



Novamedia/Postcode Lottery Group Factsheet (2022)

Vision

We believe the world is better off with strong civil organisations.

Mission

We raise funds for social organisations worldwide, increase awareness of their work and promote new initiatives.

Postcode lotteries

Novamedia sets up and operates postcode lotteries worldwide. In 1989 the Dutch founders started the Nationale Postcode Loterij (Dutch Postcode Lottery) in the Netherlands, a unique format based on postcodes (communities winning together) and subscriptions, to provide long-term funding for good causes and social organisations, with unrestricted flexible funds, based on trust. In addition to the Netherlands, postcode lotteries have now also been set up in Sweden (Svenska PostkodLotteriet), Great Britain (People's Postcode Lottery), Germany (Deutsche Postcode Lotterie) and Norway (Norsk Postkodelotteri).

Nationale Postcode Loterij and VriendenLoterij, the Netherlands

In the Netherlands Novamedia/Postcode Lottery Group has also operated the VriendenLoterij (Friendslottery) since 1998, then named Sponsor Loterij. In 2002 the BankGiro Loterij (BankGiro Lottery) joined forces with Nationale Postcode Loterij and VriendenLoterij, together forming the Holding Nationale Goede Doelen Loterijen N.V. holding company. From August 2021 VriendenLoterij and BankGiro Loterij continued under the name of VriendenLoterij.

Percentages to charities and good causes

In 32 years, players of the postcode lotteries and VriendenLoterij have raised a total of 12 billion euros for more than 1,000 charities and social organisations worldwide. In 2021, 825 million euros went to 1,161 charities and projects. In the same period, 2021, 42% from each ticket in the Netherlands went to charity. In Sweden 29% from each ticket went to charity and social organisations. In Britain this was 33%; in Germany this figure was 30% and in Norway 32% went to good causes.

3rd largest private charity donor in the world

Novamedia and its postcode lotteries has ranked in the world's top three private charity donors for over a decade. In 2020/21 it was again named third largest in the world, after the Bill and Melinda Gates Foundation and the Wellcome Trust, and second largest in Europe.

Ambassadors

Novamedia's postcode lotteries are actively supported by ambassadors who include top athletes and world leaders like Noble Peace Prize Laureates Dr Denis Mukwege (Medical Director at Panzi Hospital), Nadia Murad (President of Nadia's Initiative, for survivors of genocide and sexual violence), Muhammad Yunus (Bangladeshi social entrepreneur) and Roger Federer (Swiss tennis player with 20 Grand Slam titles), George Clooney (actor and human rights activist) and Dame Emma Thomson (actor, writer and environmental activist).