



Charity lottery potential for Switzerland

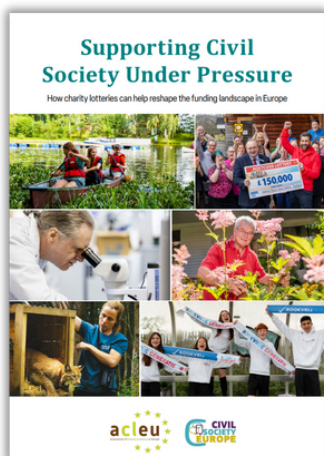
Switzerland has a semi-regionalised lottery market with very limited provisions for charity lotteries. Two major monopoly operators are active: *Swisslos* and *Loterie Romande*. In 2024, *Swisslos* distributed over €400 million from lottery products, including scratch cards, while *Loterie Romande* generated about €250 million in profits, roughly €200 million of which came from traditional lotteries. With a more enabling legal framework for charity lotteries, Switzerland could significantly increase its contributions to good causes!



With the right regulatory framework, charity lotteries could generate up to €400 million in additional funding for Swiss civil society each year!

What does an optimal regulatory framework look like? ACLEU contends that national policy frameworks should go beyond passive tolerance towards active support for their development. This means:

- Reducing legal and regulatory barriers;
- Ensuring stable licensing conditions;
- Allowing multi-year funding mechanisms;
- Recognising charity lotteries as fully-fledged civil society partners, not just fundraisers



With endorsement of these policy recommendations, we hope the government will take action to create an enabling policy environment that allows charity lotteries to raise substantial and much-needed funds for Swiss civil society.

Three Do's and Don'ts for policymakers

✓ 1. Create a clear, proportionate legal framework

Charity lotteries need simple, affordable regulation that recognises their mission-driven, not-for-profit nature and supports diversity in the sector.

✓ 2. Enable coexistence with state lotteries

Evidence shows charity lotteries complement, not compete with, state lotteries by attracting new, socially minded players and expanding the overall market.

✓ 3. Focus on total funds raised, not percentages

Impact should be measured by the absolute amount benefiting good causes, not rigid cost–return ratios that limit total funding.

✗ 1. Don't treat charity lotteries like betting or casinos

They are low-risk, non-addictive and social-purpose driven; applying generic gambling restrictions only hinders fundraising without added protection.

✗ 2. Don't cap their income

Turnover limits, like in the UK and Norway, lack evidence of harm and only reduce funds available for health, culture and the environment.

✗ 3. Don't tax them like commercial operators

Charity lotteries already dedicate large shares of turnover to good causes; equal tax rates unfairly penalise non-profits and the communities they support.



The report “Charity Lotteries and the European Lottery Sector: Impact analysis” (2022) shows how charity lotteries complement state lotteries across Europe.



The report “The €10 Billion Opportunity: The potential benefit for civil society across Europe from charity lottery fundraising” (2023) sets out the scale of the opportunity in each European country.



The report “Beyond the Jackpot: analysing the safety of charity lotteries” (2024) confirms charity lotteries are a very low-risk gambling product.

Click on the images to read the full reports or visit www.acleu.eu/publications

About ACLEU

The Association of Charity Lotteries in Europe (ACLEU) is an international non-profit organisation, established in 2007 to promote the charity lottery model and to give a voice to charity lotteries and their beneficiaries in the European debate on games of chance and fundraising.

Charity lotteries have **proven successful** in several European countries, such as the Netherlands, Sweden, Norway, Ireland, Germany, and Great Britain. These lotteries have joined forces in ACLEU to promote this **effective fundraising** model throughout Europe by raising awareness among politicians, policy-makers, regulators and charities.

The members of ACLEU believe charities in every European country should be empowered to use a charity lottery as a fundraising tool to **support civil society**.



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