Centraal Museum	1.4	7.7
Rocky Mountain Institute	0.9	14.8	Cobra Museum	0.3	9.3
Roger Federer Foundation	0.5	1.0	The Concertgebouw	2.1	17.9
Rutgers	0.9	28.2	Drents Museum	1.3	6.0
Salvation Army	1.5	1.5	Dutch state museums (Kröller-Müller Museum, Mauritshuis, Rijksmuseum, Van Gogh Museum)	10.0	171.8
Save the Children Netherlands	0.9	21.7	EYE	0.3	3.5
Scouting Netherlands	0.5	4.7	Foam Fotografiemuseum Amsterdam	0.4	7.6
Sea Ranger Service	0.5	0.5	Fraylemaborg Slochteren	0.3	0.3
Sea Shepherd	2.9	21.2	Frans Hals Museum	0.4	4.1
The Sentry	7.2	10.5	Groninger Museum	1.0	5.9
Sexual Assault Center	1.0	1.0	Hendrick de Keyser, Historic Houses Association	1.3	21.2
Simavi	0.9	24.4	Hermitage Amsterdam	1.0	20.3
Solidaridad	1.4	18.7	Jewish Historical Museum	0.3	5.3
SoortenNL	1.0	1.0	Kunsthal Rotterdam	0.7	5.5
SOS Children's Villages Netherlands	1.4	32.4	Kunstmuseum Den Haag	1.3	9.7
SpaceBuzz	0.5	0.5	Lalique Museum	0.5	0.5
SPARK	1.0	1.0	Maritime Museum Rotterdam	0.3	1.1
Stichting Elisabeth Samson Huis	0.5	0.5	Museum Arnhem	0.2	2.2
Stichting Kinderpostzegels Nederland	0.5	5.5	Museum Beelden aan Zee	0.3	3.2
Stichting leerKRACHT	1.0	1.0	Museum Boijmans Van Beuningen	0.6	10.2
Stichting Vluchteling	2.7	77.4	Museum Catharijneconvent	0.4	3.0
Terre des Hommes	2.3	63.7	Museum de Fundatie	0.8	5.0
The Climate Group	0.9	13.2	Museum of Friesland	0.4	3.6
The DOEN Foundation	29.2	707.7	Museum Plus Bus	0.5	5.0
The Dutch Urgenda Foundation	0.5	8.8	Museum Speelklok	0.3	4.7
The National Foundation for the Promotion of Happiness	2.1	10.7	Museum Steamtram Hoorn-Medemblik	0.3	4.0
The North Sea Foundation	0.5	3.0	Museum Van Bommel Van Dam	0.3	0.3
Theirworld	1.4	7.9	De Museumfabriek	0.2	2.9
Thorn	1.5	1.5	Nationaal Museum van Wereldculturen	1.0	9.2
Trees for All	1.0	1.0	National Holocaust Museum	1.5	1.5
UNHCR	2.3	39.6	Naturalis Biodiversity Center	0.8	9.2
UNICEF	13.5	388.3	Nederlands Fotomuseum	0.9	3.7
Vereniging Nederlands Cultuurlandschap	0.5	9.4	Nederlandse Kastelenstichting	0.2	0.2
vfonds	10.0	70.4	NEMO	0.9	6.9
Voedselbanken Nederland	1.0	5.0	Netherlands Open Air Museum	2.0	14.5
Waddenvereniging	0.5	25.9	Het Nieuwe Instituut	0.3	4.4
Wakker Dier	0.5	4.4	De Nieuwe Kerk Amsterdam	1.1	6.4
War Child	1.4	37.2	Noordbrabants Museum	0.7	5.3
Wilde Ganzen	0.9	8.3	Oyfo Kunst en Techniek	0.4	0.4
Wildlife Justice Commission	0.5	1.0	Paleis Het Loo	2.2	9.2
WOMEN Inc.	0.5	4.5	Prins Bernhard Cultuurfonds	17.0	253.5
World Food Programme	1.4	23.1	Railway Museum	1.1	7.7
World Press Photo	0.5	14.3	Rembrandt Association	0.4	4.6
WWF Netherlands	30.4	418.3	Singer Laren	0.8	6.3
YY Foundation	3.0	6.4	Stedelijk Museum Amsterdam	0.7	4.1
Other and former beneficiaries	41.1	331.2			



