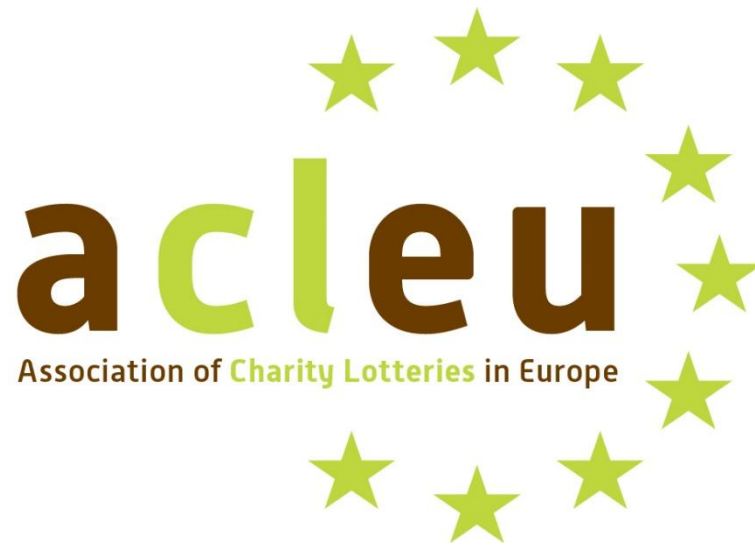




Annual report 2024

Association of Charity Lotteries in Europe (ACLEU)

Foreword by the President

2024 has been a year marked by continued collaboration, resilience, and growth within the charity lottery sector across Europe. Amidst a challenging backdrop of political change, regulatory developments, and growing attention to responsible practices, ACLEU members have once again demonstrated their unwavering commitment to supporting civil society and raising vital funds for good causes.



Charity lotteries play a unique and indispensable role within the European philanthropic landscape. More than ever, we have shown ourselves to be true fundraisers—providing flexible, sustainable, and independent sources of funding that enable countless civil society organisations to deliver positive change. In an era where traditional philanthropy and government support are under pressure, charity lotteries stand out as reliable partners for a diverse range of causes and communities.

In 2024, ACLEU remained highly visible and active, participating in several key sector events. I had the privilege to speak at the European Lotteries Colloquium in Brussels in April, where I underlined not only the importance of charity lotteries as fundraisers but also their recognition as part of Europe's intangible cultural heritage. As I stated in my speech, "Charity lotteries are a force for good—embedded in the fabric of European society, and essential for the future of philanthropy." For those interested, the full text of my speech is available on the completely renewed ACLEU website: [The European Heritage Perspective – April 2024](#)

Our focus on evidence-based advocacy was reinforced by the new research report prepared by Regulus Partners, examining the low-risk nature of charity lotteries in comparison to other forms of gambling. The report, launched in Brussels at a lunch event that we organised, provides important insights that support our call for balanced and proportionate regulation. The findings underline that charity lotteries remain among the safest options for players, offering a positive way to support good causes with minimal risk.

We have also strengthened our policy engagement at European level. This year, ACLEU commissioned and shared an expert opinion with the European Commission for their Supranational Risk Assessment (SNRA), which confirms that (charity) lotteries present negligible risks regarding money laundering.

The inspiring Members Exchange meeting offered further opportunities to share experiences and best practices, with a special focus this year on the combined use of online and offline marketing channels by charity lotteries. We remain committed to providing a forum for open dialogue and learning among our members, supporting innovation in our sector.

Finally, I would like to thank all members for their commitment and contributions throughout 2024. Your hard work and dedication make a real difference for communities and causes across Europe. As we look ahead to 2025, I am confident that, together, we will continue to champion the unique role of charity lotteries and strive for even greater impact.

As always, I am available for any comments, questions, or suggestions from member organisations. Please do not hesitate to reach out.

Malcolm Fleming, President ACLEU

A handwritten signature in blue ink, appearing to read 'Malcolm Fleming', with a stylized flourish at the end.

***'Charity lotteries
remain among the
safest options for players,
offering a positive way
to support good causes
with minimal risk'***

Turning chance into change

What is the Association of Charity Lotteries in Europe (ACLEU)?

