

Vision

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

Mission

We raise funds for civil organisations and increase awareness for their work. Our funds are longterm, the charities can spend the funds as they see fit. We do this by organising lotteries.

The Dutch Charity Lotteries: 60 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 Lottery: 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 / 'FriendsLottery') 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 dividends are given
- 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 nature & environment, human rights or international cooperation; sectors that previously did not receive lottery funding. Since 2006 the sector social cohesion was added
- BankGiro Lottery has been turned into the Dutch lottery for culture
- FriendsLottery raises funds for the sectors health & wellbeing
- Nowadays more than 3 million households play monthly
- In 2019 the Dutch players raised € 523 million for charity

Novamedia

Novamedia, a social enterprise, is the founder of the Dutch Postcode Lottery, launched in 1989 to raise money for charity organisations that work to create a fairer greener world.

Charity lotteries

Novamedia's mission is to help local charities to set up and operate Charity Lotteries all over the world to raise funds for charities and increase awareness for their work. In Sweden

(Svenska PostkodLoteriet), Great-Britain (People's Postcode Lottery), Germany (Deutsche Postcode Lotterie) and Norway (Norsk Postkodelotteri) (a) local good cause(s) have a license for a charity lottery and Novamedia assists them as their operator.

Factsheet Novamedia

Novamedia was set up in 1983 as a marketing agency for charity organisations.

Originator and founder

Novamedia is the originator and founder of the Dutch 'Nationale Postcode Loterij', which was launched in 1989 to raise money for charity organisations that work to create a fairer greener world.

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Holding Nationale Goede Doelen Loterijen N.V.

In 1998 Novamedia began running the Sponsor Bingo Lottery - named FriendsLottery (VriendenLoterij) from January 5th 2011 - and in 2002 it took over as the director of the BankGiro Loterij. All three of its charity lotteries in The Netherlands are part of the Holding Nationale Goede Doelen Loterijen N.V. holding company.

Postcode lotteries abroad

In 2005 the success of the Postcode Lottery in The Netherlands prompted Novamedia to launch two Postcode Lotteries abroad – the Svenska PostkodLoteriet in Sweden and The People's Postcode Lottery in Great Britain. In 2016 the Deutsche Postcode Lotterie launched throughout Germany. In 2018 the Norsk Postkodelotteri started in Norway. These postcode lotteries are based on the format of the Dutch 'Nationale Postcode Loterij'.

Ambassadors

Novamedia's charity lotteries are actively supported by 'ambassadors' who include world leaders and top athletes such as Bill Clinton, Rafael Nadal, Desmond Tutu, Richard Branson, Ruud Gullit and Katarina Witt.

Twenty to forty percent to charity

In the 30 years since they were launched Novamedia's charity lotteries have donated over 10 billion euros to more than 985 charities that work to support people, the environment, development cooperation, sport and health care, culture and welfare.

In Great Britain a minimum of 30% of the stakes go to charity and good causes, in Germany the lottery awards 30% from every ticket sold to good causes, in Sweden 30% and in The Netherlands at least 40%.

The Dutch Postcode Lottery is the largest charity lottery in The Netherlands. Novamedia's charity lotteries raised over 799 million euros for charity with the tickets sold in 2019 which makes them the world's 2nd largest private charity donor in the world.