# Where the millions go

	2019	To 2019 inclusive		2019	To 2019 inclusive
Stedelijk Museum Schiedam	0.4	0.4	Jantje Beton	1.5	22.8
Stichting Liniebreed Ondernemen	0.3	0.3	Jeugdeducatiefonds	0.4	0.4
Stichting Nederland Monumentenland	1.0	1.0	Jeugdfonds Sport & Cultuur	0.4	3.1
Teylers Museum	0.3	3.9	Johan Cruyff Foundation	0.1	36.0
The Dutch Mill Society	0.5	11.1	John de Wolf Sportfoundation	0.1	0.1
The National Maritime Museum	0.5	8.4	KiKa	0.8	7.6
The National Museum of Antiquities	0.5	4.5	KNCV Tuberculosis Foundation	0.1	10.1
The Netherlands Institute of Sound and Vision	1.6	6.9	Krajicek Foundation	0.1	6.7
Van Abbe Museum	1.0	4.1	Leergeld Nederland	0.2	0.4
Wereld van Windmolens	0.5	0.5	Lucille Werner Foundation	0.3	2.8
Zeeuws Museum	0.2	2.4	Lung Foundation Netherlands	1.0	18.5
Zuiderzee Museum	1.1	9.7	Maag Lever Darm Stichting	1.9	19.7
Other and former beneficiaries	11.4	263.7	Make-A-Wish Netherlands	0.5	7.8
<b>VriendenLoterij</b>			Nationaal Fonds Kinderhulp	4.0	51.9
<b>The Netherlands</b>			Nationaal Fonds tegen Kanker	0.2	0.4
<b>Lottery contributions in millions of euros</b>			Nationaal Monument Sint-Jan	0.2	4.5
Aidsfonds	0.8	22.4	National Foundation for the Elderly	3.1	22.7
Alzheimer Netherlands	1.3	12.3	Nationale Vereniging de Zonnebloem	0.9	10.6
AMC Foundation: Medicine for Society	1.0	2.0	Natuurmonumenten	0.5	4.1
Bas van de Goor Foundation	0.3	2.3	Nederlandse Vereniging voor Autisme	0.3	3.4
CliniClowns Foundation	0.2	6.0	Oogfonds	0.4	3.7
Diabetes Fonds	1.3	20.2	Pink Ribbon	0.7	8.5
Dirk Kuyt Foundation	0.2	1.2	Princess Beatrix Spierfonds	0.9	14.7
Dutch Burns Foundation	1.0	14.1	ProstaatKankerStichting.nl	0.2	0.3
Dutch Cancer Society	1.5	24.7	The Red Cross	0.3	8.3
Dutch Heart Foundation	1.8	23.1	ReumaNederland	0.8	14.1
Dutch Kidney Foundation	1.7	17.0	SchuldenLabNL	1.0	1.0
Edwin van der Sar Foundation	0.2	1.5	Spieren voor Spieren	1.5	6.8
Emma at Work	0.2	0.2	Stichting ALS Nederland	0.1	0.4
Epilepsiefonds	0.7	11.6	Stichting Het Vergeten Kind	2.4	14.1
Esther Vergeer Foundation	0.2	2.1	Stichting Jarige Job	0.5	0.7
Everyday Heroes	0.2	0.2	Stichting Kinderpostzegels Nederland	0.9	5.4
Fonds Gehandicaptensport	0.8	8.8	Stichting Lezen & Schrijven	0.2	2.3
Fonds Kind & Handicap	0.1	0.1	Stichting Life Goals Netherlands	0.2	0.6
Fonds Slachtofferhulp	1.6	26.1	Stichting Met je Hart	0.2	0.2
Friendship Sports Centre	0.8	2.5	Stichting Metakids	1.8	3.9
Het Gehandicapte Kind	0.5	6.5	Stichting MIND	0.6	12.4
Giovanni van Bronckhorst Foundation	0.4	1.2	Stichting Move	0.3	0.3
Golden Days Foundation Netherlands	0.6	1.8	Stichting MS Research	0.2	5.7
HandicapNL	2.4	20.3	Stichting Oud Geleerd Jong Gedaan	0.2	0.2
Herman van Veen Arts Center Foundation	0.1	1.1	Stichting StreetPro	0.2	0.2
Hersenstichting	1.1	17.0	Stichting Zeldzame Ziekten Fonds	0.1	1.2
Hulphond Nederland	0.2	1.3	The DOEN Foundation	3.0	85.7
Humanitas	0.2	62.1	Vier het Leven	0.2	1.6
			VUmc Cancer Center Amsterdam	1.0	34.7
			World Cancer Research Fund	0.1	0.1
			Yvonne van Gennip Talent Fonds	0.1	0.3
			Other and former beneficiaries	5.5	198.3



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De Schepper Campagnes with  
Jacqueline Schoenmakers,  
JudithBeers&, LokkerTeksten  
and Más

## Translation:

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## Editing and proofreading:

Laura Martz

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Our internationally oriented communications department acts as the  
group's liaison with stakeholders worldwide. For any questions, please  
contact the team by emailing:

Martijn van Klaveren (the Netherlands), Communications Director  
martijn@novamedia.nl

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Sweden

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Norway

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Email [kundeservice@postkodelotteriet.no](mailto:kundeservice@postkodelotteriet.no)

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Novamedia

Beethovenstraat 200  
1077 JZ Amsterdam  
The Netherlands

Phone +31 (0)20 664 0978  
Email [info@novamedia.nl](mailto:info@novamedia.nl)

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Nationale Postcode Loterij

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Beethovenstraat 200  
1077 JZ Amsterdam  
The Netherlands

Postal address:  
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The Netherlands

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Email [secretariaat@postcodeloterij.nl](mailto:secretariaat@postcodeloterij.nl)

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Visiting address:  
Beethovenstraat 200  
1077 JZ Amsterdam  
The Netherlands

Postal address:  
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1070 AZ Amsterdam  
The Netherlands

Phone +31 (0)20 573 7474  
Email [secretariaat@bankgiroloterij.nl](mailto:secretariaat@bankgiroloterij.nl)

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Visiting address:  
Beethovenstraat 200  
1077 JZ Amsterdam  
The Netherlands

Postal address:  
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1070 AB Amsterdam  
The Netherlands

Phone +31 (0)20 573 7507  
Email [secretariaat@vriendenloterij.nl](mailto:secretariaat@vriendenloterij.nl)

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