In 2007, several charity lotteries joined forces and established ACLEU. We are a non-profit association registered in Amsterdam, the Netherlands. ACLEU promotes the interests and rights - at the EU level and in the individual European countries – of:

- Private charity lotteries that are regulated and licensed in (one of) the European countries
- Their beneficiaries: the charity organisations

What is a charity lottery?

- 1) A charity lottery is **privately operated**, with a license from the national government, but not operated nor owned by the government. This is to ensure that funding is additional to government subsidies instead of replacing them.
- 2) Following from 1): there is **no political interference** in the distribution of the funds – funding decisions are made by an independent board. After all, when politics are involved, the distribution of funds can change, especially after elections, in order to match government policies.
- 3) The **primary aim** of a charity lottery **is to raise funds** for charitable organisations; the lottery is just a tool. Fundraising efforts are not used as a mere excuse for organising the lottery but are indeed the main reason. Therefore, **no private profits** should be made.
- 4) Following from 3), a **substantial part** should go to the benefiting organisations. What is considered substantial depends on the lottery's maturity, the legal national requirements, and the market situation. In an ideal situation, with a level playing field and optimal legislation, the funds for charities and the prize money for players are equally divided.
- 5) A charity lottery provides **institutional support**. Beneficiaries can spend the money as they see fit. A charity lottery supports an organisation's objectives rather than specific projects or activities.
- 6) A charity lottery should be a reliable partner to the organisations it supports. Therefore, **funding should be long-term**.

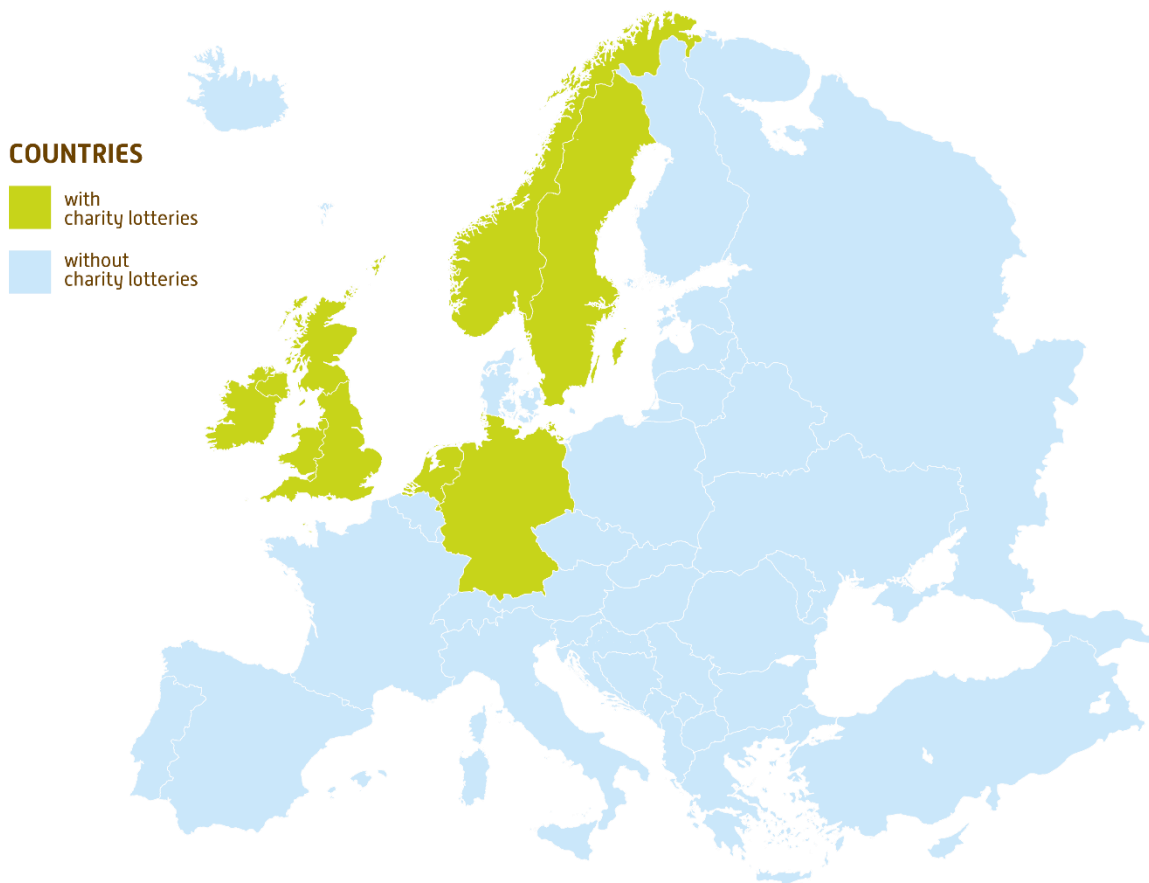
Who benefits from charity lotteries?

