

Factsheet Novamedia (2021)



Vision

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

Mission

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

Charity lotteries

Novamedia sets up charity lotteries worldwide using a unique postcode format. In 1989 the Dutch founders started Postcode Loterij in The Netherlands, a lottery based on postcodes with a subscription-based model that guarantees sustainable fundraising for good causes. 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).

Holding Nationale Goede Doelen Loterijen N.V.

In the Netherlands Novamedia also began running the Sponsor Bingo Lottery in 1998 - named FriendsLottery (VriendenLoterij) from 2011. In 2002 it took over 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.

Ambassadors

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

Twenty to forty percent to charity

In 30 years the 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%.

Long term, unrestricted funding

Novamedia provides long term, unrestricted funding to ensure maximum impact.

3rd largest private charity donor in the world

Novamedia's charity lotteries raised over 799 million euros for charity with the tickets sold in 2019 which makes them the world's 3rd largest private charity donor in the world.