

Charity lottery potential for Denmark

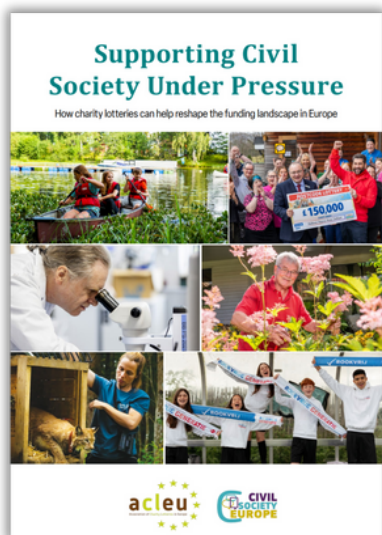
Denmark maintains a state monopoly on lotteries, except for land-based bingo and small charity lotteries. In 2024, 1,580 charity lotteries were held, of which 979 did not require a licence due to low turnover, while 601 were licensed by the Gambling Authority. Alongside these, the state-owned *Danske Lotteri Spil* and three “class lotteries” support various good causes. *Danske Lotteri Spil* is generating about €250 million in annual profit for the state. However, a stronger framework for charity lotteries could unlock additional funding and provide more direct support for Danish civil society.



Charity lotteries could generate up to €200 million in additional funding for Danish civil society each year!

A series of research reports, commissioned by the Association of Charity Lotteries in Europe and produced by Regulus Partners, show that charity lotteries:

- Have **great potential** to raise more funds for charities in Denmark;
- Complement the existing lottery activities of *Danske Lotteri Spil*, by **growing** the overall lottery market;
- Are a low-risk product that has a **positive impact** on Danish civil society.



What can be done?

- Go further to strengthen the charity lottery market by allowing a wider range of low-risk charity lotteries. This would safeguard the state monopoly while significantly expanding sustainable funding for good causes in Denmark.
- Simplify rules for local charity lotteries to reduce bureaucracy, encourage broader participation, and increase overall contributions to social and community projects, all while maintaining strong regulatory oversight.
- Permit a limited number of national charity lotteries to pilot how larger-scale models can responsibly generate more resources for civil society without undermining the state monopoly, helping to reduce CSOs' reliance on public funding.

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



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**.