ACLEU members support a wide range of NGOs, from well-known organizations such as Amnesty International, WWF and Unicef, to grassroots sports clubs, associations, cultural and (national) health organisations.

**In 2024, the members of
ACLEU supported more than
16,250 projects and civil
society organisations with
more than €1 billion.**

Where can we find charity lotteries?

As you can see on the map, charity lotteries only exist in the United Kingdom, Ireland, Sweden, Norway, the Netherlands and Germany (marked in green).



Almost every European country has small-scale charity lotteries, frequently organised by clubs and associations. Unfortunately, charity lotteries on a national scale are often unable to operate because national legislation prevents charity lotteries from “competing” with national lotteries by imposing restrictive conditions. As a result, there is no level playing field.

**€10 bn. could be raised
for NGOs every year if all
European countries would
adopt less restricted
charity lottery regulations**

ACLEU members believe that NGOs in every European country should be enabled to use (national) charity lotteries as a fundraising tool. The 2023 Regulus report assessing the fundraising potential of charity lotteries in Europe found that if all countries adopted a flexible charity lottery regulatory regime, then c. €10 billion per year could be raised for good causes across Europe.

That is why ACLEU has committed itself to promoting the charity lottery model and its benefits for civil society. Of course, we will continue to do so in the coming years.

Financial account

The following information is derived from the balance and income statement drafted by *Acade Accountants*. The full account and explanation are available upon request.

1 BALANCE SHEET AS AT DECEMBER 31, 2024 (after appropriation of results)

	December 31, 2024		December 31, 2023	
	€	€	€	€
ASSETS				
<u>Current assets</u>				
<u>Receivables, prepayments and accrued income</u>				
Other receivables, deferred assets		-		32
<u>Cash and cash equivalents</u> (1)				
ING Bank N.V.		2,538		17,198
TOTAL ASSETS		<u>2,538</u>		<u>17,230</u>
EQUITY AND LIABILITIES				
<u>Equity</u> (2)				
Other reserves		1,938		16,610
<u>Current liabilities</u> (3)				
Other liabilities and Accruals and deferred income		600		620
TOTAL LIABILITIES		<u>2,538</u>		<u>17,230</u>

2 PROFIT AND LOSS ACCOUNT OVER 2024

		2024	2023
		€	€
Net turnover	(4,5)	25,850	25,150
EXPENSES			
Other operating expenses	(6)	40,254	21,324
Operating result		<u>-14,404</u>	<u>3,826</u>
Financial income and expenses	(7)	-268	-147
Result		<u>-14,672</u>	<u>3,679</u>

1

¹ The negative result of €14,672 in 2024 led to a significant decrease in ACLEU's equity. This was primarily due to a one-time increase in operating expenses, notably the commissioning of a comprehensive external research report. These costs were deliberately covered from the organisation's reserves. As a result, the cash position declined from €17,198 at the end of 2023 to €2,538 at the end of 2024. In 2025, ACLEU will take steps to rebuild its equity position and pursue a more structurally sustainable financial approach. Any future research or extraordinary expenditures will be financed through separate contributions from the member organisations.

About us

Board



Mr Malcolm Fleming
President



Ms Marie Wilén
Secretary



Ms Eva Struving
Treasurer



Mr John Fleming
Member of the Board



Mr Michiel van Dijk
Member of the Board

Secretariat



Mr Roar Daatselaar
Executive director
roar@acleu.eu

Contact details individual members

CFP Lottery and Raffles Ltd

Beechwood, Suite 1
Grove Park
Waltham, Maidenhead
Berkshire, SL6 3LW
www.wearecfp.co.uk



Deutsche Postcode Lotterie

Martin-Luther-Platz 28
40212 Düsseldorf
Germany
www.postcode-lotterie.de



Nationale Grote Clubactie & Supportactie

P.O. Box 440
5000 AK Tilburg
The Netherlands
www.clubactie.nl



The Health Lottery

Northern & Shell Building,
10 Lower Thames Street,
London, EC3R 6EN
United Kingdom
www.healthlottery.co.uk



