

Annual Report 2020

Novamedia/Postcode Lotteries



Novamedia | Postcode Lotteries for a better world



2020 Overall growth



Mission

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

2020



In world's top 3 of largest private charity donors





Cover

Volunteers with Red Cross and Red Crescent Societies help people in extreme situations all over the world, as here, after the forest fires in Latakia, Syria.

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Safeguarding democracy, human rights



If the year 2020 has taught us anything, it is that we need each other. On the positive side, valuable things have happened thanks to international solidarity and humanity. Charitable organisations and cultural institutions have had to make great efforts to continue their good work and have adapted operationally and financially to the situation. Our lotteries have been able to contribute by responding to their desperate cries for help in addition to providing the regular annual non-earmarked funding. For example, in 2020 we gave extra grants to food banks, volunteer organisations, homeless people, and children living in poverty and in refugee camps.

We have also seen the fragility of democracy recently. We cannot take it for granted. When you are in the middle of a democracy's

degeneration, it can take a long time to realise it. Safeguarding democracy is also something we must do together. As the British journalist Anne Applebaum writes in *Twilight of Democracy*, "A democracy makes demands on its citizens – you have to participate, engage in debate, make an effort, fight." I have great confidence in the organisations and other strong forces that are working for democracy and for freedom of expression, freedom of the press, human rights and equality. It fills me with pride that, thanks to the millions of players, our lotteries can support many of these organisations and initiatives over the long term. Change is only possible when you have a strong civil society.

Through its lotteries, Novamedia has done a considerable amount to strengthen the foundations of civil

society at home and abroad. It is a great achievement to be able to donate €800 million to charity in this exceptional year. Boudewijn Poelmann was one of the founders of the Nationale Postcode Loterij in 1989 and stepped down as CEO and director last year. We owe him a great debt of gratitude for his vision and ability to motivate and inspire us all, and for the outstanding contribution he has made to building a better world.

Gerdi Verbeet
Chair, Supervisory Board
Novamedia/Postcode Lotteries

The power of civil society



Civil society organisations are an unstoppable force for progress and innovation, fuelled by committed people who want to contribute to a better world. Last year clearly showed how internationally connected these organisations are. The issues we face cross borders and deserve a joint approach, for the sake of our individual and shared interests. We are able to contribute to charities' efforts through our lotteries, which have now reached €800 million in donations annually, thanks to the 13 million subscriptions in the five countries where we are now active. Last year, in all these countries, in addition to the regular annual donations we make, we were able to respond to cries for help from our charities and support them in providing those in need with vital resources such as food, a permanent place to sleep, and education,

and in deploying more volunteers.

We have now passed the magic threshold of more than €10 billion donated in support of a better world. This landmark event coincided with the farewell of co-founder and former CEO of Novamedia, Boudewijn Poelmann. He has entrusted us with raising the next €10 billion. And that's a challenge we gladly accept. Last year, all our lotteries grew. This is a tremendous achievement which we owe to the flexibility, creativity and resilience of our 1,500 colleagues, who showed their best side in 2020 while working largely from home. And, of course, we also owe our success to our many long-term players and the new ones who have joined us.

Now more than ever, the type of financial support we provide to

hundreds of charities and many more social initiatives – which is non-earmarked, based on trust, and for the long term – is crucial. Importantly, it is also supplemented by specific support for courageous projects that can bring about change. These projects arise from a variety of ideals in areas from health and human welfare to culture, from nature conservation and climate protection to human rights.

I myself draw strength from courageous people who stand up against injustice, like Nina Baginskaya, 73, who protests daily against the dictatorship in her country, Belarus, and Niloufar Bayani, a young Iranian environmental activist, who has been unjustly imprisoned and tortured. I hope they feel that the world has not forgotten them and that there are people and organisations that share their ideals and support them.

In the coming year, we will focus on the further growth and prosperity of our Postcode Lotteries and the expansion of our postcode communities. The power of civil society is what motivates us to continue this work every day.

Sigrid van Aken
CEO
Novamedia/Postcode Lotteries

Lotteries for a better world

The mission of Novamedia/Postcode Lotteries is to achieve a better world for people and the planet. Novamedia, the creator of the Postcode Lottery format, believes the world benefits from strong social organisations. For this reason, we set up charity lotteries internationally to raise funds to support organisations and projects of an idealistic nature. Our funding is long-term and unrestricted, so our beneficiaries can use it where it is most needed – for example, in response to crises such as the coronavirus pandemic. The Lotteries also 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 2020, 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 2020, People's Postcode Lottery had 3.9 million players in the draw with 4.3 million tickets.

The Swedish Postcode Lottery (Svenska Postkodlotteriet) was launched in Sweden in September 2005. By the end of 2020, over 973,000 players were participating with over 1.7 million tickets.

The German Postcode Lottery (Deutsche Postcode Lotterie) was launched across Germany in 2016.

The first draw took place that October. By December 2020, over 668,000 players were playing for charities in Germany with more than 874,000 tickets.

The Norwegian Postcode Lottery (Norsk Postkodelotteri) was launched in Norway in 2018. The first draw took place in November. By December 2020, more than 90,500 players were playing with nearly 105,000 tickets.

Postcodes

The principle behind the Lotteries is simple, engaging 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 on a monthly basis in advance. Any lucky neighbours playing in a particular postcode win when that postcode is drawn. So an entire street or neighbourhood can win together.

Innovation

The Postcode Lottery concept is the first innovation to the lottery

WE feel courageous
♥ fun
like sharing
live sustainably

Core values

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

•Courageous

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

•Fun

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

•Sharing

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

•Sustainable

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

format since it was invented in Genoa 400 years ago.

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 2020 every Lottery donated up to 45% of its income from ticket sales to good causes. The total amount given was more than €800 million. Charities are free to choose how they spend the money, so they can use it in the areas where it is most needed. The Lotteries are 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 help 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 January, the €600,000 Monatsgewinn (Monthly Prize) went to 127 winners in the winning postcode 64372 BT in Ober-Ramstadt, Germany.

in the Netherlands and Sweden, 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 the Lotteries and their market. A charitable lottery's legal minimum contribution to beneficiaries differs from country to country. In the Netherlands this was 45% of ticket revenues in 2020. In Great Britain the Lottery awarded 32% of its ticket sales income to charity, well above the minimum of 20%. In Sweden, where there is

no legally fixed percentage, the Lottery awarded 29% of its lottery revenue to charities in 2020. In Germany 30% went to beneficiaries. And at the Norwegian Lottery, after deduction of the prize money, 50% of proceeds went to SOS-barnebyer and WWF Verdens naturfond.



On a special September day in Zierikzee, the Netherlands, nine winners in the winning postcode shared in the €1 million prize.



In Cwmbrân, Wales, 606 lucky players shared £3 million in February.

Media

The Lotteries differ in terms of their access to the media, and to television in particular. A unique broad mix of online and offline media helps us to recruit new players, thank existing ones and increase awareness of our beneficiaries' work. Popular shows like Sweden's *Postkodmiljonären* and the Dutch *Postcode Loterij*

Miljoenenjacht are enjoyed by an audience of millions.

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 belong to the Association of Charity



The Norwegian Lottery awarded the *Månedsgevinsten* four times and doubled the *Kjempe* to NOK 20 million, increasing the number of winners by 4,157 and making eight people millionaires.

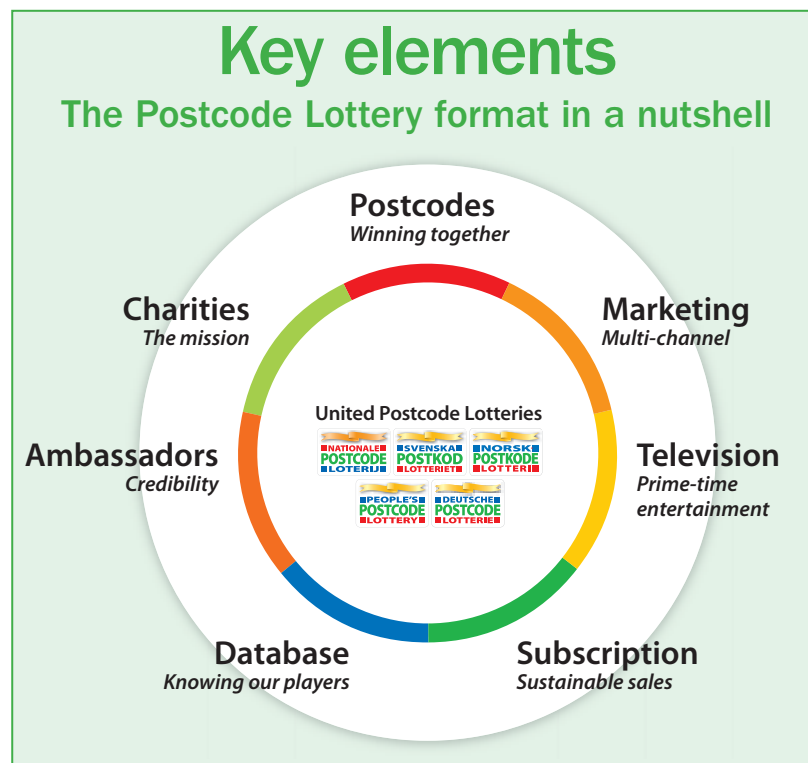
Lotteries in Europe (ACLEU). One of its priorities is to raise awareness of the lottery model as a means of raising funds. Established in 2008, the ACLEU aims to help make fundraising for charities an explicit objective of gaming policy.



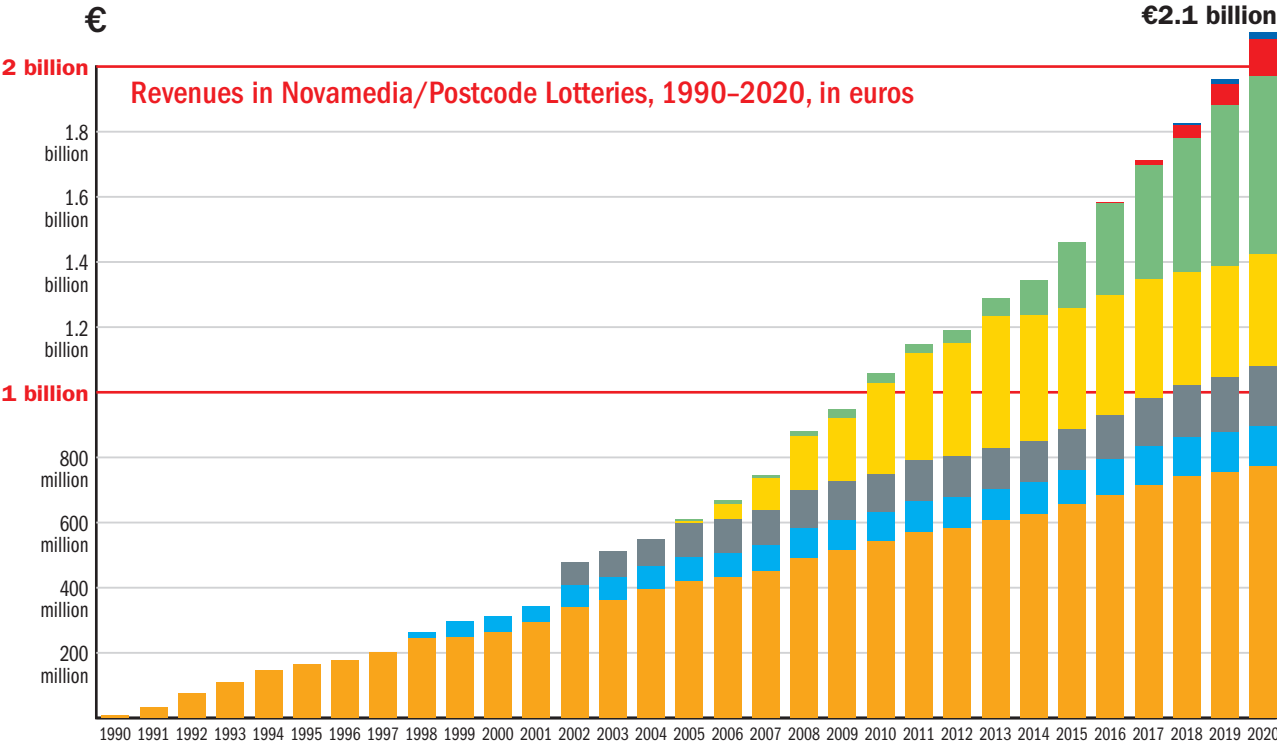
Our seven lotteries belong to the Association of Charity Lotteries in Europe.



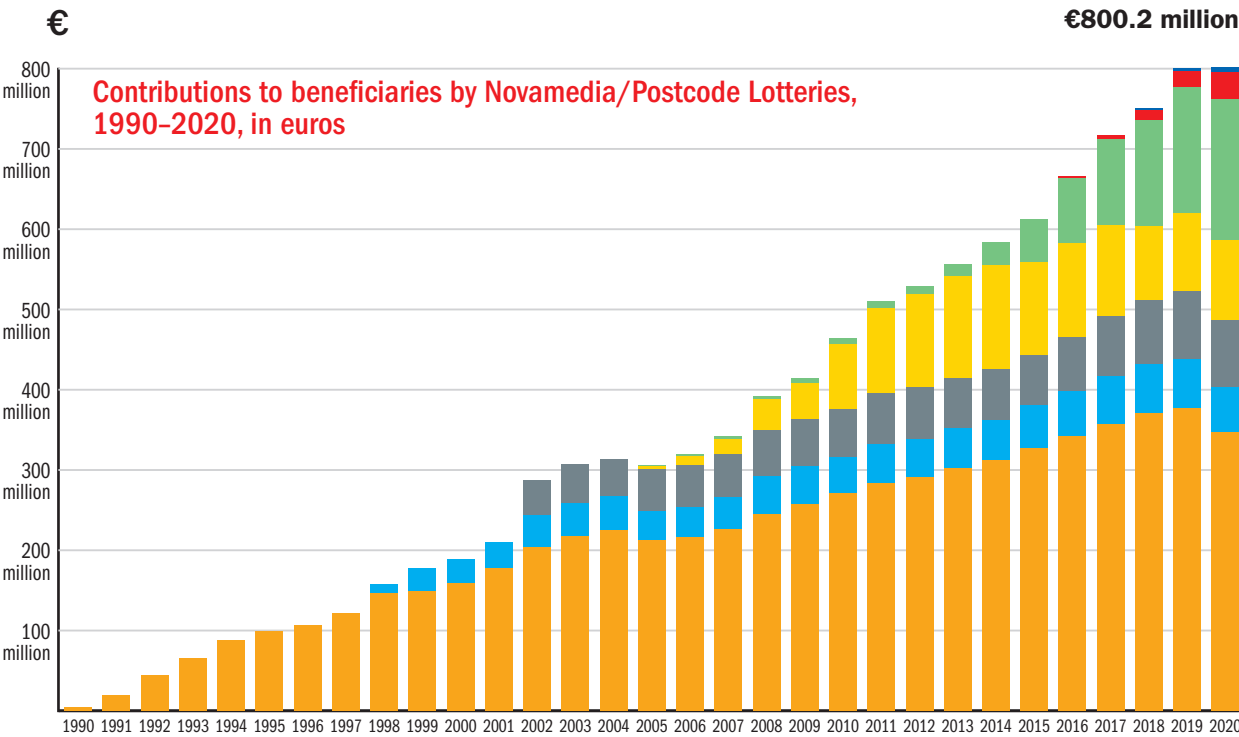
The second *Grannyra* of the year in Simrishamn, Sweden, celebrated 106 winners sharing SEK 114 million with their neighbours. Thirty became millionaires.



Growth of Novamedia/Postcode Lotteries, 1990–2020



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 10,079,851 players were playing the Lotteries, with a total of 13,014,682 tickets. The Lotteries awarded over €800.2 million to charities in 2020.



Novamedia/
Postcode Lotteries
is the world's
third-largest
private charity
donor, according
to UK business
newspaper City
A.M., December
2020



THE WORLD'S TOP PRIVATE CHARITY DONORS



SOURCE: GIVING MAGAZINE, PUBLISHED BY CITY A.M., DECEMBER 2020. RESEARCH CONDUCTED BY NFPSYNERGY. *CHARITY LOTTERIES IN 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. All are associated with charities and social organisations that receive Lottery support for the work they do to make the world a better place. Over the years we've built strong, warm relationships with George Clooney, former Archbishop Desmond Tutu, Emma Thompson, Rafa Nadal, Katarina Witt and many others, and we are proud to have them working with us and helping to promote our mission. This year, we're thrilled to welcome a new ambassador, Nadia Murad.



In 2018, Nadia Murad and Postcode Lotteries ambassador Dr Denis Mukwege were jointly awarded the Nobel Peace Prize for "their efforts to end the use of sexual violence as a weapon of war and armed conflict".



Postcode Lotteries ambassadors Professor Muhammad Yunus and Sarah Brown at the Dutch Charity Gala in Amsterdam in March 2020.



Welcome

Nadia Murad: *"I commend the humanitarian work the Postcode Lotteries support globally. Nadia's Initiative is proud to join the Postcode Lotteries family in the work of making meaningful change around the world."*

Nadia Murad, an Iraqi Yazidi, had to flee to Europe in 2014 after being captured, beaten and sexually abused by Islamic State terrorists. Her foundation, Nadia's Initiative, received support from 2019 Swedish Lottery proceeds to help rebuild her ancestral homeland in Sinjar, Iraq, which was systematically destroyed in 2014. In 2020, Dutch Lottery players made possible a €1 million grant that Nadia's Initiative will use to help restore schools, health centres and farms – everything the Yazidi community needs to rebuild their lives.



International Postcode Lotteries ambassadors Rafael Nadal and Roger Federer with Nationale Postcode Loterij ambassador Nicolette van Dam at the Match in Africa 6 in Cape Town, South Africa, in February 2020.



Postcode Lotteries ambassador George Clooney with Amal Clooney and Nice Nailantei Leng'ete at the 2019 People's Postcode Lottery Charity Gala in Edinburgh, Scotland.

