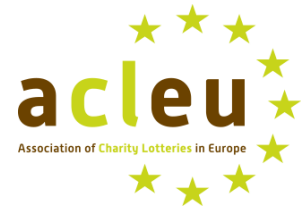


Association of Charity Lotteries in Europe, (ACLEU), statement regarding the introduction of a licensing system in Finland



24th November 2023

Dear Sir/Madam,

The members of the Association of Charity Lotteries in Europe, (ACLEU), believe charities in every European country should be enabled to use a charity lottery as a fundraising tool. We also believe that charity lotteries should operate nation-wide, financing national civil societies, and working with a licence issued by the national government.

Charity lotteries have proven successful in countries such as the Netherlands, Sweden, Germany, Ireland, Norway and the UK. Every year charity lotteries raise a huge amount of money for a wide range of charitable causes across Europe. ACLEU members alone raise around €1 billion each year.

The review of the Finnish gambling sector aims to prevent and reduce the health, economic and social harm caused by gambling and to improve the channelling rate of the gambling system. We fully agree with these key pillars of gambling regulation and would like to add an additional benefit: channelling part of the lottery proceeds to charitable causes in Finland.

This has been achieved through the charity lottery model, which has been successfully introduced in several European countries as part of their gambling sector revisions. This has provided crucial support to local associations, charities and clubs by allowing charity lotteries to operate under a lottery licence.

Recent research¹ has evidenced charity lotteries can bring € 10 billion for the charity sector in Europe, every year. The same report mentions that if Finland would allow its charity lotteries to compete more freely on cash-prizes, between € 45 million and € 140 million² could be generated for charitable contributions to society in Finland each year.

In addition, previous research has already shown that, in practice, charity lotteries operate alongside existing state lotteries while not posing a threat to their income³.

This type of charitable lottery donation is particularly welcomed by charities because, unlike many grants and donations, it is not tied to specific projects or appeals and is generally used by recipients to fund operating costs and strengthen core activities.

We would strongly suggest that the Finnish government takes these findings into account when preparing the legal basis for the introduction of a licensing system in Finland. It should use this opportunity to allow charity lotteries to bring these great benefits to Finnish society.

We remain at your disposal to provide more details on the work and experiences of charity lotteries in Europe.

Yours faithfully

Malcolm Fleming
President of ACLEU – The Association of Charity Lotteries in Europe

¹*The €10 Billion Opportunity: the potential benefit for civil society across Europe from charity lottery fundraising*, Regulus Partners, November 2023

²On a restricted basis, the Finnish charity lottery sector could generate c. €78 M in revenue net of prizes and c. € 45 M in additional charitable contributions. On a less restricted basis, the Finnish charity lottery sector could generate c. €219m in revenue net of prizes and c. €140 M in additional charitable contributions to Finland's third sector.

³*Charity Lotteries and the European Lottery Sector: impact analysis*, Regulus Partners, December 2022.

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 in all matters relating to fundraising through charity lotteries. ACLEU members contribute a large share (up to 80%) of their ticket sales to over 17.000 civil society organisations.

Find out more at: www.acleu.eu