Lot of Happiness & Care-a-Lot

Gietijzerstraat 54
3534 AV Utrecht
The Netherlands
www.lotofhappiness.nl



The Lotteries Council

Peershaws, Berewyk Hall Court, White Colne
Essex, CO6 2QB
United Kingdom
www.lotteriescouncil.org.uk



MBC ELM Ltd

39 St Vincent Place
Glasgow, G1 2ER
United Kingdom
www.mbcelm.com



Miljonlotteriet

Metallvägen 4
435 87 Mölnlycke
Sweden
www.miljonlotteriet.se



Nationale Postcode Loterij

P.O. Box 75025
1070 AA Amsterdam
The Netherlands
www.postcodeloterij.nl



Norsk Postcode Lotteri

p/a WWF Verdens Naturfond
PO Box 6784 St Olavs Plass
0130 Oslo
Norway
www.postkodelotteriet.no



People's Postcode Lottery

28 Charlotte Square,
Edinburgh, EH2 4ET
United Kingdom
www.postcodelottery.co.uk



St. John of God Foundation

P.O. Box 4
Blackrock, Co.Dublin
Ireland
www.sjogfoundation.ie



Svenska PostkodLotteriet

P.O. Box 24297
104 51 Stockholm
Sweden
www.postkodlotteriet.se



VriendenLoterij

P.O. Box 75025
1070 AA Amsterdam
The Netherlands
www.vriendenloterij.nl



Zonnebloem Loterij

P.O. Box 2100
4800 CC Breda
The Netherlands
www.zonnebloem.nl



Beneficiaries of ACLEU members

Germany

The **Deutsche Postcode Lotterie** supports 1072 charity projects across Germany in social and humanitarian areas and environmental protection.

Ireland

The **St. John of God Foundation** supports people in Ireland with intellectual disabilities and those dealing with mental health problems. They support almost 15 charities.

The Netherlands

- The **Zonnebloem Lottery** supports Nationale Vereniging De Zonnebloem, the largest volunteer organisation in the Netherlands that adds positive value to the lives of people with physical limitations because of illness, handicap or age;
- The **Nationale Grote Clubactie** supports over 6,022 clubs and associations in the field of sports, culture and music;
- The **Supportactie** raises funds for 1.012 different associations and funds in the Netherlands.
- **Lot of Happiness** and **Care-a-Lot** support 29 charities that try to make a difference in Dutch healthcare and/or help children who are undergoing a rough period in their lives.
- The **Dutch Postcode Lottery** supports 166 NGOs in the fields of human rights, nature & environment, social cohesion in the Netherlands, and international cooperation;
- The **VriendenLoterij** supports the preservation of cultural heritage and the well-being of people in the Netherlands. They support ca. 60 cultural partners and more than 4.300 (sports) clubs and associations;

Norway

- **Norsk Postkodelotteri** supports WWF and SOS Children's Villages.

Sweden

- **Miljonlotteriet** supports IOGT-NTO, an organisation that aims to prevent the misuse of drugs and alcohol by young people.
- The **Svenska Postkodlotteriet** supports 62 NGOs in the fields of health and well-being, development cooperation, children & human rights and nature & wildlife conservation;

United Kingdom

- The **Health Lottery** distributes funds across Great Britain to health-related good causes. They support ca. 100 different charities.
- The **People's Postcode Lottery** promotes lotteries on behalf of several Trusts. These trusts, in turn, provide grants to ca 3,000 charities.
- **CFP Lottery and Raffles Ltd** supports around 100 charities and non-profit organisations across the UK by developing and managing successful lotteries and raffles. Brands include Cats Protection, Royal British Legion and Breast Cancer Now.
- **MBC ELM Ltd's** mission is to provide charities and not-for-profit organisations with the ability to create unrestricted funding and maximise donations while helping to elevate their visibility and impact. Over £8 million has been raised for the Scottish Children's Lottery Trust and Jackpot Community Trust.

Contact details

Association of Charity Lotteries in Europe
P.O. Box 75025
1070 AA Amsterdam
The Netherlands

E-mail: info@acleu.eu

Website: www.acleu.eu

No. Transparency Register European Commission: 54735291072-89