Our funding philosophy: Playing for a better world

2020 was like no year we had ever experienced. The global Covid-19 pandemic disrupted daily life and the economy and slowed down progress toward achieving the UN's Sustainable Development Goals. This year more than ever, Postcode Lottery funding, raised thanks to more than 10 millions players with 13 million subscriptions, was of great significance.

Playing for a better world

Our funding philosophy document, "Playing for a better world", articulates our commitment to using the funds raised by the players of our Lotteries to make the greatest positive impact on the world. Below, we outline our funding philosophy, which encompasses our approach and sets out guidelines for all our Lotteries. Now active in several different European countries, our Lotteries are enablers of change, and they apply a positive, can-do mindset to everything they do. Together, we aim to be at the heart of posi-

tive change by delivering needed funds, made possible by the collective power of our players.

Global challenges

The natural world is losing species, habitats and liveable space every day. Over the past 30 years, earth's biodiversity, forests and healthy oceans have dwindled at a frighteningly rapid pace, as temperatures have continued to rise.

At the same time, an increase in misinformation and the emergence of social media as a dominant force have created a world in which social trust and free, independent journalism are under pressure.

Our vision and mission

Why

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

How

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

What

We operate charity lotteries to raise funds for social organisations and charities, and to make good citizenship fun.



"We do not occupy this world as the only tenants," said Sir David Attenborough, the 2020 Postcode Hero award winner. "We share this world with a rich community of plants and animals. They were there long before we were. We have a responsibility to look after them. We have an obligation to look after them, for our children. I actually thank the people who buy the Lottery tickets for helping us."

And around the world, a growing disregard for the conditions that constitute the foundations of democracy – including respect for the rights of minorities and migrants, space for critical dissent, and commitment to the rule of law – threatens to destabilise the democratic order.

Our commitment

The Postcode Lotteries are committed to supporting initiatives that drive positive change for those with inadequate opportunities in life, and to creating a world in which people understand that the health of the planet is linked to human well-being and survival. Now is the time for even stronger collaborative efforts and partnerships within civil society and with local governments, businesses and international organisations.

Four core funding areas

Change

We support civil society in effecting systemic change, which can only be achieved through longer-term investment. We do this by providing flexible funding.

Creativity

We invest in new and different approaches to addressing issues. These may include lighthouse and pilot projects designed to accelerate change in a specific area, project or type of funding.

Collaboration

We create opportunities for organisations to maximise their impact through strategic partnerships. These may include affiliations between charities, alliances between our Lotteries, and public/private partnerships.

Community

We recognise the importance of grassroots initiatives and activities that benefit local communities, including those of our players.

Courageous funding

With the support of more than 13 million subscriptions every month, we believe we must

actively look for innovative and daring ways to solve global and local challenges. We work with partners who share our values and dare to be disruptive in order to drive change. To us, courageous funding means:

- **Entering into long-term partnerships with our beneficiaries and trusting them to spend**



Hivos and Greenpeace support indigenous people and local communities in the fight against deforestation in the Amazon rainforest. Their All Eyes on the Amazon programme combines state-of-the-art-technology like satellites and drones with local knowledge.



In many of Germany's federal states, children learn to grow their own vegetables with and at Ackerdemia.

money where it is most needed.

- **Daring to enable organisations to start projects that would otherwise never get off the ground.**
- **Supporting organisations and causes that sometimes trigger resistance, are politically sensitive or generate debate in society.**

Our focus

Our charitable support is based on the United Nations' 17 Sustainable Development Goals. They provide member states with "a shared blueprint for peace and prosperity for people and the planet, now and into the future. They recognise that ending poverty and other deprivations must go hand in hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests."

Our interest specifically focuses on:

- Climate innovation and action
- Biodiversity and species protection
- Equality and justice
- Women's rights and girls' education

A good proportion of funds raised by each Lottery supports initiatives in the country where it operates and can be flexibly deployed to respond to local challenges. In this way, our community of players is connected to local causes that are important to them, and their funds can support a range of activities, from children's and health-related causes to animal welfare and culture and heritage projects.

For the complete "Our funding philosophy: Playing for a better world" document, see <https://www.novamedia.nl/who-we-are/vision-mission>

Postcode Lotteries Green Challenge 2020

As part of its mission to help make the world more sustainable, the Postcode Lottery holds an annual competition for green start-ups. With €1.1 million in prize money, the Postcode Lotteries Green Challenge is one of the biggest competitions in the field of sustainable business.

Online ceremony

Due to the coronavirus pandemic, the 14th edition was different than planned, with judging taking place online and the awards ceremony delayed by six months. For the second year in a row, the competition focused on the five Postcode Lottery countries. A total of 650 entrepreneurs from Germany, Great Britain, the Netherlands, Norway and Sweden submitted their business plans for sustainable solutions the planet needs today. A jury of experts selected 25 nominees from among these entries at the end of June.

By the beginning of September, it was clear that six entries would go through to the final. Enjay (Sweden), Jiva Materials (Great Britain), Made of Air (Germany), N2 Applied (Norway), Orbisk (Netherlands) and SoluBlue (Great Britain) were all assured of at least a €100,000 prize.

Televised final

In 2020, the international jury consisted of Boudewijn Poelmann (Postcode Lottery founder,



The 2020 international jury attended the award ceremony via a live stream.

Novamedia Executive Board member and Dutch Charity Lotteries Board member), Nina Jensen (CEO of REV Ocean), Jurriaan Ruys (founder and CEO of the Land Life Company), Margriet Schreuders (head of the Dutch Charity Lotteries' charities depart-

ment) and Isabella Gornall (managing director of Seahorse Environmental Communications). This year, for the first time, they did not announce the winner in a packed Westergasfabriek in Amsterdam; instead, the astronaut and scientist André Kuipers did

so in a special Dutch TV show, *Iedereen Kan Het!* ("Anyone Can Do It!"). The journalist Carrie ten Napel hosted the Green Challenge award ceremony from the Beurs van Berlage in Amsterdam as part of a show full of inspiring ideas for building a cleaner future.



Francis Field, a co-founder of SoluBlue, accepted the top prize of €500,000. SoluBlue's sustainable alternative to plastic packaging can help to reduce food waste, thus tackling two enormous environmental problems.



Runner-up Jiva Materials, represented by Jack Herring, won €200,000 for its fully recyclable PCB boards.

Sustainable food packaging

SoluBlue's founders, CEO Ayca Dundar and CTO Francis Field, greatly impressed the jury and won the top prize of €500,000. SoluBlue uses nature to tackle two huge environmental problems: "plastic soup" and food waste. Their sustainable food packaging material resembles plastic but is breathable and hydrophilic, absorbing excess moisture from food and preventing mould growth. It gives food a longer shelf life and allows it to slowly dry out instead of spoiling, making it fit for a second life as a cooking ingredient or animal feed. The material is made from seaweed and can be processed in a biodigester, so it's harmless to marine life. The packaging can also be composted at home and is as biodegradable as the food it contains. "Winning the top prize is not only going to revolutionise our growth plans, but it will provide further confidence to investors that our technology is the future," Dundar said.



The 2020 prizes were awarded in the TV programme *Iedereen Kan Het!* presented by Carrie ten Napel, the show featured astronaut André Kuipers, meteorologist Helga van Leur, forester Arjan Postma and science journalist Anna Gimbrère.

Recyclable circuit boards

The runner-up was Jack Herring, the managing director of Jiva Materials, who received a cheque for €200,000. Jiva has developed a patented, competitively priced fully recyclable substrate for

printed circuit boards (PCBs), Soluboard®. Eighteen billion square metres of PCBs are manufactured every year, and the rising value of precious metals has made efficient recycling a necessity. Soluboard® is made of natural fibres that can be separated in hot water, allowing the electronic components to be removed efficiently for recycling.

N2 Applied has developed a technology that allows fertiliser to be produced locally from liquid organic substrates, such as slurry or digestate, using air and electricity. Made of Air is a carbon-negative, climate-positive materials company that converts waste biomass into high-quality thermoplastics for industrial applications. These materials can replace fossil plastics in products.

Four more sustainable solutions

The other four finalists each won €100,000 for their sustainable solutions. Enjoy is a cleantech company specialising in energy recovery. Its Lepido system is the first in the world to cost-effectively recycle energy from restaurant ventilation systems. Orbisk has developed a simple solution that fights one of the world's biggest problems: food waste. Its monitor records the types and amounts of food thrown away in kitchens.

More than a cash prize

The prizes were made available by the DOEN Foundation, the Dutch Charity Lotteries' fund supporting green, socially inclusive and creative pioneers. In addition to the prize money, each finalist also won a Green Challenge DeepDive, a six-month programme to help them move their business forward, courtesy of the DOEN Foundation and the start-up accelerator Rockstart.



The six finalists for 2020, from left: Grete Sønsteby and Rune Ingels (N2 Applied), Olaf van der Veen (Orbisk), Jesper Wirén (Enjoy), Ayca Dundar (SoluBlue), Allison Dring (Made of Air) and Jack Herring (Jiva Materials).

Germany: Deutsche Postcode Lotterie



Annemiek Hoogenboom
Managing Director until March 2021



Sascha Maas
Deputy Managing Director



Robert Engel
Deputy Managing Director

The power of community: €33.6 million raised for a better world in 2020

Since the Deutsche Postcode Lotterie (German Postcode Lottery) started four years ago, under the motto “winning together, helping together”, its players have already contributed €67 million to 2,592 social and ecological projects. This year donations increased by €14.1 million over last year. Thanks to the Lottery’s flexible, fast, engaged funding, €1.4 million of that went to projects supporting victims of the pandemic.

Rising trust and monthly growth

30% of the Lottery’s revenue goes to charitable projects distributed across the federal states where



The German TV station RTL celebrated its 25th annual fundraising marathon for children in need. The Deutsche Postcode Lotterie handed over a €250,000 cheque on live TV.

players live. People take part using their postcodes and can win prizes

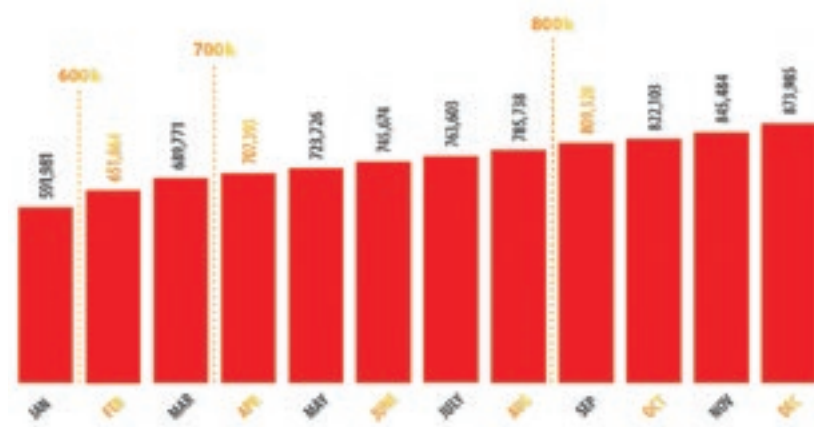
jointly while supporting good causes. The Lottery’s presence

grew stronger in 2020, enabling it to become an even more trustwor-



RhineCleanUp combines social and green engagement. Since the Deutsche Postcode Lotterie started in 2017, it has supported the project with employee volunteering and extensive funding.

Tickets per draw 2020



Due to steady ticket sales growth, the Deutsche Postcode Lotterie raised €33.6 million for charities last year.



Stefan Schwill (left) and Ulrich Stöcker of the Rewilding Oder Delta team were delighted by the Dream Fund award.

thy and reliable partner. Thanks to ticket growth of 54%, revenue increased by 72%. In September, a milestone of 800,000 tickets in the draw was reached. Sales had risen further to 870,000 tickets by the end of the year.

Germany's greenest social lottery

The Deutsche Postcode Lotterie is the only nationwide social lottery that supports people and planet – and it's also the greenest. The three funding areas are equality of opportunity, social cohesion and environmental protection. In 2020, the Lottery was able to support 887 projects with €33.6 million, of which nearly €16 million went to 354 green projects nationwide.

Fast, flexible, engaged funding

Besides funding its beneficiaries, the Lottery's mission includes increasing public awareness of their causes. In 2020 it demonstrated its unbureaucratic way of working especially well, flexibly and quickly funding 32 projects to support people hit by the coronavirus crisis with €1.4 million.

Below is a selection of recent charity projects.

Dream Fund 2020: Rewilding Oder Delta e.V.

Awarded: €1,000,000

Rewilding Oder Delta has set itself the task of protecting the unique

dently without human intervention. Since the start of the project, white-tailed eagle and elk populations have spread again, and bison have begun exploring the eastern part of the area. The local people are also benefiting from growing eco-tourism.

Coronavirus crisis aid

Awarded: €500,000

In 2020, providing aid quickly with a minimum of red tape wasn't just important – for many people it was essential for survival. Together with Bundesverband der evangelischen Stadtmissionen in Deutschland, the Deutsche Postcode Lotterie helped vulnerable people who faced even greater risks in light of the coronavirus pandemic: homeless people, older people living in poverty and victims of domestic violence. Financial support arrived where it was most needed: at drop-in centres, mobile assistance vans, soup kitchens and emergency shelters.

and wonderfully wild natural landscape of the Oder River delta. This deeply committed association is working on turning the German-Polish border region into a place where nature can develop indepen-



Stadtmissionen provided homeless people with essential supplies.



Seal observation deck

Awarded: €200,000

At Seehundstation Friedrichskoog, more than 140 stranded harbour and grey seals were nursed back to health before being released back into nature. Thanks in part to this work, seal numbers in the North Sea were higher in 2020 than they have been for 45 years. The Lottery funding will be used to build a new visitor deck. At seven metres high, it will provide an optimal all-round view of the seal station, so visitors can learn even more about protecting seals without disturbing them.

Thanks to the Lottery's players, visitors will enjoy a better view of the seals from a new viewing platform.

Coronavirus prevention in Greek refugee camps

Awarded: €300,000

The spread of the coronavirus severely tested UNO-Flüchtlingshilfe (a UNHCR partner) in the overcrowded refugee camps on the

Greek islands. At the Moria camp on Lesbos, in particular, quick action was required to improve hygiene conditions. The Lottery responded quickly, and the refugees were provided with kits including hygienic and sanitary items. Cleanliness was improved, as was the supply of fresh water.



The hygiene situation in the refugee camps was appalling. Thanks to the support of the Deutsche Postcode Lotterie, UNHCR was able to improve it.

Charities Board

The Charities Board meets twice a year and approves the allocation of funds on the basis of the Lottery management's recommendations.



This year the Charities Board meeting took place in hybrid form due to coronavirus restrictions. New members on board for the first time were Sabine Leutheusser-Schnarrenberger (first from left) and Dr Christian Hof (inset). They discussed new funding projects with Lottery managing director Annemiek Hoogenboom (second from left); the chair, Prof Dr Rita Süßmuth (right), and Lottery head of charities Petra Rottmann (second from right). The other members, Julia Kloiber, Esra Küçük, Peter Clever and Thomas Fischer, joined via a video call.

You can find a list of all our charities at the back of this report on page 66, or visit www.postcode-lotterie.de/projekte for descriptions in German.

Players and winners



The biggest winning group celebrating together was the September group in Lennestadt. The weather was still fine, all health guidelines were followed, and getting to meet winners in person again called for a big celebration.

Even in this extraordinary year, the Deutsche Postcode Lotterie managed to increase its ticket, player and winner numbers. Tickets in the draw reached a peak figure of 873,985. Players raised a record sum of €33.6 million for 887 charity projects all over Germany. The numbers of players and winners increased as well: the Lottery gave away 1.9 million prizes to winning ticketholders, twice as many as in 2019.

The biggest winning group in the history of the Deutsche Postcode Lotterie comprised 457 players from a postal area in Alsdorf, North Rhine-Westphalia, who won €1 million in April 2020. Due to Covid restrictions, the good news and the cheques had to be delivered virtually, via a video stream. Berlin, Munich and Cologne also

had lucky postcodes in 2020: all three cities won the Monthly Prize for the second time.

The prizes

The value of prizes ranges from €10 to €1.2 million. A highlight in 2020 was the Lottery's announcement of a new prize plan that saw the Monthly Prize raised to



Happy in Hedeper: In May masked ambassador Kai Pflaume handed over the €500,000 cheque to the Monthly Prize winner in northern Germany.

€1.2 million. The winning post-code now got €600,000, and the other €600,000 were shared among the winners in the surrounding postal area. The number of winning postcodes on Sundays was raised to 24,000. The total monthly prize package grew to €2.6 million. Overall, winners in 2020 scooped a total of €33.6 million in cash and car prizes. In 2021 the guaranteed total prize sum will be more than €44.8 million.

In the media

Coverage of the Lottery increased enormously, reaching over 310 million people via radio and TV, in print, and online all over Germany. In February, WDR's regional TV show *Lokalzeit* broadcast a three-minute report on the Monthly Prize in Cologne during prime time. In July, an article about the win in Düsseldorf appeared on the front page of *Express*, one of the city's main newspapers. Another highlight was the coverage of the RhineCleanUp in September, with 87 reports reaching a total of almost 11 million people.



Socially distanced cheque: In June ambassador Katarina Witt delivered the largest cheque ever to the Monthly Prize winner in Aachen.

Growing awareness

The Lottery's marketing activities successfully focused on online and offline direct response campaigns, newspaper inserts, and TV and radio spots. A weekly newsletter went out to nearly 600,000 players. The Facebook fan base grew to almost 85,000 subscribers



The biggest winning group in the history of the Deutsche Postcode Lottery: 457 winners from Alsdorf, North Rhine-Westphalia, won €1 million in April 2020 – and got the good news in a video call.

JEDEN MONAT 2,6 Millionen €		GARANTIERTE GEWINNER	
		JEDEN TAG!	
POSTCODE MONATSGEWINN		SAMSTAG	
1.200.000 €		10.000 €	
=		für jedes Los im gewinnenden Postcode	
		+ einen BMW 1er jeden 4. Samstag	
			
		© BMW AG	
POSTCODE	POSTLEITZAHL		
600.000 €	600.000 €		
verteilt auf alle Lose im gewinnenden Postcode	verteilt auf alle Lose in der zugehörigen Postleitzahl		
MONTAG	DIENTAG	MITTWOCH	
1.000 €	1.000 €	1.000 €	
für jedes Los in vier gewinnenden Postcodes	für jedes Los in vier gewinnenden Postcodes	für jedes Los in vier gewinnenden Postcodes	
DONNERSTAG	FREITAG	SONNTAG	
1.000 €	1.000 €	24.000	
für jedes Los in vier gewinnenden Postcodes	für jedes Los in vier gewinnenden Postcodes	gewinnende Postcodes 10€ für jedes Los	

The prize plan as of December 2020.



