

# Charity lottery potential for Finland

Finland currently has no cash prize charity lotteries due to the monopoly on all gambling activities in the country, held by *Veikkaus*. Its lottery products generate approximately €375 million annually for the Finnish state budget through state ownership. The Finnish government plans to partially end this monopoly in 2026, however the changes will only allow online casino and betting operators and will not open the market for cash charity lotteries — despite their potential to deliver significant benefits to civil society.



Charity lotteries could generate up to €150 million in additional funding for Finnish 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 Finland;
- Would complement the existing lottery activities of *Veikkaus*, by **growing the overall lottery market**;
- Are a low-risk product that would have a **positive impact** on Finnish civil society.

## What can be done?

- Urge a review of Finland's gambling reform plans

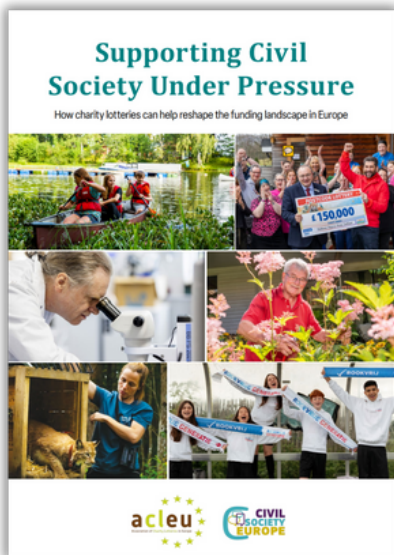
The government should reconsider its 2026 partial demonopolisation and create a policy framework that would allow low-risk charity lotteries to raise essential funds for Finland's civil society.

- Include charity lotteries in the reform

Excluding them from the partial demonopolisation would be a major missed opportunity. Across Europe, charity lotteries provide stable, long-term funding for CSOs — blocking them in Finland denies vital resources to civil society.

- Promote a balanced and responsible market

Allowing low-risk charity lotteries alongside tighter controls on high-risk gambling would support harm reduction while ensuring that part of the gambling market benefits the common good.



With endorsement of these policy recommendations, we hope the Finnish government will take action to create an enabling policy environment that allows charity lotteries to raise substantial and much-needed funds for Finnish 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](http://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**.

