



Factsheet

Nationale Postcode Loterij & VriendenLoterij

Vision

We believe the world benefits from strong social organisations.

Mission

Our mission is to raise funds for social organisations, increase awareness of their work and to support new initiatives.

Our funds are long term and unrestricted, the beneficiaries can use the funds how and where they consider it most needed.

The Dutch Charity Lotteries: almost 70 years of private initiative

- In 1954 the first charity lottery was founded by Catholics: the Sla-uw-Slag Loterij (SUS Lottery) as a fundraiser for the reconstruction of the Netherlands
- In 1989 the Humanitas Foundation and some small charities founded the Sponsor Loterij (now VriendenLoterij (FriendsLottery))
- In 1989 Nationale Postcode Loterij (Dutch Postcode Lottery) was founded by Novamedia by four men, three of which were former employees of Oxfam Novib. Among them was 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 Loterij (now: VriendenLoterij) joined forces with Nationale Postcode Loterij
- In 2002 the BankGiro Loterij (BankGiro Lottery) also joined forces with Nationale Postcode Loterij and VriendenLoterij
- From August 2021 VriendenLoterij and BankGiro Loterij continued under the name of Vriendenloterij
- Both lotteries have their own license, with specific rules approved by the Dutch Gaming Authority
- They operate on a non-for-profit basis. The lotteries do not have shareholders and no dividend payments are made
- Nationale Postcode Loterij and VriendenLoterij contribute a minimum of 40% of the stakes to charitable causes

Nationale Postcode Loterij and VriendenLoterij today

- Nationale Postcode Loterij raises funds for charities and good causes working in areas of nature conservation, environment, social cohesion, human rights, poverty alleviation and climate change
- VriendenLoterij, since August 2021 merged with BankGiro Loterij, raises funds for charities that work to preserve cultural heritage and the well-being of the people
- Nowadays more than 4,1 million players take part in the monthly draw
- In 2020 the Dutch players raised €487 million euros for charity. Since its inception in 1989, €8.8 billion euros in total has been donated to our beneficiaries in the Netherlands

Novamedia

Novamedia is a social enterprise which operates Postcode Lotteries to contribute to a better world and make good citizenship fun. Novamedia is the creator and owner of the Postcode Lottery format and brand that was launched in 1989 in the Netherlands to create a fair and green world.

Besides Nationale Postcode Loterij in the Netherlands, Postcode Lotteries have now also been set up in Sweden, Great Britain, Germany and Norway. Up to and including 2020, Novamedia's lottery formats raised over €11 billion in total that has been donated to thousands of charities and social initiatives, making it the 3rd largest private charity donor in the world.

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