The Lottery's top Facebook post in 2020 was a community call by ambassador Kai Pflaume.



The first episode of the new monthly video series PostcodeAktuell was hosted by Street Prize Presenter Giuliano Lenz on YouTube in May 2020.



The guaranteed prize sum in 2021: €44.8 million.

in 2020. The top post of the year was a community call by ambassador Kai Pflaume, which achieved an incredible reach of 1.2 million. And the first epi-

sode of the monthly video series PostcodeAktuell was posted on YouTube in May 2020. It features exciting stories about winners and charity projects.



WDR's regional TV show Lokalzeit broadcast a three-minute segment in February on the Monthly Prize in Cologne.



The win in Düsseldorf featured on the front page of one of the city's main newspapers, Express, in July.

Deutsche Postcode Lotterie ambassadors

Ambassador Toni Kroos



Toni Kroos became an international ambassador in summer 2019. As a world-class footballer and the founder of the Toni Kroos Foundation, he knows how to combine winning with supporting good causes.

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

Ambassador 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."

Ambassador Katarina Witt



Two-time Olympic champion and figure-skating legend Katarina Witt has been an international ambassador since the Lottery started in 2016. She works for a range of social causes and she set up her own foundation 15 years ago.

"Thanks to our players, we can support important projects and thus contribute to making the world a little bit better."

Street Prize Presenters

Giuliano Lenz and Felix Uhlig

They deliver good news to winners all over Germany. They say it feels like the best job in the world, working for an organisation where both the players and the projects win.



Supporter

Michael Patrick Kelly

Since the end of 2019, the musician and peace activist Michael Patrick Kelly has been a supporter of the Deutsche Postcode Lotterie. With his #PeaceBell project, the 43-year-old campaigns against war all over the world.



Great Britain: People's Postcode Lottery



Annemiek Hoogenboom
Country Director
until December 2020



Clara Govier
Managing Director



Lorna Menzies
Managing Director



Robert Letham
Managing Director

Together for good causes

Charities and good causes across Britain and beyond are winning, thanks to players of People's Postcode Lottery. Fifteen years on from its launch in Britain, millions of players of People's Postcode Lottery have now raised a total of over £600 million, funding more than 8,500 good causes – both big and small.

In 2020, players raised over £155 million – that is £17 million more than in 2019. This support is helping to transform lives and communities around the world.

Funding for recovery

2020 was a challenging year during which the charity sector faced significant pressures and increased demand. Despite this, many charities adapted and innovated in response to the Covid outbreak, helping people and communities at a time when it was most needed.

A flexible funding model meant the smaller, local charities supported were able to redirect the funding they received to meet a growing need and continue their vital services.



With players' support, Greenhouse Sports turned its community and sports training centre in Paddington, London, into a food bank distribution centre during Britain's lockdown.

£10 million of funding was announced to further support charities during the pandemic. This includes the new £3 million Postcode Recovery Fund for organisations in Britain, allowing them to respond in a way that continues to protect their services and the communities they support, but adapting to different operating circumstances created by Covid.

How the Postcode Lottery works

Players sign up with their post-code and pay £10 a month. They are automatically entered into 20 monthly draws and winning post-codes are announced every day of the month.

Funds raised by players support a variety of charities and good causes.



Making a difference

Thanks to almost four million people across Britain who play People's Postcode Lottery, a total of over £155 million was raised in 2020. This money is benefitting charitable organisations and good causes and making a real difference to lives and communities in Britain and beyond. It has never been more needed.

Supporting charities and communities through Covid-19

An additional £10 million in funding was announced for charities impacted by the pandemic. This includes the £3 million Postcode Recovery Fund, to which British charities helping people and local



The Wildlife Trusts say peatland can play a vital role in reducing carbon emissions.

communities during the crisis could apply for between £500,000 and £1 million.

This much-needed funding will help address issues highlighted or worsened as a result of the ongoing pandemic, including educa-

tional inequalities, homelessness, domestic violence, health and well-being, poverty, social exclusion and isolation.



Thanks to players, thousands of good causes like Marine Conservation Society, which receives funding from Postcode Planet Trust, make a difference.



The Silver Line provides information, advice and friendship to older people.

Tackling isolation and loneliness

Loneliness can affect anyone, regardless of age, according to People's Postcode Lottery research. Compiled pre-lockdown in Britain, the data shows how loneliness and social isolation impacts different generations and identifies a reluctance to speak out.

Eight in ten over-75-year-olds who are lonely never tell anyone about it. Nearly two-thirds of 16-to-24-year-olds feel lonely at least once a week, with many embarrassed to talk about it.

Player-supported helplines Childline and The Silver Line both reported a surge in demand during the pandemic. Their founder, Dame Esther Rantzen, urged people of all ages to come together to combat loneliness. NSPCC, which runs Childline, and The Silver Line receive funding from Postcode Children Trust and Postcode Support Trust respectively.



Social Investment Scotland's Ambitions for Recovery programme aims to help social enterprises build back and grow after the pandemic.

Fighting climate change

People's Postcode Lottery is committed to climate action and in November 2020 launched the Postcode Climate Challenge. This £24 million initiative, made possible by player funding, will support 12 charities' planet-saving projects – from rewetting peatland to lock in vast amounts of carbon to conserving habitats and protecting rural communities from the impacts of climate change.

Among the charities awarded Challenge funding are Fauna & Flora International, Friends of the Earth, Greenpeace, The Wildlife Trusts, WaterAid and WWF-UK.

Fuelling school kids' learning

According to Magic Breakfast, as many as 1.8 million UK schoolchildren are at risk of hunger in the morning. A hungry child finds it hard to concentrate in class and so loses out on education.



Magic Breakfast provides healthy school breakfasts to children at risk of hunger.

But with the support of players, children's food charity Magic Breakfast is changing that by providing free, nutritious breakfasts to thousands of kids facing food poverty. From bagels in the playground to cereal in the classroom, the charity is feeding over 48,000 children through its 480 partner schools across the country, ensuring children are ready to learn each day. Magic Breakfast receives funding from Postcode Children Trust.

With school closures, help for children facing morning hunger has been needed more than ever. Magic Breakfast's Keeping Breakfast Going emergency campaign, supported by player funding, has continued to provide food to those children who would normally receive a free breakfast at school. Home deliveries and take-home food packs meant that children did not go hungry during closures and over the holidays.

Essential support for social enterprises

Many social-minded organisations and the communities they serve are facing an uncertain future due to the pandemic.

In July 2020, finance provider and player-supported charity Social Investment Scotland (SIS) stepped in, launching a new support initiative for Scotland's social enterprises. Ambitions for Recovery will help the leaders of 20 social businesses build back their organisations post-pandemic and plan for future growth. SIS receives funding from Postcode Innovation Trust.

Through the programme's coaching, mentoring and advice, the hope is that supported organisations will scale up their activities and in turn grow the positive impact they have in communities.

You can find a list of our supported charities at the back of this report on page 68 and at www.postcodelottery.co.uk.

Postcode Hero award

Marcus Rashford MBE, the 23-year-old English international footballer and anti-poverty campaigner, was named this year's Postcode Hero and presented with a £250,000 cheque for two charities working to end child hunger in the UK. The Trussell Trust and FareShare charities will each receive £125,000, awarded from the Postcode Innovation Trust.



"I want to thank the players of People's Postcode Lottery for making this award possible. The most important thing to me is the difference these funds will make to families that, for whatever reason or circumstance, are struggling to feed their children."

Major boost for charity funding

In July 2020, after years of consultation, debate and collaboration, the UK Government increased the annual sales limit for charity lotteries to £50 million, replacing the outdated £10 million limit in place since 2005.

The change in the law was backed by parliamentarians across the political spectrum and welcomed by many charities and charity leaders across the country. The increase means charity lotteries can raise even more for good causes while reducing bureaucracy.



Dame Ellen MacArthur, founder of the Ellen MacArthur Cancer Trust and the Ellen MacArthur Foundation.

"I have seen first-hand the real difference funding raised by players of People's Postcode Lottery can make. I am pleased that these changes will allow more money to reach good causes and increase the difference they make to people and society."



Nigel Huddleston MP, Minister for Sport, Tourism and Heritage, welcomed the new charity lottery limits.

"This change will mean more money is raised for deserving charities, and that help and support can reach those who need it."

New committee to support our mission

People's Postcode Lottery appointed a new Charity Advisory Committee to safeguard and advance its mission, as well as help grow the impact of the funds raised thanks to players.

People's Postcode Lottery former country director and founding member Annemiek Hoogenboom is joined on the committee by health and education campaigner Sarah Brown, veteran broadcaster and journalist Allan Little, politician and life peer

Baroness Nosheena Mobarik and consultant and investor Dave Lucas, who all bring decades of experience from a wide range of sectors.

Funding local communities

Thousands of organisations working in postcodes across Great Britain have benefitted from the support of People's Postcode Lottery players. From championing inclusion and providing new sports equipment to protecting local heritage and tackling poverty, every project makes a real difference to the lives of people and communities across the country. In 2020, over £10 million was generated for hundreds of smaller, local good causes – around £2 million more than in the previous year.

FiLiA

£19,718

Funding awarded from People's Postcode Trust

FiLiA works to defend women's human rights and amplify the voices of women who are less heard or silenced. This funding will digitise the lost cas-

sette recordings from the 1996 International Conference on Violence, Abuse and Women's Citizenship. The project will include events and webinars enabling today's women to analyse them and learn from female leaders of the past. FiLiA hopes this will contribute towards creating a more just society for all.



Women's rights charity FiLiA builds sisterhood and solidarity among women and amplifies their voices.

Positive21

£10,160

Funding awarded from Postcode Neighbourhood Trust

Positive21 provides support to gay and bisexual men living with HIV. In response to the increased pressure on the mental well-being of its service users who are coming to terms with a positive diagnosis, Positive21 received funding to help deliver its much-needed support.

their own showcase film which can be used to further their music career. The funded project helps over 100 people to participate in high-quality arts activities.



Positive21 provides peer support for HIV-positive gay and bisexual men of all ages who are facing the challenges of HIV.

Pianodrome CIC

£2,000

Funding awarded from Postcode Community Trust

Pianodrome is an upcycled mobile performance space for everyone regardless of age, gender, social status, race or ability. Its live music sessions give young musicians the opportunity to perform in front of live audiences as well as create



Pianodrome is a one-of-a-kind artwork and performance space made entirely from disused pianos.

Players and winners

Almost four million people across Britain are raising vital funds by playing People's Postcode Lottery. And every day, people are celebrating their Postcode Lottery wins.

In 2020, 82% of players won and a total of over £193 million in prize money was paid out to winners in postcodes across England, Scotland and Wales. Prizes usually range from £10 to £30,000, up to a share of the monthly £3 million Postcode Millions prize. The maximum possible ticket prize is 10% of estimated draw proceeds.

Covid restrictions meant ambassadors were not knocking on doors or ringing bells as much as usual but delivered the good news online to players everywhere.



People's Postcode Lottery ambassador Judie McCourt.



In the Outer Hebrides, Scotland, 101 residents shared a £3 million prize.

£3 million win for islanders

In January's Postcode Millions draw, the Hebridean communities of North Uist and Berneray shared £3 million. A total of 101 islanders won. Two neighbours received £193,055 each after theirs was revealed as the full winning postcode, while the remaining 99 residents won between £21,425 and £64,275. January's Postcode Millions draw was held on behalf of Postcode Animal Trust.

Bumper wins in December

December was the single biggest prize month in People's Postcode Lottery history, with £22 million being won throughout the month. £4.1 million was shared among 170 people in Hungerford's RG7 7 postcode sector – the largest

ever Postcode Millions prize was a special addition to the December prize plan. Those with tickets in the full winning postcode won £476,571 each.

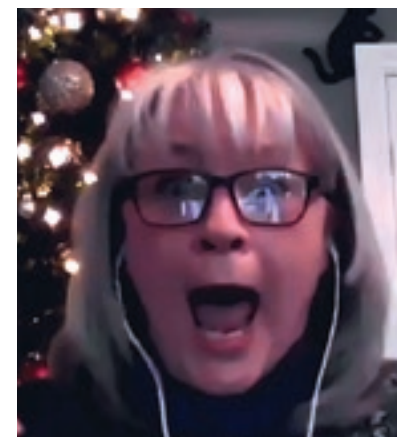
December's Postcode Millions draw was held on behalf of Postcode Active Trust. Additionally, for every day in December's draws, one winning postcode was announced and each ticket in it won £50,000.

What players make possible

In March, People's Postcode Lottery was unveiled as the sponsor of ITV's prime-time soap opera *Emmerdale*. Through this high-profile three-year partnership, People's Postcode Lottery will share all the great charity work that players' support makes possible, while raising awareness of charities' work in

communities across the country.

Watched by millions, the platform will help us reach new audiences and potential players, resulting in even more funding for good causes.



Player Alison was one of December's lucky #50KADAY winners.



Sponsorship of ITV's popular soap Emmerdale helps People's Postcode Lottery take its mission to millions of viewers.



Neighbours in Scone, Scotland, won £30,000 each.

People's Postcode Lottery ambassadors

Jeff Brazier

"The past months have highlighted the importance of charities and their services to those who rely on them and the communities they benefit. Charities have innovated and adapted to ensure they keep reaching those in need throughout the pandemic. Together, our incredible players, the thousands of charities they support, and the dedicated Postcode Lottery team have continued to make so much possible. Together we really do make a difference and it is inspiring to see."



Danyl Johnson

"We might not have been knocking on doors and ringing bells, but that did not stop us from delivering good news to millions of players across the country! It has been just as special to see our winners' reactions on video calls, but I cannot wait to be able to celebrate their successes in person again."



Matt Johnson

"Many charitable organisations have had to do more with less as a result of the Covid outbreak. So the tens of millions in funding players raise each year has never been more needed than it is now."



Judie McCourt

"Over £155 million was raised for good causes this year. For the first time in a single year, more than £10 million went to smaller, local community organisations, making a massive difference in every region across Britain."



Fiona Phillips

"Players of People's Postcode Lottery have been helping transform lives and communities in Britain and beyond for 15 years. In 2020 we saw the total amount raised for good causes reach over £600 million."

Norway: Norsk Postkodelotteri



Anders Årbrandt
Managing Director



Eva Struving
Managing Director

Raising funds for charities in Norway

The Norsk Postkodelotteri (Norwegian Postcode Lottery) is the youngest in the family of Postcode Lotteries. Since it started in August 2018, it has contributed NOK 74,415,372 to two charitable organisations. The Lottery is becoming better and better known in Norway and we keep on explaining how the Postcode Lottery works: you play to win together with your neighbours and support charities at the same time. To highlight the importance of our players' contribution to civil society, we broadcast TV spots showing our winners as well as our support of WWF Verdens naturfond and SOS-barnebyer.



With Lottery ticket sales increasing steadily over the past two years, contributions to charity have risen too. Without knowing the amounts in advance, SOS-barnebyer general secretary Sissel Aarak and WWF Verdens naturfond CEO Karoline Andaur were elated to each receive a cheque for NOK 16.22 million in an online handover. The Lottery's annual donation was the fifth in a row for the organisations.

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

WWF Verdens naturfond

Awarded: NOK 37,207,686 in total over 2018-2020



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 37,207,686 in total over 2018-2020



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 2020, the Norsk Postkodelotteri has 90,742 players, taking part with a total of 104,940 tickets via monthly subscriptions. Since the Lottery's start in 2018, more than 57,319 people have won prizes. The Lottery has generated NOK 74,415,372 for charities so far.

How to play

A player's ticket number is based on their postal code. If you win, you win together with your neighbours, as in other Postcode Lotteries. Players pay NOK 200 monthly by debit card, direct debit or bank transfer to take part in each monthly draw. Only paid-for ticket numbers are entered in the draws, so all prizes are guaranteed to be won in 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 to the postnumber. Of course, there are also weekly prizes. Each week during 2020, players in one postcode shared NOK 250,000 and those in the postnumber shared another NOK 100,000. Before Covid some prizes were brought to the winners' doorsteps by our celebrity ambassadors. After March, we surprised our winners online instead – a new experience, but with the same happy winners and joy. As of December 2020,



Last January Tom video-called one of our Kjempe winners. She won NOK 2 million and was overjoyed by the call and the wonderful news.



In February 2020, ambassador Jorun Stiansen travelled to Stavanger to deliver the good news to players in the winning postal area and postcode. It turned out to be her last trip to visit winners because of the Covid-19 pandemic.

the Norsk Postkodelotteri had 90,742 players, taking part with a total of 104,940 tickets via monthly subscriptions. Since the Lottery's start in 2018, 57,319 people have won prizes. The Lottery has generated more than NOK 57 million for charities so far.

New players

Players can join in different ways. They may notice one of our marketing campaigns, speak to a member of our field marketing team, 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.



Tom and Jorun went to Heimdal in January 2020 to visit lucky winners of the Kjempegevinst. Our ambassadors got to surprise plenty of people with big cheques.



We use a range of media channels to encourage people to play the Norsk Postkodelotteri. Last year we had some great news to share: the doubling of the Kjempegevinst prize pot. The amount divided among the lucky winners rose to NOK 20 million.

Norsk Postkodelotteri ambassadors



Jorun Stiansen

Our ambassador Jorun Stiansen is a successful singer and performer 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 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



Anders Årbrandt
Managing Director



Eva Struving
Managing Director

Charities always win

The Svenska Postkodlotteriet (Swedish Postcode Lottery) contributed SEK 1.04 billion to 58 charitable organisations in 2020. Thanks to its many loyal players, the Svenska Postkodlotteriet is now Sweden's largest private contributor to the non-profit sector, having donated more than SEK 12.4 billion since the Lottery started in 2005.



