



Dutch Charity Lotteries

Nationale Postcode Loterij, BankGiro Loterij, VriendenLoterij

Factsheet

Vision

We believe the world benefits from strong social organisations. There can be no change without them.

Mission

Our mission is to raise funds for social organisations and projects of an idealistic nature and increase awareness of their work. For a better world for people and planet.

The funds are longterm and unrestricted, the beneficiaries can use the funds where they consider it most needed.

The Dutch Charity Lotteries: over 70 years of private initiative

- After the Second World War the first charity lottery was founded by Catholics: the Sla-uw- Slag Lottery (de SUS Loterij, now BankGiro Loterij), fundraising for reconstruction of the Netherlands
- In 1989 the Humanitas foundation and some small charities founded the Sponsor Lottery (now FriendsLottery (VriendenLoterij))
- In 1989 the Dutch Postcode Lottery (Nationale Postcode Loterij) was founded by three former employees of Oxfam Novib, among which Novib-founder father Simon Jelsma. First campaign was the Christmas Children's Run (Kinderkerstloop) for the Dutch Council for Refugees (VluchtelingenWerk Nederland)
- In 1998 the Sponsor Lottery (now: VriendenLoterij) joined forces with the Postcode Lottery
- In 2002 the BankGiro Lottery also joined
- Each lottery has its own license, with specific rules approved by the Dutch Gaming Authority
- The Dutch Charity Lotteries operate on a non-for-profit basis, the lotteries do not have any shareholders and no dividend payments are made
- Together these lotteries form the Dutch Charity Lotteries, contributing at least 40% of the stakes to charitable causes

Dutch Charity Lotteries today

- Dutch Postcode Lottery raises funds for charities working in areas of nature conservation, the environment, social cohesion, human rights, poverty alleviation and international cooperation; sectors that previously did not receive any lottery funding.
- BankGiro Lottery is the Dutch lottery devoted to funding cultural causes and heritage preservation
- VriendenLoterij raises funds for charities that work to increase human health & well-being
- Nowadays more than 4,1 million players play monthly
- In 2019 the Dutch players raised € 523 million for charity, in total € 8.3 billion has been donated in the Netherlands

Novamedia

Novamedia is a social enterprise. It wants to contribute to a better world through charity lotteries, media and publishing activities. It is the creator and owner of various brands and lottery formats, including the Postcode Lottery, that was launched in 1989 to create a fairer, greener world. Postcode lotteries have now also been set up in Sweden, Norway, Great Britain and Germany. Up to and including 2019, Novamedia's lottery formats raised a total amount of €10.1 billion that has been donated to thousands of charities and social initiatives worldwide.



Charity lotteries

As the creator and owner of the Postcode Lottery format, Novamedia helps local charities to set up and operate Charity Lotteries all over the world to raise funds for organisations and projects of an idealistic nature and increase awareness of their work. In Sweden (Svenska PostkodLotteriet) and the UK (People's Postcode Lottery) local good causes have a license for a charity lottery and Novamedia assists them as their operator. In 2016, the German Postcode Lottery (Deutsche Postcode Lotterie) was launched. In 2018 the Norsk Postkodelotteri was launched in Norway.

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