

## Factsheet Novamedia (2021)



### **Vision**

We believe the world is better off with strong civil organisations.

### **Mission**

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

### **Postcode lotteries**

Novamedia sets up and operates Postcode Lotteries worldwide. In 1989 the Dutch founders started the Nationale Postcode Loterij (Dutch Postcode Lottery) in the Netherlands, a unique format based on postcodes (communities winning together) and subscription-based to guarantee long-term funding for good causes and social organisations, with unrestricted flexible funds, based on trust. Besides the Netherlands, postcode lotteries have now also been set up in Sweden (Svenska PostkodLotteriet), Great Britain (People's Postcode Lottery), Germany (Deutsche Postcode Lotterie) and Norway (Norsk Postkodelotteri).

### **Nationale Postcode Loterij and VriendenLoterij in the Netherlands**

In the Netherlands Novamedia also operates the VriendenLoterij (Friendslottery) since 1998, then named Sponsor Loterij. In 2002 the BankGiro Loterij (BankGiro Lottery) joined forces with Nationale Postcode Loterij and VriendenLoterij, together forming the Holding Nationale Goede Doelen Loterijen N.V. holding company. From August 2021 VriendenLoterij en BankGiro Loterij continued under the name of VriendenLoterij.

### **Twenty to forty percent to charities**

In 31 years the Postcode Lotteries and VriendenLoterij together have donated over 11 billion euros in total to more than 1000 charities and social organisations worldwide. In the Netherlands a minimum of 40% of the stakes go to charities. In Great Britain 32% of the stakes go to charity and good causes, in Germany the lottery awards 30% from every ticket sold to good causes. In Sweden and Norway 30% and 26% is donated to charities and social organisations.

### **3rd largest private charity donor in the world**

Novamedia's Lotteries raised over 800 million euros for charities and good causes in 2020, which makes them the world's 3rd largest private charity donor in the world.

### **Ambassadors**

Novamedia's Postcode Lotteries are actively supported by 'ambassadors' who include top athletes and world leaders like Noble Peace Prize Laureates Desmond Tutu (South African Anglican bishop), Dr Denis Mukwege (Medical Director at Panzi Hospital), Nadia Murad (President of Nadia's Initiative, for survivors of genocide and sexual violence), Muhammad Yunus (Bangladeshi social entrepreneur) and Rafael Nadal (Spanish tennis player with 19 Grand Slam titles), George Clooney (actor and human rights activist), Ruud Gullit (Dutch football legend and football analyst) and Katarina Witt (former figure skating star and Olympic Gold medalist).