WWF's Dream Project to restore the health of the Baltic Sea will enable the organisation to make its largest ever investment there.



The contribution of SEK 1,04 billion to charity organisations was presented at a digital gala in March 2021. Communications before and under the gala had a fantastic reach in both traditional and social media.

Unearmarked funds give charities flexibility

We provide long-term unrestricted support to organisations working in the areas of nature and the environment, health and medical research, development aid, education, and support for people in vulnerable situations or affected by disaster. The majority of our contributions are unearmarked, to be used at the organisations' discretion, as long as they act within their predefined fields of work. The coronavirus pandemic has forced beneficiaries to make rapid adjustments and reprioritise their efforts, clearly showing how valuable it is to have flexible, unearmarked funds.

SEK 70.4 million in extra support

Many non-profit organisations have had to make essential changes in light of new restrictions at the same time as the need of their target groups has increased. To help support civil society at this challenging time, the Svenska Postkodlotteriet distributed a special Covid fund totalling SEK 70.4 million to its beneficiaries in October. Each organisation received an extra donation equating to 10 per cent of its 2019 annual grant.

A new beneficiary

In 2020 one organisation, Clowns Without Borders Sweden, was welcomed as a new beneficiary of the Svenska Postkodlotteriet. Clowns



In Myanmar, Clowns Without Borders works with the persecuted Rohingya minority, who are denied their human rights and exposed to violence and oppression daily. Through performances and playful workshops, the group gives children a break from their worries, allowing them to find new energy, create positive memories and regain hope for the future.



Through its Dream Project, Keeping Dictators Awake at Night, Civil Rights Defenders will demand culpability for those who have committed crimes against civilian populations and defenders of human rights.

Without Borders' mission is to offer joy and laughter to alleviate the suffering of people, especially children, living in places affected by crisis, including refugee camps, conflict zones and locales facing emergency situations. Professional entertainers volunteer their time to perform, lead workshops and share laughter with children and their communities.

Support for Dream Projects

In addition to receiving unearmarked support, beneficiaries can apply for extra financing for specific projects from the annual Dream Fund. The ambition is to inspire charities to develop and acquire new knowledge in areas where extra support is currently needed.

A total of SEK 100.9 million was awarded to six Dream Projects in March 2020. Three are described here.

Civil Rights Defenders: Keeping Dictators Awake at Night

We live in a troubled time when respect for democracy and human rights is not only being challenged but also diminished. In parts of the world, serious abuses are committed against civilians, not least against defenders of human rights. The impunity granted to those responsible can be total. Under Swedish law, crimes committed in other countries can be investigated by Swedish authorities and perpetrators can be held accountable. So-called universal jurisdiction makes it possible to report high-profile cases in which dictators and high-level regime representatives have committed crimes. With this SEK 16.7 million Dream Project, Civil Rights Defenders will be able to demand culpability from those who have committed crimes against defenders of human rights so that no one can do so with impunity.

WWF: Restoring the vitality of the Baltic Sea

The Baltic Sea is sick. In a gloomy trend for biodiversity, nearly 1 million of the world's species are in danger of becoming extinct if nothing is done. Through its Dream Project, WWF will be able to make its largest Baltic Sea investment ever. With project financing of SEK 27.8 million, WWF will take action to restore the Baltic Sea's fantastic underwater worlds so that they can once again abound with life. The project is expected to reduce eutrophication and increase biodiversity in three selected geographical areas. The good functioning of ecosystems is a prerequisite for viable coastal, marine and archipelago environments for animals, plants and people.



The Dr Denis Mukwege Foundation receives project support from the Svenska Postkodstiftelsen to improve the livelihoods of women in the Democratic Republic of Congo.



The rate of mental illness is higher among the elderly than the young. Through its Dream Project, Mind will raise awareness of depression as the public health problem people don't talk about.

Mind: Mental well-being, regardless of generation

Mental illness is more common among the elderly than among young people today, and suicide rates are higher in over-65s than in any other age group. With this project, Mind aims to raise awareness of depression as the public health problem people don't talk about. A grant of SEK 9.7 million will enable Mind to disseminate information aimed at elderly people. It will do using mapping, needs analysis, meeting places for the elderly, and value-creating storytelling, in partnership with local seniors' organisations around the country.

Postkodstiftelsen

Unlike other Lottery beneficiaries, the Postkodstiftelsen (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 2020 the Swedish Postcode Foundation provided support to 88 new projects, 26 of which were directly linked to the ongoing coronavirus pandemic and received aid part of the foundation's pandemic response initiative.

You can find a list of all our charities at the back of this report on page 69, or visit www.postkodlotteriet.se for descriptions in Swedish.

Our players

The Svenska Postkodlotteriet, the largest charity lottery in Sweden, has entertained people and fulfilled their dreams for 15 years. By December 2020, 973.140 players were taking part, with over 1.7 million tickets bought by monthly subscription. Since the Lottery started in 2005, more than 1,300 people have become Postcode Lottery millionaires – 93 of them in 2020. The Svenska Postkodlotteriet has generated more than SEK 12.4 billion for charities so far.



In Ängelholm, 71 Grannyra winners shared SEK 105 million, with 28 of them becoming millionaires. Due to Covid-19, it was the first Grannyra ever to take place not in the town square but in a studio.

How it works

Every month, nearly 1 million Swedes participate in the Svenska Postkodlotteriet. Players pay monthly and are entered in all

the draws in each month paid for. Winners are announced daily, and since each ticket number is based on the player's postcode, winners are usually neighbours.

New players

New players are recruited through a mix of marketing activities. TV shows featuring segments on our winners and beneficiaries attract



In the last draw of the year, the largest-ever Grannyra prize pot of SEK 257 million was shared by 197 neighbours. The town of Lidköping now has 33 new millionaires.



In October, the second Grannyra of the year saw a historic premiere: the celebration took place in the form of a virtual reality production. Of 106 neighbours in Simrishamn sharing SEK 114 million, 30 are now millionaires.



Golden envelopes were delivered all over Sweden, in places such as Järpen, where our TV presenters Kicken and Putte Nelsson honoured winners at a local square.

attention for the Lottery. We also interact with the public on social media. The more tickets we sell, the more funds are available for our charities.

Prizes

In 2020, SEK 1.4 billion – 40% of Lottery revenues – was awarded back to players in the form of prizes. Offering many and varied

chances of winning adds value for players and motivates them to continue to subscribe. Generous cash amounts were handed out every week in 2020. Numerous winners were also able to choose prizes from a selection of sustainable products.

A historic Grannyra

The Grannyra is the Svenska Postkodlotteriet's grand prize. In 2020, the pot for the three Grannyras totalled SEK 476 million, making it the largest ever. In 2020, 374 players shared the Grannyra winnings, and 91 of them became millionaires. Winners and their neighbours are usually invited to a big celebration in their local square featuring performances and other entertainment. Due to the Covid-19 pandemic and the resulting restric-

tions, all Grannyras in 2020 were celebrated online. In October, the second Grannyra of the year was a historic premiere, taking place in the form of a virtual reality production. The stage in the studio was transformed into a rooftop overlooking the town of Simrishamn. Various locations and landmarks were highlighted in the programme to create a local feeling. The Postcode Lottery was the first organisation in Sweden to stage a TV broadcast of this kind. Presenters Rickard Sjöberg and Magdalena Forsberg met the winners in video calls, surprising them with prize cheques drawn from golden envelopes. There were wonderful victory cheers, happy tears, and many virtual hugs. The Grannyras were broadcast on TV4 during prime time on Fridays.



In early 2020 we enjoyed meeting our winners in their home towns to hand out golden envelopes, as at this event in Bålsta.



In October, Eric Forsyth answered the questions correctly and won SEK 1 million on Postkodmiljonären. Eric is the 13th contestant to win SEK 1 million and the show's youngest winner ever.

TV shows

Our two shows on TV4, one of Sweden's main channels, serve as an important branding channel for the Lottery. The linear formats entertain viewers while keeping the brand top of mind, resulting in increased ticket sales and decreased player drop-off.

Every week during the year, one of two programmes is broadcast: *Postkodmiljonären* or *Drömpyramiden*. Both are hosted by Rickard Sjöberg. Each episode contains clips of the Lottery's weekly winners being surprised with golden envelopes, as well as segments featuring our beneficiaries.

Postkodmiljonären ("The Postcode Millionaire") remained one of Sweden's most popular TV shows in 2020. About 750,000 people, a 29,3% viewer share on average, watched the quiz every Friday and Saturday. "Ask the Stars" was created to replace the lifeline "Ask the Audience", since it wasn't possible to have a studio audience during the pandemic.

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 Friday and Saturday for five weeks in May and five weeks in late autumn and was linked to the Drömcontainer prizes shared

by winners in the same postal area. This year the programme was recorded in a studio without an audience and all elements were digitally recorded.

Media coverage

Our prizes and winners attract media coverage several times a week all over Sweden in 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 players and the wider public on Facebook, Instagram and YouTube. With over 217,700 followers, the Lottery's Facebook page gives players a simple way to connect and interact. Our beneficiaries use the hashtag #postkodefekten on social media when they



Tzehaitu and Emil from Märsta each received a SEK 100,000 cheque – at a 1.5-metre distance, in line with coronavirus measures – from TV presenter Daniel Paris.

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 2020

The Svenska Postkodlotteriet was granted a licence by the Swedish Gambling Authority for the period 1 January 2020 to 31 December 2024. Throughout the year, the Gambling Authority supervised the Lottery and carried out checks on the organisation, including a review of our draw protocols for compliance with the gambling law. All checks were passed.

The Swedish gambling market was heavily affected by the coronavirus

pandemic, with a clear shift from physical gambling to online gambling taking place. The market for lottery tickets – a low-risk product – sold online also grew, benefiting the Svenska Postkodlotteriet.

Advocacy work carried out in 2020 resulted in temporary restrictions being imposed only on online gambling and not the whole market, as had initially been proposed. A recently completed gambling market inquiry suggests that charity lotteries should no longer suffer from sales restrictions imposed under the new gambling law. The Svenska Postkodlotteriet is working with other charity lotteries and its beneficiaries on these matters.



These winners played with three tickets and won a fantastic SEK 74,742 in the Street Prize. To top it off, our ambassador Kicken presented them with a brand-new Volvo.

Svenska Postkodlotteriet ambassadors

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



Magdalena Forsberg
TV presenter and Olympic medallist in biathlon
"I really know what a difference the money can make, for the winners but also for all the organisations that get to share part of the net proceeds."



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 *Postkodmiljonären* and *Drömpyramiden*
"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, performer 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 footballer
"It gives me great pleasure every time I see, read and understand how much money the Lottery is able to give every year to its beneficiaries."



Daniel Paris
TV presenter, radio host and influencer
"I remember watching the Postcode shows as a child and loving every second of it. I love what I do at the Lottery. I feel like I'm changing people's lives and the world for the better."

The Netherlands: Nationale Goede Doelen Loterijen



Daan Peters
Managing Director



Dorine Manson
Managing Director



Lennaert Kuipers
Managing Director

Charities always win

Since it began 31 years ago, the Nationale Postcode Loterij (Dutch Postcode Lottery) has contributed about €6.6 billion to charities dedicated to helping the planet and its people. It now supports 121 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 40% 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 2020, we raised a record €771 million, representing a total contribution to charity of almost €347 million. This funding supported 121 organisations. Of the grants awarded, 16 were one-off donations and seven were extra contributions to long-term beneficiaries.

2020 will undoubtedly go down in the books as a particularly difficult year for many charities, which had to make an extra effort to counter the direct impact of Covid-19 on their work. The support of the Nationale Postcode Loterij helped them to be decisive and flexible. The Lottery also provided extra support to seven of its charities over the course of the year.

One such organisation was the Red Cross. The additional funding enabled it to help people who needed food and shelter, medical help or legal aid. Another, the food banks organisation Voedselbanken Nederland, was able to set up a disaster fund that local food banks could call on to guarantee the continuity of their services.



More than 19,000 Humanitas volunteers are available all year round for people who need support. For example, every week Jamie visits Leny, who has often lacked company since her husband died.



Reliable information makes people less vulnerable, especially in times of crisis. Bangladesh's BNNRC, a partner of Free Press Unlimited, is keeping nearly 7 million people in remote areas informed about Covid-19.

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 2020, approximately 32% 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 company of the three Dutch Charity Lotteries, decides how funds will be allocated and admits new beneficiary organisations.

Five-year contracts

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 under contract, the Lottery evaluates the results the organisation



In the Bardarash refugee camp in Iraq, UNHCR provides water taps and teaches children about the importance of washing their hands to prevent the spread of Covid-19.

has achieved for the planet and its people thanks to the Lottery's contribution. A criterion for initial and ongoing support is that an 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 has the potential to make 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 enable major changes for people and the planet, inside and outside the Netherlands. In 2020, we selected two Dream Fund projects, described below.

Nooit meer een pandemie (No more pandemics)

The MinION tool uses innovative gene technology to identify all the infectious diseases and muta-

tions causing a patient's antibiotic resistance with one quick test. It can also detect diseases such as Covid-19. In this project, the KNCV Tuberculosis Foundation will demonstrate the application of MinION in the Netherlands, Tanzania, Vietnam and Kyrgyzstan. The experiences and results will be recorded and used to develop international guidelines so that MinION's use can be scaled up globally to significantly reduce suffering and death from infectious diseases.

Rotterdam gaat de boer op (Rotterdam on the road)

In this Dream Fund project, conservationists, farmers, funders and others are working together to move toward a food supply chain that takes the interests of nature, farmers and consumers into account. Under the leadership of Natuurmonumenten, various stakeholders and initiatives are working together to involve as many consumers as possible. They are acting to increase sales of affordable sustainable products, develop cooperative farms and food forests consumers can invest in, build a fund to help Rotterdam

farmers and other entrepreneurs make the transition, and actively amass and exchange knowledge about how it is taking place in practice.

One-off and extra contributions

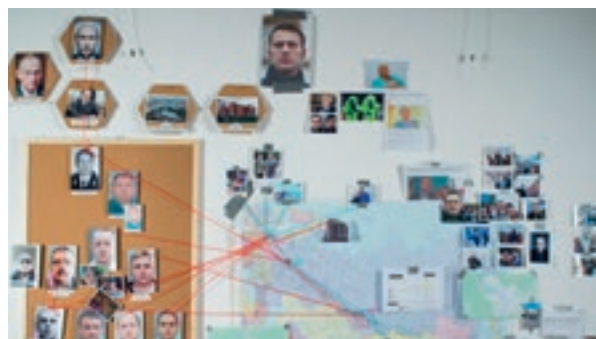
In 2020, we had the financial latitude to give no fewer than 16 organisations special one-off grants to help them make an even bigger difference, in addition to providing seven current beneficiaries with extra grants.

Recipients of one-off contributions included Nadia's Initiative, an organisation that stands up for the rights of women who are victims of sexual violence. With the Lottery's donation, Nobel Prize winner Nadia Mourad and her organisation can start helping Yazidis in Iraq rebuild their community. The international aid organisation works on behalf of survivors of genocide and sexual violence. The Lottery grant will help to rebuild Sinjar, a town destroyed by Islamic State, so that 300,000 people living in refugee camps in the region can return home safely.

The Lottery also gave extra funding to beneficiaries including Doctors of the World, which provides medical care to vulnerable groups such as undocumented migrants and the homeless. The Lottery's contribution will allow the organisation to provide more immediate assistance in large cities, using mobile care units, for example. Such help is much needed during the pandemic. Theirworld also received an extra grant for its work in the pandemic. In partnership with UNHCR and



The Wildlife Justice Commission fights international animal trafficking. Its mapping of orangutan trade routes is helping to keep young apes safe.



The investigative collective Bellingcat investigated if Russia's security service FSB was behind the poisoning of opposition leader Alexei Navalny.

UNICEF, it enabled 20,000 children in refugee camps in Greece to continue their education.

The below projects also received extra or one-off grants in 2020.

All Eyes on the Amazon

Hivos and Greenpeace are working on an innovative approach to combating deforestation in the Amazon. A coalition of human rights and conservation organisations is supporting indigenous people in their struggle to preserve this vital ecosystem. Recent developments have put greater

Hubhomes: A forever family for foster children

Every year, 23,000 children in the Netherlands are placed in foster care. Unfortunately, there are too few foster families available, and they are heavily burdened. With an extra contribution from the Lottery, Stichting Kinderpostzegels Nederland is creating networks that foster families can fall back on. They will be able to come together at Hubhomes houses for support, education and contact, in the hope that fewer families will drop out and the rehoming of children will decrease.



Ark Natuurontwikkeling aims to rewild the Veluwe region of the Netherlands so wild animals like these Highland cattle can re-establish themselves.

pressure on the area and its inhabitants than ever before. The Lottery's extra contribution will support local communities in collecting evidence of deforestation and using it to take legal action against companies and authorities involved in the destruction of the rainforest.

Tropenbos International

In its work for conservation and better management of tropical trees and forests, Tropenbos International encounters more and more farmers who want to scale up their production in a sustainable way but find it difficult to get the necessary loans. Our one-off dona-



The African farmer Patricia Mukamparirwa receives support from the One Acre Fund. "Trees prevent erosion and landslides," she says. "Later we can sell them at a profit."

tion will be used to set up a guarantee fund so that the risk of lending is reduced and 400 farmers in Asia, Africa and Latin America will be able to get loans in the coming years.

Girls First Fund

The Girls First Fund is combating child marriage by funding small-scale local organisations that are

effectively tackling the problem. These organisations, often run by women and girls, receive hardly any financial support, though they play a crucial role in improving girls' future prospects. Our one-off donation will allow the fund to support more local organisations in more countries.



Girls taking part in an education project in Ghana sing the special song of the NGO Aflatoun International.

You can find a list of our charities at the back of this report on page 70, or visit www.postcodeloterij.nl for descriptions in Dutch.

Players and winners

By the end of 2020, the Nationale Postcode Loterij had 3,052,160 players playing with a total of 4,171,775 tickets. Its turnover increased by 2.4% to a record €770.97 million. This will allow the charitable organisations supported by the Lottery to achieve even more and become stronger. Throughout the year, the Lottery continued to work on staying in touch with existing players and attracting new ones.



5 Uur Show presenter Brecht van Hulten (second from left) interviews Tineke Ceelen (left), director of the Netherlands Refugee Foundation, about the situation of Yazidi refugees from Syria and Iraq.

Live from our studio

Our TV programme *5 Uur Live* (“5 O’Clock Live”) ended on RTL 4 and was succeeded by a revival of the *5 Uur Show* (“5 O’Clock Show”) on SBS6. The new show updates viewers on the news of the day from the studio in our building on Beethovenstraat in Amsterdam. Besides current affairs, the programme focuses on entertainment, royalty, politics and the Postcode Loterij’s charities.

2020 saw the 10th anniversary of *Koffietijd* (“Coffee Time”). In this weekday morning programme, subjects such as lifestyle, fashion, entertainment, food, homes and charities are discussed extensively, with a different Dutch celebrity joining in every day.

Chasing millions and briefcases

2020 also marked the 20th year of our popular TV game show *Postcode Loterij Miljoenenjacht* (“The Postcode Lottery’s Hunt for Millions”). Due to the Covid-19 pandemic, the spring broadcasts could not take place. An alternative was quickly thought up: our ambassador Winston Gerschtanowitz hosted a briefcase hunt (Kofferjacht). Players of this online game could start hunting for €1 million for free and immediately see if they had won €100,000. In the autumn, a new, modified season of *Miljoenenjacht* started. Each episode drew 1 million to 1.5 million viewers.



Ellen from Haarlem won an amazing €335,000 in the 20th-anniversary episode of Postcode Loterij Miljoenenjacht.

Social distancing

The game show *Postcode Loterij Eén tegen 100* (“The Postcode Lottery’s One Against 100”) was changed to *Postcode Loterij Eén tegen 50* (“Postcode Lottery One Against 50”) in response to the pandemic. Meanwhile, 2020 saw more than 1 million viewers tune in to every episode. The 500th broadcast took place on 8 November.

National campaigns

In the year-long national Street Prize marketing campaign, ambassador Gaston Starreveld encouraged new players to take part in the Lottery. Nicolette van Dam urged people to play to win the SuperPostcodePrijzen. In December, the Lottery boosted its visibility everywhere to raise awareness of the biggest ever PostcodeKanjerprijs pot, which came to €54.9 million.



During the 20th-anniversary broadcast of Postcode Loterij Miljoenenjacht, Linda de Mol gave away extra prizes, including no fewer than 20 new cars and 30 electric bikes.



In September it was party time in the town of Bolsward as Gaston Starreveld presented the lucky winners of the Postcode Street Prize with their cash winnings – and one with a new BMW.

Marketing and publicity

Since our tickets are not sold in shops, we recruit players using a mix of content marketing and adverts. As usual, in 2020 we



On New Year's Day 2020, ambassadors Caroline Tensen and Winston Gerschtanowitz announced that the PostcodeKanjor of €54.9 million had been won in the province of Zuid-Holland.

made documentaries, 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 because of the big prizes and the special donations made

throughout the year in response to the pandemic. Beneficiaries such as the Haringvliet Dream Fund project partners also featured in the news. And in an interview with the newspaper AD, Keyvan Firoozi talked about how he started working as a designer for the Nationale Postcode Loterij via the Refugee Talent Hub, another beneficiary.

And in the 1 Miljoenprijs (1 Million Prize), drawn every month in 2020 and an additional four times in February, players in the winning postal code shared €500,000, while the other €500,000 went to players in the surrounding neighbourhood.



Millions of euros in winnings

In 2020 the biggest prize pot ever – €349.7 million worth of cash and gifts – was available for players to win. A Street Prize was awarded every week, and every day for the 100 days from 1 February to 10 May.

From October until the end of the year, €1 million went out every week in the form of 12 SuperPostcodePrijzen (SuperPostcodePrize) giveaways.



From February to May, Gaston Starreveld gave away a Street Prize every day for 100 days.

Every Friday we placed an advertisement in the national media highlighting the work of one of our charities. Our advertisements in the newspaper NRC Handelsblad appeared in a different form on social media.



To let everyone know about the €54.9 million PostcodeKanjers, we sent out creative marketing materials, such as an advent calendar and scratch cards.

PostcodeKanjers: celebrating online

Traditionally, the Postcode Loterij's ambassadors and the Kanjer truck have surprised the winners of the PostcodeKanjers on New Year's Day. Partying in the streets has always followed. But this year the truck stayed in the garage. Immediately after the draw on 1 January, the notary locked the envelope containing the winning postal code in a safe. That evening, our ambassadors Caroline Tensen and Winston Gerschtanowitz announced that the Kanjer had been won in the province of Zuid-Holland. Winners and their neighbours are usually invited to a big entertainment-packed celebration. Due to the Covid-19 pandemic and the resulting restrictions, PostcodeKanjers winners were personally notified, and the Lottery later announced the winning post-code on its website.

Our ambassadors did announce the three winning postcodes in the €1 million SuperPostcodePrijzen (SuperPostcodePrize) on

1 January. Every day for the next five days, a new winning postcode was announced in the TV show RTL Boulevard.

Support for local entrepreneurs

In April, May and June, the Postcode Loterij awarded



Winners could redeem their gift cards at local businesses, such as this ice cream parlour.

€17.5 million in prizes designed to support local entrepreneurs in these difficult times. These were gift cards worth €5 to €50 that players could spend at local restaurants and shops.

Prizes with a good story

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 the Verkade biscuit container is made of recycled plastic with a bamboo lid. Examples of other prizes that players could win in 2020 included a Postcode Loterij rucksack made from recycled PET bottles and Seepje hand soap and lotion made with fruit peel from Nepal. All CO₂ emissions in 2020 were offset.

Gifts for everyone

This year we sent each of our 3 million players a copy of

our fourth *Koken met Kanjers* ("Cooking with 'Kanjers'") cookbook, featuring Janny van der Heijden. 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.

For the seventh year in a row, we sent every player a €12.50 gift card they could use at Albert Heijn supermarkets to buy ingredients for a vegetarian meal. Sent by CO₂-neutral post, they were part of a national campaign promoting ethical eating.



Local entrepreneurs got a helping hand through the purchase of hundreds of thousands of extra gift cards worth a total of €17.5 million for the April, May and June draws.

And in our campaign "Samen laten we Nederland stralen" ("Let's light up the Netherlands"), players received a poinsettia LED decoration in mid-December – a small bright spot to thank them again for playing. Their participation meant that in this difficult year the Lottery was able to give extra contributions to charities such as the Red Cross, the food banks organisation Voedselbanken Nederland, and Stichting Kinderpostzegels.



In mid-December, every player received a poinsettia LED decoration to brighten his or her home.

Online and social media

Every day on Facebook, Instagram, YouTube and Twitter, Lottery fans could find information about charities and events and winners' stories.

On Facebook, players could attend a live event in which Humberto Tan raffled off a photo he had taken of Masai people in Kenya. Quinty Trustfull presented a quiz on the plastic waste problem in a live broadcast for World Cleanup Day. During the programme, players had a chance to win an Ocean Clean Wash blanket. On Instagram, followers could watch the SuperPostcodePrijen draws.



On New Year's Day 2020 ambassadors Quinty Trustfull and Nicolette van Dam announced that six lucky winners of the SuperPostcodePrijen in Havelte would share €1 million.

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 €1 million SuperPostcodePrize, 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!"



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 greener, fairer world."



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



Martijn Krabbé
TV presenter
"For me, in a normal year, 1 January means the PostcodeKanjier, and travelling to a surprise location somewhere in the Netherlands to give the winners the great news. I can't wait to be able to meet them in person again. Meanwhile, knowing the Lottery is helping more than 100 charities to do their important work makes me incredibly proud."



Winston Gerschtanowitz
TV presenter
"When I saw for myself what Terre des Hommes is doing in Nepal to combat child sex tourism, I was astonished at the impact. I feel immensely privileged to be part of this organisation."

Partners for culture

The partner organisations of the BankGiro Loterij (BankGiro Lottery) work in the fields of arts, culture and heritage preservation. We are the Netherlands' only lottery devoted to funding cultural activities. In 2020, we provided institutional support for 57 partners and one-off grants for six more. Cultural organisations received 45% of the price of every ticket sold. In the pandemic year 2020 the BankGiro Loterij established the Kickstart Cultuurfonds (Kickstart Culture Fund).

An emergency fund for the cultural sector

Due to declining visitor numbers and several lockdowns, the Dutch cultural sector had a difficult year in 2020. On July 2, the BankGiro Loterij and other pri-

vate funds launched the Kickstart Cultuurfonds, a temporary emergency fund designed to help the cultural sector adapt to a socially distanced world. The fund had €16 million to distribute, of which €10 million was made available by the BankGiro Loterij. In 12 weeks, we quickly and effectively distributed the money to 418 thea-



On Sundays, the Oude Kerk traditionally hosts a religious service. On other days, it is a museum where visitors can discover the historical archive and view contemporary artworks.



Ingrid van Engelshoven, the Dutch Minister of Education, Culture and Science (front middle), and Sigrid van Aken, CEO of the BankGiro Loterij (front left), pose with representatives of the private funds that launched the Kickstart Cultuurfonds on 2 July 2020.

tres, concert halls, other music venues, performing arts producers, and museums. The fund has been relaunched in 2021, and also the Dutch Ministry of Education, Culture and Science is partnering with the fund.

Distribution of funds

As well as providing emergency support through the Kickstart Cultuurfonds in 2020, we distributed annual contributions to our beneficiaries, as we do every year. Each partner institution receives annual funding from the Lottery for a period of three or five years. The money goes towards the purchase, restoration and presentation of works in permanent collections and the purchase and restoration of historic buildings and sites. Partners may also use the funds for marketing, programming and communications. They are free to establish their own priorities within these parameters, and they report back to the Lottery on these every year. Any remaining Lottery 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.

The oldest building in Amsterdam

Amsterdam's oldest building, the Oude Kerk, a museum as well as a church, continues to reinvent itself. With a new contribution from the BankGiro Loterij, it will make more areas accessible for visitors from the Netherlands and abroad. The highlight will be the public opening of the church's tower.

The Stones in the Netherlands

The Rolling Stones have performed on practically every major stage in the world. Now their exhibition *Unzipped* is travelling the globe. Comprising more than 400 original objects, it has been on show in the Groninger Museum, in the northernmost province of the Netherlands, since 20 November. Mick Jagger officially opened this special behind-the-scenes look online.

Hidden artworks

The Museum Boijmans Van Beuningen is known for visual art. During large-scale renovations, the museum completed construction of the first publicly accessible art depot in the world with support from the BankGiro Loterij. From 2021 onwards, visitors will be able to discover 151,000 artworks and watch conservation and restoration activities.



Because of the pandemic, a planned visit by Mick Jagger to the Groninger Museum was not possible. The singer officially opened the exhibition The Rolling Stones – Unzipped with a video message.

200th anniversary

Over two centuries, the museum and research institute Naturalis has amassed one of the largest

natural history collections in the world. In September, King Willem-Alexander officially opened its anniversary celebrations. In the exhibition *Nature's Treasure Trove*:

200 Years of Naturalis, the museum is showcasing 25 rarely seen and previously undisplayed masterpieces for 200 days.



In September, 170 BankGiro Lottery players were the first to take a look around the Museum Boijmans Van Beuningen's depot, which was set to open its doors in 2021.



The statue of an extinct Cape lion is part of the anniversary exhibition Nature's Treasure Trove: 200 Years of Naturalis, which was officially opened by King Willem-Alexander of the Netherlands.

You can find a list of our partners at the back of this report on page 71, or visit 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.



On 25 and 26 February, we invited one lucky VIP and three guests to spend the night at the Aviodrome aviation museum. After a flying lesson briefing and a dinner served amid historic aircraft, they took a nighttime tour of the museum. Their bedroom was in the cargo hold of a Boeing 747, so the night flew past.

Keeping going

During the two lockdowns in 2020, Dutch cultural institutions remained closed for months. So our 796,829 players' support for our partners and the protection of our cultural heritage was more important than ever. To ensure we would again be able to donate tens of millions of euros for art and culture in the Netherlands in 2021, we kept working to retain existing players and recruit new ones. We kept our players informed about our work and that of our beneficiaries through online and offline campaigns, social media activity, TV shows and spe-

cial events. The BankGiro Loterij attracted new players via a unique mix of media and messages and national campaigns.

Our partners

Our cultural partners play an important role in helping us to attract new players. People visiting a partner museum often decide to play the Lottery for its benefit on the spot. In December, a total of 257,584 people were playing with earmarked tickets. These players get free admission to their selected museum and a BankGiro Loterij VIP Card for as long as they keep playing.

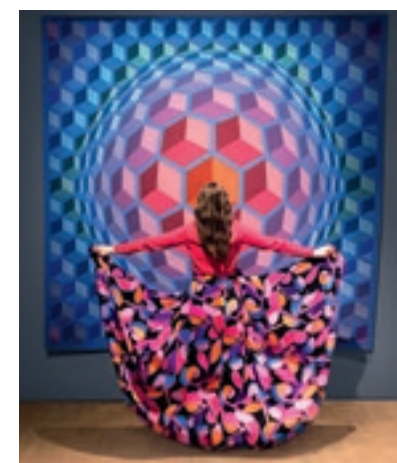
The VIP Card: connecting culture to the public

In addition to providing financial support for our cultural partners, we promote their work via the BankGiro Loterij VIP Card. It provides free entry to over 100 museums and discounts for hundreds of theatres, zoos and other attractions. Despite Covid-19, last year VIP Card holders managed to make 285,000 museum visits and 45,000 visits to theatres, zoos and other partners while observing government restrictions. And 20,500 VIP Card holders got to

enjoy a special day out at one of our 36 exclusive events.

Increasing our online offerings

Due to the pandemic, for months it was impossible for our players to discover art and culture using their VIP Cards. So we stepped things up on YouTube, Facebook and Instagram, with new online games, more VIP Card newsletters, prizes and unique live events. We also expanded our online cultural offerings. For example, in the new weekly podcast *Topstukken* ("Masterpieces"), we talked with curators and other experts about noteworthy objects in Dutch museums. We also worked with culture vloggers who gave online tours of 20 VIP Card locations. Several Dutch museums also provided online tours. Almost 60,000 players watched 22 online tours in 2020.



In 2020, @dutchgirlsinsmuseums enlivened our Instagram page with photos of their visits to some of our partner institutions.



The largest ever prize pot offered every player something to dream about.

TV programmes

The BankGiro Loterij comes into Dutch homes not only online but also through various TV programmes. Every working day, we start with our morning show, *Koffietijd* (“Coffee Time”), and end with the *5 Uur Show* (“5 O’Clock Show”) in the afternoon. Both focus on current affairs, social topics, personal stories and the work of our cultural partners. This year there were two new seasons of the exciting and popular game show *BankGiro Miljonairs* (“BankGiro Loterij Millionaires”). Every



One of our newest prizes is the BankGiro Loterij umbrella. Here, it shelters winners from the Dutch weather under Vincent van Gogh’s “Almond Blossom”.

Loterij player had a chance to win a turn sitting in the hot seat and playing to win a million euros.

The biggest prize pot ever

Naturally, as a lottery, we also gave away plenty of prizes each day. The BankGiro Loterij kicked off 2020 with a prize pot of €59.9 million – the largest ever. In addition to big cash prizes, we gave away more than 100,000 other treats in every draw. These included tickets for outings such as museum visits and musicals and numerous art-related prizes. Because we’re always looking to reduce our carbon footprint, we look critically at how prizes are packaged, shipped and made.



Thirty-two-year-old Rianne won €1,000 for every year of her life. After answering 11 out of 15 questions correctly, she went home with €32,000.



Via a live studio link to the 5 Uur Show, Cathelijne Broers, director of the Prins Bernhard Cultuurfonds, awarded the 2020 Museumprijs (Museum Prize) to Naturalis.

Special events

From August onwards, we were again able to safely hold small events for BankGiro Loterij players, such as a four-day “cultural camping by the sea” package consisting of an overnight stay in a luxury tent, dinner, breakfast and a tailor-made cultural programme. We also satisfied players’ thirst for culture with treats like exclusive concerts during the open-air Grachtenfestival, evening openings at various museums, and VIP packages for the Netherlands Film Festival. Of course, we always stuck to the guidelines issued by the Dutch National Institute for Public Health and the Environment.



In August, we surprised 238 VIP Card holders and their guests with a few days of “cultural camping by the sea” for them. This unique Dutch staycation consisted of three nights’ accommodation in a luxury tent, including breakfast and dinner, free admission to the Zuiderzee Museum, and lots of fun workshops and activities.



The small auditorium of Theater De Kom was reorganised to create more space for new events thanks to support from the Kickstart Cultuurfonds.

In the media

Several events particularly captured the media's interest in 2020. The Eurovision Song Contest in Rotterdam would have been a highlight, but it was postponed. The BankGiro Loterij will remain a partner of this spectacular event in 2021. This year, as always, our public awards, the Molenprijz (Wind- and Watermill Prize) and Museumprijz (Museum Prize), received a lot of coverage. They generated plenty of interest online and were awarded in an adapted form. In July, several websites, newspapers and TV and radio pro-

grammes covered the launch of the Kickstart Cultuurfonds, a new cultural fund (also see page 50). On 12 and 13 September, a modified edition of the annual BankGiro Loterij Open Monumentendag, an event during which listed buildings open to the public, took place. In the autumn, the Dutch media welcomed the news that the Kickstart Cultuurfonds would continue to support the cultural sector in 2021.

BankGiro Loterij ambassadors

We're proud to introduce our six 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
"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
"I've been a proud ambassador for the BankGiro Loterij for years. Music connects people, and when it's performed in special buildings like the Concertgebouw, they can really see that they're contributing to the preservation of cultural heritage. It becomes tangible, and that's wonderful."



Chantal Janzen
"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 Ruiters
"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
"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."



Jamai Loman
"Presenting a prize is one of the nicest things you can do. In my TV work I usually have to try to win something, and now it's the other way round. I get to give something away: a cheque for a nice amount of money! People react completely differently every time. It never gets old."

things that the Netherlands has to offer."



More than €1 billion

In 2020, the VriendenLoterij (FriendsLottery) contributed €56 million to charities. This figure represents a major milestone. Since 1998, we have distributed more than €1 billion to charitable organisations working to improve human health and well-being. These organisations help people in various ways to fully participate in society. They are especially needed now, with vulnerable people being hit especially hard by the coronavirus pandemic.

Distribution of funds

Our long-term beneficiaries got 45% of the Lottery's revenues for 2020. These 46 organisations receive funding every year to continue their important work promoting human health and well-being. They include KWF Kankerbestrijding (the Dutch Cancer Society), het Gehandicapte Kind (the Dutch Foundation for

Disabled Children) and Stichting Lezen en Schrijven (the Reading and Writing Foundation).

Nearly 74% 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.



Stichting Lezen en Schrijven (the Reading and Writing Foundation) campaigns on behalf of people with low literacy and also helps them to sort out their financial affairs.



The SpiroNose breath test was developed to detect lung diseases quickly, thanks in part to Lottery support for the Lung Foundation Netherlands. The device will soon be used to perform rapid coronavirus tests.

They vary from small local clubs to large organisations like the Nationaal Ouderenfonds (National Foundation for the Elderly), which this year received nearly €3 million in earmarked donations in addition to its regular funding.

Equal opportunities

In addition to supporting its long-term beneficiaries, this year the Lottery made one-off donations to 16 organisations that promote equal opportunities in society and support vulnerable people who depend on care.

As a result of Covid-19, the number of people suffering a pulmonary embolism has risen sharply in the past year. With a contribution from the VriendenLoterij, the Trombosesstichting (Dutch Thrombosis Foundation) is working with Leiden University Medical Center to develop a digital home recuperation programme to help patients recover from a pulmonary embolism more quickly. We also support Vereniging SchuldHulpMaatje Nederland,

an organisation that reaches out to support people with financial problems at the earliest possible stage, thus preventing debts from mounting unnecessarily. The Lottery's contribution to Stichting Petje Af gives children from vulnerable families the chance to discover their talents and potential. They are introduced to various fields of work and inspiring role models.

Special projects

Our beneficiaries can apply for additional financial support for special initiatives, funded by the proceeds from two extra draws. In 2020, we supported five such projects.

Following the success of the TV show *Restaurant Misverstand* ("The Restaurant That Makes Mistakes"; see page 58) and the positive responses received, Alzheimer Nederland was able to roll out 30 "cooking studios" in the Netherlands thanks to an extra contribution from the Lottery. At these locations, people with



To reduce the number of young people suffering head and brain injuries in road accidents, the Edwin van der Sar Foundation and the ANWB organised a project promoting safe cycling to school.

dementia can cook and eat with their carers, family members and friends, boosting their quality of life. Support from the Lottery also enabled the former wheelchair tennis player Esther Vergeer's foundation to open sports clinics for children with physical disabilities at five teaching hospitals in the Netherlands. A personal coach-

ing programme lets children play sports on a regular basis close to home.

Making wishes come true

The VriendenLoterij supports a number of organisations established by Dutch celebrities, including the former tennis pro Richard Krajicek and the former pro foot-

ballers 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 professional Bas van de Goor's foundation organises activities to promote exercise for people with diabetes. In a kickboxing clinic for children with type 1 diabetes, led by none other than former world champion Remy Bonjasky, kids learned how to enjoy sport safely and heard about its positive effects on their health. The Giovanni van Bronckhorst Foundation runs an after-school sports and education programme for children with learning difficulties. When schools closed in spring 2020 due to the coronavirus pandemic, the foundation realised its help was needed more than ever. In addition to its summer school, made possible by an extra contribution from the Lottery, the foundation started the

Giozone, where children could get extra help with reading and arithmetic in the summer holidays.

Making wishes come true

In 2020, 186 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.

The Stichting Zeldzame Ziekten (Rare Diseases Foundation) made an application for Kevin, aged 13, who has a rare progressive illness. When a concert by his hero Guus Meeuwis was postponed for a year due to the pandemic, the VriendenFonds arranged for his wish to be fulfilled after all: Kevin got to enjoy a private performance.



Kevin, who is seriously ill, had an incredible day when he was treated to a private concert by his hero, the Dutch recording artist Guus Meeuwis (back right). It was made possible by support from the VriendenFonds.



At a kickboxing clinic led by Remy Bonjasky, the Bas van de Goor Foundation taught children with diabetes how to keep their blood glucose levels stable while exercising.

You can find a list of our charities at the back of this report on page 72, or visit www.vriendenloterij.nl for descriptions in Dutch.

Every player counts

After a successful PrijzenBingo campaign to raise funds for the Dutch Heart Foundation in the spring, we started holding a weekly bingo draw in October to create extra fun and entertainment for our players, more prizes and more winners. We ran a nationwide awareness campaign linked to the weekly bingo game to draw attention to the plight of children growing up in poverty in the Netherlands.

In 2020, as always, there were lots of activities at local clubs, great TV shows and many heartwarming projects supporting vulnerable people in an extraordinary year. By the end of the year, the VriendenLoterij had 580,846 players playing with a total of 732,876 tickets and raising money for charities supporting human health and well-being.

A unique concept

In the VriendenLoterij, your mobile number is your ticket number. The VriendenLoterij is one of a kind in that players can decide which charity they want to play for. In 2020, 45% of the price of every ticket went directly to the player's chosen organisation – either one of our 46 regular beneficiaries or one of more than 3,200 local foundations, clubs and associations.

Millions in prizes

The total announced prize pot for 2020 was worth a record €50.7 million. We distributed more than 1.8 million prizes to players, including four worth €1 million. By the end of September and one in November, we'd paid out €250,000 nine times, €100,000 twice a month, and €10,000

four times per draw. Players also won treats such as iPads, TVs, and various gift cards. And we gave away plenty of sustainable VriendenLoterij Roetz bicycles, which are made in a sheltered workshop from recycled materials.

VriendenLoterij Bingo

From October onwards, there were many more prizes to be



Since October, our players have been automatically entered in VriendenLoterij Bingo, where 80,000 prizes can be won every week.



These winners couldn't believe their eyes when ambassador Wolter Kroes walked into their garden with a cheque for €1 million.

won when we started the weekly VriendenLoterij Bingo draw. All players are sent unique bingo cards linked to their Lottery numbers and are automatically entered in the game every week, with 80,000 prizes worth up to €100,000 available to win.

Bingo for charity

We held two major campaigns linked to our new bingo game in 2020. Together with the Dutch Heart Foundation, we held a successful PrijzenBingo campaign to raise money for 5,000 public-access defibrillators.

The VriendenLoterij Bingo campaign in the autumn was dedicated to Samen voor alle kinderen (Together for All Children) a joint project by four charities that supports children growing up in poverty. Kids receive benefits like birthday boxes, football club memberships and school laptops.

Strong together

In a year when the Netherlands was brought to a standstill by the

coronavirus pandemic, together with our partners we set up special projects for vulnerable people. In May the Nationale Balkon Beweegdag (National Balcony Exercise Day) took place at 150 care homes. The event was an initiative of the Nationaal Ouderenfonds (National Foundation for the Elderly) and the VriendenLoterij designed to keep older people moving.

On TV

The VriendenLoterij's partnership with six TV shows ensured plenty of publicity for our charities and winners in 2020. The work of our beneficiaries featured on the popular daily talk shows *Koffietijd* ("Coffee Time") and the *5 Uur Show* ("5 O'Clock Show"), broadcast from the TV studio in our building. Our winners can be seen every Sunday evening on *VriendenLoterij: De Winnaars* ("VriendenLoterij: The Winners"). And in the popular daily word game show *Lingo*, the winning VriendenLoterij ticket number is announced every weekday.



In a special episode of Lingo, the Dutch singing duo Nick & Simon raised money for defibrillators for the Dutch Heart Foundation.

A special Restaurant Bingo! The €100,000 Quiz

In cooperation with our beneficiary Alzheimer Nederland, we produced the programme *Restaurant Misverstand* ("The Restaurant That Makes Mistakes"), in which people with dementia work under the supervision of chef Ron Blaauw. The show focused on social issues related to dementia.

We launched the new game show *Bingo! De 100.000 euro quiz* in October to support the new VriendenLoterij Bingo game concept. Hosted by our ambassador Jan Versteegh, seven candidates compete for a generous main prize of €100,000. The winning numbers in the weekly VriendenLoterij

Bingo draw are also announced – so players can take part from the comfort of their couch.

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.

Eredivisie partner

For 15 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. Every football season, we reward the three most innovative and impactful social projects run by the Eredivisie clubs by providing extra funding to support the valuable work they do.

Playing for the club

In 2020, even more money than in the previous year went to thousands of local clubs and associations. This funding was raised through activities such as telephone campaigns in which clubs ask supporters to play the Lottery for their benefit. Of the price of every ticket, 45% goes directly to the club, and players get a chance to win great prizes.

Club of the Week

The VriendenLoterij awarded 30 Club of the Week grants. Every week, €10,000 went 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. In the autumn, with so many associations having an unusually hard time because of coronavirus measures, we changed the terms of the scheme and provided 100 more clubs with €5,000 grants.



This father was overjoyed when he and his three sons won pitchside seats for an Ajax match and met top player Lisandro Martínez.



The Capelle Nieuwerkerk volleyball club received an extra amount of €3,500 for achieving the top score in the Scoring for your Association campaign.

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

surprise our players with fantastic prizes and share stories of the amazing work being done by our charities. Friends work via their own foundations to help people dealing with health problems or social marginalisation.

Ambassadors



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!"



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 old."



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."

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



In the online International Lottery Academy masterclass on innovative thinking, Duncan Wardle (left) shared tips for unleashing your hidden creative potential.

All the Postcode Lotteries were set up by Novamedia, a social enterprise based in Amsterdam that launched the first Postcode Lottery in 1989 in the Netherlands. By the end of 2020, Novamedia/Postcode Lotteries had grown into an organisation employing 1,426 people in five countries.

Novamedia

The Nationale Postcode Loterij (Dutch Postcode Lottery) was founded in 1989. In 1998, the VriendenLoterij (the FriendsLottery) was added, and the Dutch Charity Lotteries were born. The BankGiro Loterij (BankGiro Lottery) joined the group in 2002.

The first non-Dutch operation, 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). Meanwhile, the Norwegian lottery market had been re-regulated in 2015 and five licences made available for charity lotteries. This made it possible for the Norsk Postkodelotteri to enter the market. The licences are valid for nine years, and one of them is

held by SOS-barnebyer and WWF Norway, giving them the right to market the Postcode Lottery in Norway.

The organisational structure varies by country, depending on size and local permit conditions.

Book activities

Novamedia is proud to own Scheltema, one of the oldest and largest bookstores in its home city of Amsterdam. In April 2020 it was announced that Novamedia sold its online bookshop, BookSpot, to the Audax Groep, which has more than 1,000 franchised and company-owned shops. In the beginning of 2021, Novamedia's publishing house Park Uitgevers (containing the imprints Nieuw Amsterdam, Podium, Wereldbibliotheek and Fontaine Uitgevers) became part of the Belgian-Dutch Uitgeverij Lannoo publishing group.

Executive Board

Novamedia is governed by a three-member Executive Board chaired by Sigrid van Aken and also comprising Imme Rog and Michiel Verboven. Founder and former chairman Boudewijn Poelmann stepped down in March 2020 and remained a member of the Executive Board through December 2020. Novamedia employed 47 people as of 31 December 2020.

Novamedia BV Executive Board



Imme Rog
CMO



Sigrid van Aken
CEO



Michiel Verboven
CCO

Thank you 10 billion times, Boudewijn!

After more than 30 years, Boudewijn Poelmann announced he was stepping down as chair of the Executive Board of Novamedia and the Dutch Charity Lotteries. At the Dutch Charity Gala in March 2020, he passed on the chairmanship to Sigrid van Aken. As of 1 January 2021, he stopped his remaining activities as a board member. As a co-founder of the lotteries, Boudewijn can look back on a 31-year history in which more than **€10 billion was raised for charity**. "It was a wonderful time to be at the helm of

this brilliant, vital organisation, which will continue to do a lot of good in the future and make a positive difference for many people and everything that lives on earth," he says. Inspired by Professor Muhammad Yunus, winner of the Nobel Peace Prize, Boudewijn will remain active in "phase two" of his life and do something he's always wanted to do. "With Phase2.earth I am fulfilling my wish to ensure the success of companies that are pursuing a social mission, such as contributing to the energy transition," he says. "I look forward to focusing on this."



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 2020 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 other lottery formats and brands. 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 intellectual property rights relating to the Postcode Lottery format. As the owner, developer and investor of lottery formats, 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

The Nationale Postcode Loterij, VriendenLoterij and BankGiro

Loterij make up Holding Nationale Goede Doelen Loterijen NV. They all separately have a licence and management agreement with Novamedia BV.

The holding company's Supervisory Board oversees the Executive Board, which manages the day-to-day operations of the three Lotteries. The Supervisory Board also decides how revenues are distributed among the charities and which new beneficiaries are admitted. The Lotteries' joint organisation employs a total of 693 people.

Permits required to run lotteries in the Netherlands are issued by the Kansspelautoriteit (Netherlands Gambling Authority). It and the Ministry of Justice and Security monitor compliance with Dutch gambling law 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 Britain. It is incorporated in England and Wales.

People's Postcode Lottery, the trading name of Postcode Lottery



The Deutsche Postcode Lotterie team helped to collect thousands of cigarette butts and other pieces of trash in Düsseldorf at multiple clean-up events this year, including RhineCleanUp day.

Ltd, is licensed and regulated by the Gambling Commission, the regulatory body for gambling in Britain, under licence numbers 000-000829-N-102511 and 000-000829-R-102513.

All draws are supervised by an independent adjudicator and the draw engine is GLI-certified, meeting strict security standards.

Although lotteries are recognised as low-risk for problem gambling, People's Postcode Lottery is committed to protecting the millions of players who help raise vital funds for good causes. It adheres

to the Postcode Lotteries-wide code of conduct on responsible play. Security is also a key priority: People's Postcode Lottery takes the management and protection of players' data and personal information seriously. It is ISO27001 accredited, in recognition of the highest security standards, and was among the first companies in the UK to meet the data protection standard BS10012.

Svenska Postkodlotteriet

The Svenska Postkodlotteriet's permit 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 AB 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.

Deutsche Postcode Lotterie

Novamedia established Postcode Lotterie DT gGmbH in Düsseldorf to set up the Deutsche Postcode Lotterie. Of the Lottery's revenue, 30% goes to projects that deliver social and ecological benefits –

nationwide, with a focus on local and regional projects as well as internationally. The Lottery's structure meets German permit requirements for non-profit organisations. The independent Charities Board, led by former Bundestag President Professor Rita Süßmuth, decides which organisations will receive financial 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

The Norsk Postkodlotteri began operating in Norway in 2017, working with partners SOS-barnebyer and WWF Verdens naturfond. The Lottery's permit limits its turnover, so each month only 125,000 subscriptions are available. After Novamedia established the Norsk Postkodlotteri,



Celebrating our diverse backgrounds is at the core of our culture. Like at the Deutsche Postcode Lotterie (see above), we are committed to providing an environment where inclusion is at the heart of our values.

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.

to be resilient and to conserve and protect the earth's natural resources and ecosystems. Our charity Lotteries are organised around these objectives.



Employees of Deutsche Postcode Lotterie joined a digital lecture and received information on causes of climate change and why we have to reduce CO₂ emissions.

How we live our mission

Our charity Lotteries are social enterprises in heart and soul. We support hundreds of charities across the globe, providing them with flexible, 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 fair, sustainable future requires societies and individuals

Good Operations

On the basis of our vision, mission and core values and our ongoing dialogue with stakeholders, the international family of Postcode Lotteries has developed the Good Operations agenda. It sets out our goals and directs our efforts toward specific, ambitious objectives. We aim to run a sustainable and ethical organisation and to be recognised as a frontrunner in responsible leadership. We prioritise looking after the well-being of our people and making a positive impact on the planet. We strive to do all this in the following ways:



To offset our CO₂ emissions for 2020, we are planting 300,000 trees in the United States, Mexico, Spain and the Netherlands with the Land Life Company.

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 in becoming both more impactful and more sustainable.

Engaging in customer-focused campaigning.

- We work to engage current and prospective players in our mission and promote sustainable behaviour and good citizenship.
- We've had zero upheld complaints regarding our 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 promoting 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.

The Postcode Lottery is a very safe game, the renowned scientist Mark Griffiths has found. Griffiths, a Distinguished Professor of Behavioural Addiction at Nottingham Trent University, conducted a social responsibility risk assessment on Novamedia's Postcode Lotteries across five countries.

All our Lotteries are committed to our shared 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.

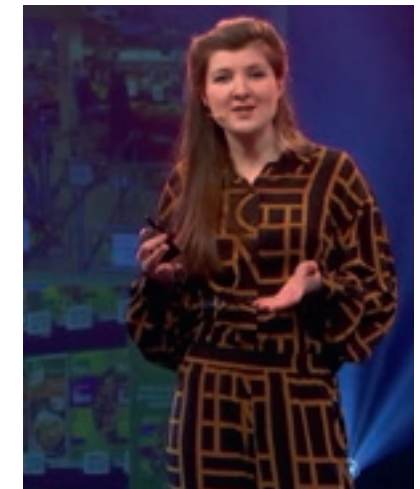
Covid-19

There's no question that 2020 will be remembered as a year of previously unimaginable challenges for charities and businesses alike. However, despite the pandemic, the Postcode Lotteries continued to make strong progress in their work to increase support for good causes while reducing their impact on the environment. It was also a year when safeguarding team members' physical and mental well-being became more important than ever. A series of actions were taken to ensure the



In an international Lottery Talk for all employees, journalist Jelmer Mommers, author of the bestseller How Are We Going to Explain This?, told us why there's still hope for the future in the face of the climate crisis.

teams remained healthy, motivated and informed while working from home.



Dutch Postcode Lottery marketer Nicolien Kloppert shares some good news: the Vega Favorieten gift card giveaway saved more than 3.5 tonnes of CO₂. Players used the cards, valid at Albert Heijn supermarkets, to buy vegetarian products.

Extra funding

As for our charities, they showed flexibility and resilience in their daily operations in 2020. The fact that we are in long-term partnerships with most of them definitely paid off. A number of beneficiaries informed us of an urgent need for extra funding, and we were able to respond quickly. In Sweden every long-term beneficiary received a 10% supplement on top of the annual contribution, while in Great Britain, received extra funds they could use wherever they were most needed. We took these steps in line with our strong belief that we should trust our charities to spend money as they see fit. The Netherlands Red Cross received an extra €4.9 million in 2020 to provide urgent medical assistance, housing, food and psychosocial support to people in the Netherlands and the Caribbean. With other private foundations, we launched the Kickstart Cultuurfonds to help the Dutch cultural sector adapt to a socially distanced world. Of an initial €16 million, €10 million was made available by the BankGiro Loterij. We also launched a new community fund in the middle of the pandemic. It is open to socially inclu-



Since March 2020, all employees in Sweden have worked mainly from home. Management has kept everyone engaged and up to date through regular streamed broadcasts.

sive, creative and green initiatives that support social cohesion.

Reducing CO₂ emissions

All our Lotteries do their utmost to minimise their carbon footprint. Their efforts go beyond opting for green electricity, FSC paper, solar panels and electric vehicles. In 2020, for the seventh year in a row, the Nationale Postcode Loterij

sent each of its 3 million players a €12.50 gift card they could use to shop for vegetarian products at Albert Heijn supermarkets. And it cut the carbon emissions of its veggie recipe booklet by 29.5% in comparison to the previous year.

The Dutch Charity Lotteries are also compensating for all their emissions by planting trees.

The Svenska Postkodlotteriet offsets the climate footprint of its operations throughout the value chain. In 2020 it decreased its footprint by 45% compared to 2019. A major contributing factor was the fact that over the year the prize plan did not include any travel vouchers or trips. The Svenska Postkodlotteriet invested in a wind farm project in Vietnam and a forest restoration project in Columbia to offset its emissions.

The Deutsche Postcode Lotterie has begun measuring its CO₂ emissions, using 2020 as a baseline

year, so it can reduce and compensate for those emissions.

Diversity and equality

Recent social developments, not least the rapid rise of the global Black Lives Matter movement, have underlined the importance and urgency of ensuring that we are a diverse, socially inclusive organisation. To achieve this we take an open, critical attitude towards our own actions. That means listening to experts and those with experience, remaining open to dialogue, and continuing to evaluate and reflect. We are committed to providing a working environment in which everyone feels at home, recruitment and selection are as unbiased as possible, and we adopt new insights to examine the words and images we use to tell our story.



At SDG Action Day, Palmyra Menso, head of HR for the Dutch Charity Lotteries talked about the UN's 17 Sustainable Development Goals and how we can work together to make inclusiveness the new norm.

Where the millions go

Deutsche Postcode Lotterie Germany

Lottery contributions in euros

	2020	To 2020 inclusive
International projects	3,807,176	4,181,443
Aktionsgemeinschaft Artenschutz (AGA) e.V.	71,000	71,000
Greenpeace e.V.	200,000	200,000
HAWAR.help e.V.	99,300	99,300
One Earth - One Ocean e.V.	100,000	100,000
Orang-Utans in Not e.V.	248,800	248,800
Peace Parks Deutschland e.V.	300,000	300,000
Rewilding Oder Delta e.V.	1,098,500	1,098,500
Sea-Watch e.V.	830,000	830,000
SOS Mediterranee Deutschland e.V.	100,000	100,000
UNO-Flüchtlingshilfe e.V.	300,000	300,000
YOU Stiftung	60,000	145,000
ZELTSCHULE e.V.	114,000	144,000
Other beneficiaries	285,576	544,843
Nationwide projects	2,637,804	4,468,577
Ackerhelden machen Schule gGmbH	30,000	60,000
Ärzte der Welt e.V.	300,000	300,000
BILD hilft e.V. "Ein Herz für Kinder"	50,000	150,000
Bio-Brotbox gGmbH	99,925	99,925
Bühne für Menschenrechte e.V.	30,000	55,000
Bundesverband Meeresmüll e.V.	80,000	80,000
Deutsche Umwelthilfe e.V.	425,744	425,744
filia.die frauenstiftung	84,000	84,000
GermanZero e.V.	100,000	100,000
HateAid gGmbH	60,000	60,000
Human Rights Watch e.V.	30,000	30,000
IMPULS Deutschland Stiftung e.V.	269,871	328,299
Klimawoche e.V.	50,000	50,000
Küste gegen Plastik e.V.	50,000	50,000
ReDI School of Digital Integration gGmbH	295,270	295,270
Sarah-Wiener-Stiftung	100,000	100,000
Women for Women International (DE) gGmbH	30,000	30,000
WWF Deutschland	89,914	89,914
Other beneficiaries	463,080	2,080,425
Federal states totals	27,152,867	58,563,538
Baden-Württemberg	3,442,710	6,679,654
Bayern	3,334,000	7,085,629
Berlin	1,000,074	2,197,389
Brandenburg	1,351,945	2,690,935
Bremen	284,524	755,851
Hamburg	501,910	1,037,602
Hessen	1,728,615	3,902,395
Mecklenburg-Vorpommern	615,177	1,326,676
Niedersachsen	3,051,368	6,637,375
Nordrhein-Westfalen	6,170,094	13,778,401
Rheinland-Pfalz	1,211,116	2,771,568
Saarland	292,728	641,048
Sachsen	1,018,632	2,366,882
Sachsen-Anhalt	810,202	1,853,946
Schleswig-Holstein	1,214,621	2,614,929
Thüringen	1,125,151	2,223,258

	2020
Federal states	
Baden-Württemberg	
BruderhausDiakonie - Jugendhilfen Reutlingen	57,780
Greenpeace e.V.	300,000
Grünhof e.V.	86,629
Hilfspakete 4 Jahreszeiten e.V.	72,000
Laureus Sport for Good Germany	59,300
Media4Change gGmbH	100,000
Mentor Stiftung Deutschland	100,000
Pferde bewegen Menschen e.V.	138,000
SOS-Kinderdorf e.V.	327,000
Stadtpiraten Freiburg e.V.	118,000
VRD Stiftung für Erneuerbare Energien	551,880
WWF Deutschland	330,000
Other beneficiaries	1,202,121
Bayern	
Ackerdemia e.V.	264,107
Bergwaldprojekt e.V.	181,650
Gemeinde - Stadt Bad Rodach	62,400
Gemeinde Lisberg	85,000
Grandhotel Cosmopolis e.V.	60,204
Green City e.V.	293,196
HAWAR.help e.V.	100,000
HORIZONT e.V.	62,400
Netzwerk Klimaherbst e.V.	300,000
Triaphon gemeinnützige UG (haftungsbeschränkt)	87,160
Über den Tellerrand kochen München e.V.	100,000
Verein für Berliner Stadtmission	100,000
Other beneficiaries	1,637,883
Berlin	
Ackerdemia e.V.	30,000
AWO KV Berlin Spree-Wuhle e.V.	30,000
BAUFACHFRAU Berlin e.V.	55,000
Die Lernwerkstatt - lernen und lernen lassen e.V.	30,000
Flamingo e.V.	56,000
Girls Gearing Up	
International Leadership Academy e.V.	30,000
Kinderschutzensengel e.V.	30,000
Lebensherbst e.V.	54,662
Malteser Hilfsdienst e.V. - Berlin	30,000
Nomadisch Grün gGmbH	30,000
Other beneficiaries	624,412
Brandenburg	
Amnesty International Deutschland e.V.	300,000
Associata-Assistenzhunde e.V.	30,000
Brandenburger Tafel e.V.	30,000

	2020		2020		2020
Helversensche Stiftung für Arten- u. Biotopschutz	98,000	Niedersachsen	86,430	Sachsen	
Herausfo(e)rderer gUG	30,000	Aktion Kindertraum gGmbH		Ackerdemia e.V.	30,000
IB Berlin-Brandenburg gGmbH	66,000	Arbeits- und Sozialberatungs-Gesellschaft ASG e.V.	55,000	BUND LV Sachsen e.V., RG Dresden	77,166
Initiative Offene Gesellschaft e.V.	128,500	Balu und Du e.V.	239,920	ClientEarth gGmbH	250,000
KulturNachBar e.V.	30,000	Cluster e.V.	45,000	Frauenförderwerk Dresden e.V.	55,000
Rewilding Oder Delta e.V.	96,000	GermanDream gGmbH	300,000	Freundeskreis Buchkinder e.V.	30,000
Stiftung trias	89,957	IMPULS Deutschland Stiftung e.V.	58,920	Human Rights Watch e.V.	100,000
Other beneficiaries	453,488	LandPark Lauenbrück gGmbH	100,000	Interkultureller Garten Coswig e.V.	30,000
Bremen		Laureus Sport for Good Germany	99,000	KulturGut Linda e.V.	30,000
Ackerdemia e.V.	17,500	NABU LV Niedersachsen e.V.	109,078	Leben im Einklang mit der Natur e.V.	30,000
BUND LV Bremen e.V.	29,754	PlanBe - Bellwinkel Stiftung für Umwelt- und Klimaschutz	223,201	NABU Ortsgruppe Dresden-Neustadt e.V.	30,000
Einfach Einsteigen e.V.	30,000	Protohaus gGmbH	123,000	Other beneficiaries	356,466
IMPULS Deutschland Stiftung e.V.	29,230	SOS-Kinderdorf e.V.	55,400	Sachsen-Anhalt	
Kulturhof Peterswerder e.V.	30,000	Windmühle Lechtingen e.V.	48,000	Ackerdemia e.V.	30,000
Sozialer Friedensdienst Bremen e.V.	14,000	Other beneficiaries	1,508,419	BUNDstiftung	30,000
Sport-Verein "Werder" v. 1899 e.V.	30,000	Nordrhein-Westfalen		heimatBEWEGEN e.V.	52,400
Til Schweiger Foundation	30,000	Ackerhelden machen Schule gGmbH	470,625	Momelino gGmbH	151,324
Treffpunkt Natur und Umwelt e.V.	30,000	BürgerStiftung Düsseldorf	150,083	Ölmühle e.V.	30,000
WWF Deutschland	30,000	DRK KV Düsseldorf e.V.	134,685	Verband Naturpark "Unteres Saaletal" e.V.	48,400
Other beneficiaries	14,040	gemeinnützige CLIMB GmbH	399,333	Verein für Berliner Stadtmission	200,000
Hamburg		In safe hands e.V.	108,580	Verein für Integration, Beschäftigung und Soziales e.V.	30,000
Amnesty International Deutschland e.V.	29,100	Litcam gGmbH	76,800	Villa Jühling e.V.	30,000
Dt. Seemannsmission Hamburg-Harburg e.V.	30,000	SOS-Kinderdorf e.V.	300,000	Wildpflanzen e.V.	30,000
Hamburger mit Herz e.V.	30,000	Tausche Bildung für Wohnen e.V.	336,659	Other beneficiaries	178,078
kulturhock gUG	51,000	Toni Kroos Stiftung	500,000	Schleswig-Holstein	
leetHub St. Pauli e.V.	30,000	Turmstationen Kreis Borken-Coesfeld e.V.	138,000	Akademikerbund Hamburg e.V.	30,000
Lessan e.V.	30,000	Verein für Berliner Stadtmission	100,000	anderes lernen, Heinrich-Böll-Stiftung Schleswig-Holstein e.V.	91,952
PONTON 3 e.V. - Verein für soziale Projekte	63,260	Wuppertaler Kinder- und Jugenduniversität f.d.		BUND Inselgruppe Föhr-Amrum e.V.	70,500
Verein für Innere Mission Hamburg	30,000	Bergische Land gGmbH	360,000	BUND LV Schleswig-Holstein e.V.	192,169
War Child Deutschland gGmbH	30,000	Zukunftsstiftung Landwirtschaft	88,000	Deutsche Umwelthilfe e.V.	59,200
Yoga für alle e.V.	30,000	Other beneficiaries	3,007,329	Flüchtlingsrat Schleswig-Holstein e.V.	75,000
Other beneficiaries	148,550	Rheinland-Pfalz		PÄDIKO e.V.	36,800
Hessen		Ackerdemia e.V.	30,000	Sea Shepherd Deutschland e.V.	100,000
Ackerdemia e.V.	30,000	Clean River Project e.V.	60,000	Seehundstation Friedrichskoog gGmbH	200,000
ASB LV Hessen e.V.	51,000	Deutsche Meeresstiftung	150,000	Verein für Berliner Stadtmission	100,000
AWO KV Fulda e.V.	37,500	EIRENE Internat. Christlicher Friedensdienst e.V.	30,000	Other beneficiaries	259,000
DRK LV Hessen e.V.	61,850	Haus Wasserburg Pallott.		Thüringen	
Family Playdates e.V.	64,700	Jugendbildungs gGmbH	32,000	A.R. Protect the Nature gUG	30,000
IMPULS Deutschland Stiftung e.V.	59,287	Human Rights Watch e.V.	100,000	Ackerdemia e.V.	30,000
Internationaler Verein Windrose 1976 e.V.	97,160	Johanniter-Unfall-Hilfe e.V. RV Trier-Mosel	30,000	Dt. Familienverband LV Thüringen e.V.	30,000
KUBIN e.V.	80,000	Naturefund e.V.	330,000	Freundeskreis Natuviva e.V.	30,000
Litcam gGmbH	38,400	RhineCleanUp gGmbH	88,900	Jesus-Projekt-Erfurt e.V.	30,000
Naturefund e.V.	430,000	Verein Geborgenheit im Alter e.V.	70,981	Katarina Witt Stiftung gGmbH	500,000
Other beneficiaries	778,718	Other beneficiaries	289,235	Let's Do It! Germany e.V.	30,000
Mecklenburg-Vorpommern		Saarland		Linie 94 e.V.	80,000
Ackerdemia e.V.	60,000	Deutsche Wildtier Stiftung	98,194	Naturgarten e.V.	30,000
BRH Rettungshundestaffel Nordelbe e.V.	30,000	Diakonisches Werk an der Saar gGmbH	30,000	Pixel Sozialwerk gUG (haftungsbeschränkt)	84,000
Diakoniewerk Stargard GmbH	30,000	Flüchtlingshilfe Blieskastel e.V.	1,500	Other beneficiaries	251,151
DRK KV Rügen-Stralsund e.V.	62,800	McDonald's Kinderhilfe Stiftung - Homburg	30,000		
DRK KV Uecker-Randow e.V.	29,920	SOS-Kinderdorf e.V.	53,034		
Ecosphäre e.V.	30,000	Stadtbauernhof Saarbrücken e.V.	30,000		
IMPULS Deutschland Stiftung e.V.	59,947	SWSM Sozialwerk Saar-Mosel gGmbH	18,000		
Kulturverein für Reddelich und Brodhagen e.V.	29,200	Wildtierschutz Deutschland e.V.	24,000		
LebensRäume e.V.	40,500	Zukunftswerkstatt Saar e.V.	8,000		
SOS-Kinderdorf e.V.	30,000				
Other beneficiaries	212,810				

Where the millions go

	2020	To 2020 inclusive		2020	To 2020 inclusive
People's Postcode Lottery Great Britain			Missing People		
Lottery contributions in millions of euros			Music in Hospitals & Care		
			Prince of Wales's Charitable Fund		
			The Reader		
People's Postcode Trust:	2.9	29.4	Postcode Children Trust:	4.4	22.9
Community Grants Programme			Children 1st		
Postcode Green Trust:	3.0	26.7	Children North East		
Bumblebee Conservation Trust			Daisy Chain		
Keep Britain Tidy			Magic Breakfast		
Surfers Against Sewage			Place2Be		
The Conservation Volunteers			Prospex		
The Royal Parks			Whizz-Kidz		
Trees for Cities			Postcode Community Trust:	2.9	21.1
Postcode Culture Trust:	3.0	26.1	Community Grants Programme		
Edinburgh International Book Festival			Local Giving		
MAC Birmingham			Postcode African Trust -		
National Galleries of Scotland			now named Postcode International Trust:	3.0	19.4
National Museum Wales / Amgueddfa Cymru			Action Against Hunger		
National Museums Scotland			AfriKids		
Sistema Scotland			Book Aid International		
V&A Dundee			Mary's Meals		
Postcode Animal Trust:	2.9	23.0	Ndlovu Care Group		
Battersea			Peace Direct		
Marine Conservation Society			Postcode Planet Trust:	2.6	21.7
Medical Detection Dogs			Apopo		
Riding for the Disabled Association			Clinton Foundation		
TRAFFIC INTERNATIONAL			Cool Earth		
Wildfowl & Wetlands Trust			Fauna & Flora International		
Postcode Global Trust:	3.0	21.2	Global Witness		
Amref Health Africa UK			Royal Zoological Society of Scotland		
CARE International UK			Zoological Society of London		
Children on the Edge			Postcode Dream Trust -		
Global Fund for Children			now named Postcode Society Trust:	2.2	21.2
Humanity & Inclusion UK			Children 1st		
Médecins Sans Frontières			Kent Wildlife Trust		
Postcode Heroes Trust -			Zoological Society of London		
now named Postcode Justice Trust:	2.9	22.3	Postcode Sport Trust -		
Ellen MacArthur Cancer Trust			now named Postcode Active Trust:	4.0	19.9
Scottish Air Ambulance			Cruyff Foundation		
Street Soccer			Greenhouse Sports		
The Sentry			Lord's Taverners		
Thomson Reuters Foundation			Newcastle United Foundation		
Tottenham Hotspur Foundation			Street League		
Postcode Care Trust:	3.0	26.5	Postcode Earth Trust:	2.9	16.8
Carers Trust			National Trust		
			National Trust for Scotland		
			Royal Botanic Garden Edinburgh		
			Royal Botanic Gardens, Kew		

	2020	To 2020 inclusive		2020	To 2020 inclusive
Science Museum Group			Plan International UK	2.9	11.4
Yorkshire Dales Millennium Trust			Royal National Institute of Blind People (RNIB)	2.2	4.7
			Royal Voluntary Service	2.9	15.0
Postcode Local Trust:	2.9	19.1	Save the Children	2.9	12.2
Community Grants Programme			Sightsavers	2.9	7.4
Learning through Landscapes			The Ramblers	5.1	14.3
The Fore			The Royal Society of Wildlife Trusts	5.1	17.3
			Theirworld	3.0	5.7
Postcode Support Trust:	3.3	18.5	UNICEF	3.0	11.5
Alzheimer's Society			War Child	2.8	15.3
Dementia Adventure			WaterAid	5.1	17.5
Grandparents Plus			Woodland Trust	5.1	17.3
Re-engage (Contact the Elderly)			WWF UK	5.1	20.4
The Food Train			Youth Music	3.0	6.4
The Silver Line			Other and former beneficiaries	0.0	14.0
Volunteering Matters					
Postcode Innovation Trust	4.1	13.5			
Postcode Equality Trust -					
now named Postcode Education Trust:	2.9	12.5			
Clooney Foundation for Justice					
Girls Not Brides					
Helen Bamber Foundation					
Hope & Homes for Children					
Human Rights Watch					
Liberty					
Reprive					
Women for Women International					
Postcode Education Trust -					
now named Postcode Places Trust	2.9	5.0			
Postcode Neighbourhood Trust:	2.9	5.0			
Community Grants Programme					
ActionAid	2.9	12.3			
African Parks	2.3	2.3			
Amnesty International	2.9	12.1			
Barnardo's	2.9	6.7			
Breast Cancer Care	1.5	5.1			
British Red Cross	2.9	6.8			
Canal & River Trust	5.2	13.7			
Cats' Protection	1.4	3.9			
CLIC Sargent	2.9	13.5			
ClientEarth	2.3	2.3			
Crisis UK	3.0	7.3			
Depaul UK	2.9	12.3			
Dogs Trust	2.8	17.1			
Ellen MacArthur Foundation	2.3	2.3			
Fauna & Flora International	2.3	2.3			
Friends of the Earth	5.1	13.5			
Girlguiding UK	2.9	6.3			
Greenpeace UK	2.3	2.3			
Guide Dogs for the Blind Association	1.5	4.0			
Maggie's	2.8	15.1			
National Society for the Prevention of					
Cruelty to Children	2.9	6.7			
Oxfam GB	2.8	12.6			
PDSA	2.1	12.0			

Norsk Postkodelotteri Norway

Lottery contributions in euros

SOS-barnebyer	2,451,718	3,564,617
WWF Verdens naturfond	2,451,718	3,564,617

Svenska Postkodlotteriet Sweden

Lottery contributions in millions of euros

Amnesty International	1.4	16.9
BirdLife Sweden	0.5	1.0
Bris – Children's Rights in Society	1.0	19.9
Civil Rights Defenders	1.0	7.2
Clowns Without Borders	0.5	0.5
Diakonia	1.9	17.1
Doctors Without Borders	2.3	37.2
ECPAT Sweden	0.5	5.3
ERIKS Development Partner	1.4	14.1
Fairtrade Sweden	0.5	3.5
Friends	0.7	8.1
Fryshuset	1.7	12.9
Greenpeace	1.7	25.0
Hand in Hand Sweden	1.0	10.4
Human Rights Watch	0.5	2.4
Keep Sweden Tidy	0.7	5.3
Mentor Sweden	0.7	5.2
MIND	0.7	2.3
My Special Day	0.7	7.5
Neuro Sweden	0.7	8.1
Nordens Ark	0.7	7.7
Operation Smile	1.1	7.4
Peace Parks Foundation Sweden	0.7	9.3
Plan International	2.0	21.9
Raoul Wallenberg Academy	0.5	1.9
Redcross Sweden	2.3	37.3
Save the Children Sweden	2.4	65.2
SOS Children's Villages	2.0	28.7

Where the millions go

	2020	To 2020 inclusive		2020	To 2020 inclusive
Special projects 2020 Dreamfund	14.5	14.5	Commonland	0.9	5.1
Star for Life	0.7	8.9	Cordaid	2.7	75.6
Sweden for UNHCR	2.0	19.2	Dance4Life	0.5	9.0
Swedish Alzheimer's Foundation	0.7	8.8	Defence for Children	0.5	7.6
Swedish Association of City Missions	2.3	28.1	Dierenbescherming	1.8	46.6
Swedish Asthma and Allergy Association	0.7	8.1	Dr. Denis Mukwege Foundation	0.9	4.8
Swedish Childhood Cancer Fund	2.0	56.9	Dutch Caribbean Nature Alliance	0.5	8.2
Swedish Committee for Afghanistan	1.6	11.7	Dutch Council for Refugees	10.0	315.2
Swedish Committee for UNICEF	2.4	34.4	Edukans	0.5	5.1
Swedish Olympic Committee	1.0	6.7	The Elders	0.5	5.5
Swedish Outdoor Association	0.7	7.7	European Climate Foundation	0.9	10.9
Swedish Sailing Federation	0.5	3.4	Fairfood	0.5	7.1
Swedish Ski Association	1.4	9.0	Fauna & Flora International	1.5	1.5
The Guides and Scouts of Sweden	1.0	9.6	Foundation for Refugee Students UAF	0.9	21.5
The Hunger Project Sweden	0.7	5.7	Free Press Unlimited	0.9	24.7
The Kvinna till Kvinna Foundation	1.1	10.8	Friends of the Earth Netherlands	1.4	38.5
The Swedish Autism and Asperger Association	0.5	1.4	Girls First Fund	1.0	1.0
The Swedish Brain Foundation	1.5	10.0	Girls Not Brides	0.5	5.5
The Swedish Cancer Society	2.4	40.1	Global Witness	0.5	2.0
The Swedish Heart-Lung Foundation	2.0	31.8	Goois Natuurreservaat	0.9	27.2
The Swedish National Association for			Greenpeace	2.3	75.2
People with Intellectual Disability	0.7	6.2	Hivos	5.4	40.4
The Swedish Postcode Foundation	17.2	187.1	Human Rights Watch	1.4	16.3
The Swedish Rheumatism Association	0.7	8.4	Humanitas	4.5	67.4
The Swedish Sea Rescue Society	1.5	28.5	The Hunger Project	0.5	6.3
The Swedish Society for Nature Conservation (SSNC)	1.5	15.3	ICCO	1.4	23.3
Vi Agroforestry	1.1	6.9	IMC Weekendschool	0.5	6.5
WaterAid	1.1	8.5	Impunity Watch	1.0	1.0
We Effect	1.7	17.1	IUCN NL	0.9	32.3
World Childhood Foundation	0.7	3.9	IVN Natuureducatie	1.4	40.1
World's Children's Prize Foundation	0.5	4.1	JINC	0.5	3.4
WWF - World Wide Fund for Nature	1.9	60.8	Johan Cruyff Foundation	1.4	20.0
Former special projects and beneficiaries	0.0	245.2	Kansfonds	10.0	152.8
			KNCV Tuberculosis Foundation	12.0	14.7
			Krajicek Foundation	0.5	7.4
			LandschappenNL	13.5	358.6
			Landelijk Samenwerkingsverband Actieve		
			Bewoners (LSA) and Social Enterprise NL	1.0	1.0
			Lighthouse Reports	0.5	0.5
			Liliane Foundation	1.4	28.2
			LINDA.foundation	0.5	3.4
			Mama Cash	1.4	15.5
			Marine Stewardship Council	0.5	6.8
			Médecins du Monde Netherlands	0.9	8.0
			Médecins sans Frontières Netherlands	17.5	408.5
			Movies that Matter	0.5	1.5
			Nadia's Initiative	1.0	1.0
			Natuur & Milieu	1.8	58.5
			De Natuur en Milieufederaties	2.3	58.3
			Natuurmonumenten	18.8	454.2
			Netherlands Leprosy Relief	1.4	43.0
			One Acre Fund	1.5	1.5
			Oranje Fonds	15.0	232.6
			Oxfam Novib	13.5	432.3
			PAX	0.5	9.8

Nationale Postcode Loterij The Netherlands

Lottery contributions in millions of euros

AAP	0.5	12.9
Aflatoun International	2.5	7.5
African Parks Network	0.9	16.1
Aidsfonds	2.3	49.4
Amnesty International	6.2	100.5
Amref Flying Doctors	0.9	41.5
ARK Nature	3.1	28.9
Bellingcat	1.0	1.5
Birdlife in the Netherlands	1.8	66.2
Both ENDS	0.5	2.5
Carbon War Room	0.5	10.1
CARE Nederland	0.9	8.5
Centrum tegen Kinderhandel en Mensenhandel	1.7	5.2
Children's Fund MAMAS	0.5	16.2
Clinton Foundation	1.8	35.0

	2020	To 2020 inclusive
Peace Parks Foundation	1.4	43.8
PharmAccess	0.9	6.5
Plan International Netherlands	3.2	69.2
Prince Claus Fund	0.5	14.2
Rafa Nadal Foundation	0.5	5.5
Resto VanHarte	0.5	7.2
Rewilding Europe	0.9	6.7
Right To Play	0.5	7.0
RNW Media	1.5	1.5
Rocky Mountain Institute	0.9	15.7
Roger Federer Foundation	0.5	1.5
Rutgers	0.9	29.1
SamenSpeelFonds	2.0	2.0
Save the Children Netherlands	0.9	22.6
Schone Kleren Campagne (SKC)	1.0	1.5
Scouting Netherlands	0.5	5.2
Sea Shepherd	0.9	22.1
The Sentry	0.9	11.4
Simavi	0.9	25.3
Solidaridad	1.4	20.0
SOS Children's Villages Netherlands	1.4	33.7
Stichting DierenLot	1.0	1.5
Stichting Het Vergeten Kind	0.5	0.5
Stichting Kinderpostzegels Nederland	2.7	8.2
Stichting Vluchteling	2.7	80.1
Terre des Hommes	2.3	65.9
the Climate Group	0.9	14.1
The DOEN Foundation	24.7	732.4
The Dutch Urgenda Foundation	0.5	9.3
The National Foundation for the Promotion of Happiness	0.5	11.2
The Netherlands Red Cross	10.3	123.4
The North Sea Foundation	0.5	3.5
Theirworld	2.7	10.6
Tropenbos International	1.0	1.0
UNHCR	2.3	41.8
UNICEF	13.5	401.8
Vereniging Nederlands Cultuurlandschap	0.5	9.9
vfonds	10.6	81.0
Voedselbanken Nederland	1.0	6.0
Waddenvereniging	2.4	28.3
Wakker Dier	0.5	4.9
War Child	1.4	38.5
Wetlands International	1.5	2.5
Wilde Ganzen	0.9	9.2
Wildlife Justice Commission	2.4	3.4
Women Engage for a Common Future (WECF)	0.5	0.5
WOMEN Inc.	0.5	5.0
World Fish Migration Foundation	0.5	0.5
World Food Programme	1.4	24.5
World Press Photo	0.5	14.8
WWF Netherlands	13.5	431.8
YY Foundation	0.5	6.9
Other and former beneficiaries	31.3	383.0

BankGiro Loterij The Netherlands

Lottery contributions in millions of euros

	2020	To 2020 inclusive
Amsterdam Museum	0.4	4.6
Anne Frank House	0.3	5.0
ANNO	0.4	0.4
BankGiro Lottery Fund	4.3	71.4
BAZ Museum of Modern Sculpture	0.5	3.6
BOEi	0.7	10.1
Bonnefanten	0.3	3.6
Centraal Museum	0.5	8.2
Cobra Museum of Modern Art	0.3	9.6
The Concertgebouw	3.7	21.6
Drents Museum	0.5	6.5
Dutch Open Air Museum	1.1	15.6
Dutch state museums (Kröller-Müller Museum, Mauritshuis, Rijksmuseum, Van Gogh Museum)	9.1	180.9
Eye Filmmuseum	0.3	3.8
Foam	0.6	8.2
Fortress Island Pampus	0.2	0.2
Frans Hals Museum	0.3	4.4
Groninger Museum	0.7	6.6
Hendrick de Keyser, Historic Houses Association	1.3	22.5
Hermitage Amsterdam	1.1	21.4
Historical Museum of The Hague	0.2	0.2
Jewish Cultural Quarter	0.3	5.6
Kickstart Culture Fund	15.0	15.0
Kunsthal Rotterdam	0.6	6.1
Kunstmuseum Den Haag	0.9	10.7
Maritime Museum Rotterdam	0.3	1.4
Museum Arnhem	0.2	2.4
Museum Boijmans Van Beuningen	0.6	10.8
Museum Catharijneconvent	0.5	3.5
Museum de Fundatie	0.8	5.7
Museum Kaap Skil	0.3	0.3
Museum of Friesland	0.4	4.0
Museum Plus Bus	0.5	5.5
Museum Speelklok	0.3	4.9
Museum Steamtram Hoorn-Medemblik	0.3	4.3
De Museumfabriek	0.2	3.1
Nationaal Museum van Wereldculturen	0.8	10.0
National Museum of Antiquities	0.5	5.0
Naturalis Biodiversity Center	0.9	10.6
Nederlands Fotomuseum	0.3	4.0
NEMO Science Museum	0.8	7.7
Het Nieuwe Instituut	0.3	4.7
De Nieuwe Kerk Amsterdam	1.1	7.6
Noordbrabants Museum	0.8	6.0
Oude Kerk	0.2	0.2
Paleis Het Loo	0.9	10.1
Prins Bernhard Cultuurfonds	16.8	270.0
Railway Museum	0.9	8.6
Rembrandt Association	0.4	5.0
Singer Laren	0.5	6.8
Stedelijk Museum Amsterdam	0.5	4.6
Teylers Museum	0.3	4.2

Where the millions go

	2020	To 2020 inclusive
The Dutch Mill Society	0.5	11.6
The National Maritime Museum	0.5	8.9
The Netherlands Institute of Sound and Vision	0.5	7.4
Van Abbemuseum	0.2	4.4
Zeeuws Museum	0.2	2.7
Zuiderzee Museum	0.9	10.6
Other and former beneficiaries	6.7	275.4

VriendenLoterij The Netherlands

Lottery contributions in millions of euros

Aidsfonds	0.7	23.1
ALS Foundation Netherlands	0.1	0.4
Alzheimer The Netherlands	1.6	13.9
AMC Foundation: Medicine for Society	1.0	3.0
Amsterdam UMC Cancer Center Amsterdam	0.8	35.5
Bas van de Goor Foundation	0.3	2.6
Bio Vakantieoord	0.2	0.2
Child and Disability Fund	0.1	0.1
Children Cancer-free Foundation	0.6	8.2
CliniClowns Foundation	0.2	6.1
De Buurtcamping	0.3	0.3
Dirk Kuyt Foundation	0.1	1.3
Dutch Arthritis Foundation	0.8	14.9
Dutch Brain Foundation	1.0	18.0
Dutch Burns Foundation	0.8	14.9
Dutch Cancer Society	1.4	26.1
Dutch Diabetes Research Foundation	1.2	21.4
Dutch Digestive Foundation	1.3	21.0
Dutch Epilepsy Foundation	0.7	12.3
Dutch Eye Fund	0.3	4.0
Dutch Heart Foundation	2.6	25.7
Dutch Kidney Foundation	0.9	17.9
Dutch MS Research Foundation	0.2	5.9
Dutch Society for Autism	0.3	3.7
Edwin van der Sar Foundation	0.2	1.7
Esther Vergeer Foundation	0.5	2.6
Everyday Heroes	0.3	0.5
Fonds Slachtofferhulp	1.5	27.6
Foundation for the Disabled Children	0.9	7.4
Friendship Sports Centre	0.7	3.2
Giovanni van Bronckhorst Foundation	0.2	1.4
Golden Days	0.5	2.4
HandicapNL	2.1	22.4
Herman van Veen Arts Center Foundation	0.1	1.2
Hulphond Nederland	0.8	2.1

	2020	To 2020 inclusive
Humanitas	0.2	62.3
Jantje Beton	1.3	24.2
Het Jeroen Pit Huis	0.3	0.3
Johan Cruyff Foundation	0.1	36.1
KNCV Tuberculosis Foundation	0.1	10.2
Krajicek Foundation	0.1	6.8
Leergeld Nederland	0.2	0.6
Life Goals Foundation	0.5	1.1
Lucille Werner Foundation	0.3	3.1
Lung Foundation Netherlands	1.0	19.5
Maarten van der Weijden Foundation	0.2	0.2
Make-A-Wish Netherlands	0.4	8.2
Nationaal Fonds Kinderhulp	3.5	55.4
Nationaal Fonds tegen Kanker	0.2	0.6
National Foundation for the Elderly	3.2	25.8
National Monument St.-John's Cathedral	0.2	4.7
Nationale Vereniging de Zonnebloem	0.8	11.3
Natuurmonumenten	0.4	4.4
Pink Ribbon	0.6	9.1
Princess Beatrix Spierfonds	0.8	15.5
Prostate Cancer Association	0.3	0.6
Rare Disease Foundation	0.3	1.6
Reading and Writing Foundation	0.2	2.5
SailWise	0.1	0.1
Samen voor alle kinderen (Sam&)	2.2	2.2
School's cool	0.2	0.2
Special Olympics Nederland	0.3	0.3
Spieren voor Spieren	1.3	8.1
Sports Foundation for Disabled	0.7	9.5
Stichting Artsen voor Kinderen	0.3	0.3
Stichting De Tijdmachine	0.2	0.2
Stichting Dutch Cell Dogs	0.2	0.2
Stichting Het Vergeten Kind	2.2	16.3
Stichting Jarige Job	0.2	0.9
Stichting Kinderpostzegels Nederland	0.7	6.2
Stichting Metakids	1.2	5.1
Stichting MIND	0.6	13.0
Stichting Papageno	0.2	0.2
Stichting Petje af	0.2	0.2
Stichting Villa Pinedo	0.2	0.2
The DOEN Foundation	3.0	88.7
The Netherlands Red Cross	0.2	8.6
Trombosestichting Nederland	0.3	0.3
Vereniging SchuldHulpMaatje Nederland	0.9	0.9
Vier het Leven	0.2	1.8
World Cancer Research Fund	0.1	0.1
Youth Fund Sports & Culture	0.4	3.5
Yvonne van Gennip Talent Foundation	0.1	0.4
Other and former beneficiaries	-0.7	200.3



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